

City of Delano

Summer Recreation Funding Worksheet

Contact Information

Managing Entity: **Delano Community Education partnering with GFWC of Delano**

Applicants must be a public entity

Main Contact: **Betsy Stolfa**

Address: **516 Prairie Creek Drive**

Delano, MN 55328

Phone: **972-2767**

E-Mail: **betsy@alderstreet.net**

Secondary Contact: **Diane Johnson, Community Ed Director**

Phone: **763-972-6210**

E-Mail: **djohnson@delano.k12.mn.us**

Requisite Information

Program Name: **Concerts in the Park**

Target Age Range: **Pre-K and up**

Programming Dates: **June 18, July 16, July 30 and Aug 13**

Programming Time: **6:30 PM-8 PM**

General Description of Programming: *Please Attach*

The General Federated Women's Club of Delano (GFWC) will present a series of four Concerts in the Park at Central Park in Delano at 6:30 PM on summer evenings in 2008. The concerts will be held in the park's gazebo, which was built by the GFWC as a gift for the community. In the event of inclement weather, the programs will be moved inside to the Delano Middle School auditorium or similar space. There will be no ticket or cost for the audience.

The Concerts in the Park subcommittee has researched various performing groups with the desire to present programs that will appeal to various generations represented in our community and surrounding area. We see the important role that the arts can play in building community, providing a

small-town atmosphere and camaraderie. Central Park provides a welcoming venue for these programs. Because we are experiencing rapid growth, one of our goals for this project is to create an opportunity for new residents and long-time residents to come together, meet each other and enjoy the concerts.

We hope to challenge our audience members to perhaps try something new by listening to a style or culture of music with which they may not be familiar. Many residents do not drive into the Metro area, which limits their access to the arts. Because the concerts will be free, we have removed any cost barrier for area residents. The concerts will provide a positive option for families and youth searching for an age-appropriate outing that will entertain parents, school kids and toddlers alike.

Funding

Amount of Funding Request: **\$500**
Please attach detailed operating budget for the program.

Expenses:

Artist fees:	
Will Hale	\$650
Cyril Paul	\$1,500
Porch Pickers	\$400
Route 55	\$700
TOTAL	\$3,250
Supplies & misc	\$100
Publicity, paid advertising, printing	\$800
Grant writing/fiscal agent	in kind donation \$420
TOTAL EXPENSES:	\$4,570

Income:

Contributions to date:	
GFWC	no greater than \$765
Area business donation pledges to date	
State Bank of Delano	\$350
Crow River Bank	\$200
MacLean Law Office	\$100
Edward Jones Investments	\$100
Delano Dodge	\$100
Gina Nee	\$100
Dave's Town Club	\$100
Ameriprise Financial	\$50
Community Ed Director	in kind donation \$420
Central Minnesota Arts Board (pending)	\$2,285
TOTAL INCOME:	\$4,570

Madison, WI, Minnesota Zoo and Minnetonka Center for the Arts. Will has done songwriting residencies at elementary schools in the Midwest and was a MN State Arts Board Roster Artist from 1999 to 2005. Hale's five recordings include two that were included on the ballot for best children's recording for the annual Grammy Awards. He was nominated for Best Children's Artist in 2000 Minnesota Music Awards.

Cyril Paul and the Calypso Monarchs (Caribbean music): Cyril Paul comes from Trinidad in the Caribbean. He began his musical career in Trinidad as a singer and bongo artist. He and his band are widely known throughout the Midwest for their toe-tapping Calypso melodies and all the other types of music from the Islands, including rumba, bolero, cha cha and reggae. They play music that is hot, hot, hot! The Calypso Monarchs consist of Cyril and four or five other musicians. They are guitarist, keyboardist, bassist, drummer and steel drummer, plus they all sing. Cyril and his band have performed at a wide variety of functions all over Minnesota: weddings, private parties, corporate functions, churches, schools and park concerts.

The Porch Pickers (bluegrass): The Porch Pickers are a bluegrass music band that plays for enjoyment and entertainment. The band has been together since 2006 and consists of seven members who have been regular jammers for many years. You will usually find the Porch Pickers at the bluegrass festivals around the state and occasionally beyond. Most of the members are also involved in other ways as well, such as providing music for their church services either as instrumentalists or choir members. Instruments in the band are banjos, fiddle, guitar, harmonica, tambourine, autoharp, bass and vocal harmony. The band is a member of the Minnesota Bluegrass and Old Time Music Association.

Route 55 (big band): Route 55 is a sixteen-piece Big Band that plays with a big sound. The band performs music from the early Big Band sounds of the '20's up to newer charts from the 21st century. Route 55 has around 25 performances per year, ranging from nursing homes to weddings.

ADMINISTRATIVE PERSONNEL:

Betsy Stolfa, Concerts Committee Chair for the GFWC of Delano:

Worked for 5+ years as a project coordinator in construction industry, dealing with deadlines, budgets and contractors. Co-chair of the Delano Early Childhood Family Education (ECFE) Advisory Council. Club Administrator for Wayzata Rotary Club, handling bookkeeping, event planning and community projects. Treasurer of Big Woods Garden Club. Member of GFWC. Betsy is a link to new residents and young families in Delano.

Lisa Blodgett, Concerts Committee Member for the GFWC of Delano:

Member of Delano GFWC, Delano Community Education Advisory Council, Delano Snowstormers Club, Delano Healthcare Center Neighborhood Council, Delano Area Chamber of Commerce. Lisa recently retired after serving as

Executive Director of the Chamber for 14 years where she was involved in planning and execution of monthly luncheons, annual banquet, annual Business Expo, monthly networking events, annual Fourth of July celebration, election year candidate forums.

Jeanie Pilarski, Concerts Committee Member for the GFWC of Delano:

35-year resident of Delano. Member of Delano Catholic Church choir, GFWC Citizen of the Year Committee and Singing Telegrams Committee, Delano Helping Hands Food Shelf, Delano Community Education Advisory Council. She was 2008 Delano Relay for Life Publicity Chair, 2007 Delano Relay for Life Mission Chair and Publicity Chair, 2006 Relay for Life Honorary Chair and Luminaria Chair, Delano Daffodil Chair for American Cancer Society, Annual Banquet Committee person for Chamber of Commerce. She worked at Delano Public Schools for 19 years and currently is a part-time employee of the Tiger Activity Center.

Judy Vanderlinde, Concerts Committee Member for the GFWC of Delano:

34-year resident of Delano. Business owner in Delano. 2004-2006 President of GFWC. GFWC Citizen of the Year Committee Member. Church choir member and Big Woods Garden Club member.

Diane Johnson, Delano Community Education Director (fiscal agent):

Director of Community Education for Delano and Watertown-Mayer Public Schools. Demonstrated ability to manage budgets and personnel and provide overall leadership. Experience administering Metropolitan Regional Arts Council grants for Watertown-Mayer Community Education's Youth Summer Theater program. Member of Watertown Area Fine Arts Council, writing grants and being fiscal agent. 25+ years involvement as a flutist, teacher, director and organizational leader with several music organizations and community theaters.

Participation

Expected Daily Participation: 100-200 audience members

**Please explain factors, both positive and negative that will affect the attendance:
(Program Time, Dates, etc.)**

Our dates and times are designed to allow for working families to attend, falling in the middle of the week in the evenings. Our location was chosen to draw audience members from adjacent activities such as baseball games, the Big Rock playground and the surrounding neighborhoods.

Our publicity will be improved this year (see below) to increase the audience size.

Although we have an inclement-weather plan, audience numbers are reduced when a change in venue occurs.

The detour of the highway may either increase the audience by drawing in drive-by traffic, or it could decrease it because of the general difficulty of getting around town.

Marketing

Please provide a detailed description of your marketing strategy:

After a hiatus of four years, the summer concerts resumed in 2007. As a result, 2008 will mark our second year of working to build community awareness of the concerts. We believe those who attended our summer 2007 programs will be looking forward to the 2008 series.

To build community awareness and participation, our extensive marketing efforts will include: press releases sent to local media including the Delano Herald Journal, the Delano Eagle and the Buffalo radio station; posters/flyers will be distributed at businesses and other key locations throughout the area; information will be submitted to the City of Delano for inclusion in the City newsletter and on the city cable tv channel; we will seek permission to put an insert in with the electric bills of the Municipal Electric Co. The concerts will be promoted via the Summer Community Education brochure, which is mailed to all residents of the Delano School District. Information will be sent to area churches for inclusion in Sunday bulletins. We will also provide information on www.delanomn.com and www.dedicatedtodelano.com. We will ask Coborn's for permission to do grocery bag stuffers as well. We are considering advertising on the Chamber of Commerce billboard near Flippin Bills, though with the highway detour planned this summer we need to determine if this will be useful or not.

We are increasing our advertising budget this year so that we can prepare separate posters, flyers and grocery bag stuffers for each event. We realize that when one poster includes information for several events across three months of time, eventually people stop seeing the poster because it has been in place for too long.

Of course, in a small community, word of mouth is still one of the best means of publicizing events! Recognizing that personal invitations are one of the most effective ways to reach people, we will initiate a contest for the GFWC members, which will award prizes to the person who brings the most audience members to each program.

Signature Line

I certify that the above information is accurate and correct. I understand that the application does not mean that funding is guaranteed and may be revoked at anytime for any reason.

Diane Johnson
Applicant Name (Please Print)

Diane Johnson
Applicant Signature

2-20-08
Date