

City of Green River  
City Council Meeting  
Agenda Documentation

Preparation Date: January 30, 2020	Department: Parks and Recreation
Meeting Date: February 4, 2020	Department Head: Brad Raney
	Presenter: Consent Agenda

**Subject:**

Sweetwater Joint Travel & Tourism Board, 2020 Advertising and Marketing Grant Application

**Background/Alternatives:**

The Green River Arts Council's mission is to promote public art and creativity. The 2019 Art on the Green event brought in artists and spectators from all over the region including Wyoming, Colorado and Utah. This popular event promotes our county as a whole and shows off the diversified talents and interests of the people of Green River.

Advertising is essential to the success of Art on the Green. Advertising must be done in creative and far reaching ways to bring competitors into town for participation in the 24-hour live sculpting and painting competition and to ensure that art buyers take advantage of the artwork silent auction.

**Attachments:**

*Grant proposal and budget*

**Fiscal Impact:**

*The total event budget is \$32,271.50  
The grant request – advertising is \$6,000*

**Staff Impact:**

*The City of Green River provides a staff person as a liaison between the City and Green River Arts Council to produce this event.*

**Legal Review:**

*N/A*

**Suggested Motion:**

I move to approve the grant application in the amount of \$6,000 to the Sweetwater County Joint Travel and Tourism Board for Art on the Green.



404 N Street, Suite 304, Rock Springs, WY 82901 Ph: 307.382.2538

**Advertising & Marketing Application Check List of Required Items:**

The following items to be included with the application form:

- Completed Bid Sheet & Bids
- Project Narrative
- Detailed Marketing Plan
- Summary of Promotional Items
- Detailed Budget or Spending Plan

**ADVERTISING & MARKETING APPLICATION**

Applicants that need to advertise to bring out-of-county attendees and participants to an event may qualify for an advertising & marketing grant.

**Applicant Information**

Organization Name: City of Green River  
 Mailing Address: 50 East 2<sup>nd</sup> North  
 City/State/ZIP: Green River, WY 82935  
 Phone: 307-872-0514  
 Email: cduncombe@cityofgreenriver.org

Type of Organization:  
 WY non-profit 501 (c) 3 tax id #  
 WY non-profit (not 501(c) 3) Code section of exemption: \_\_\_\_\_  
 Government Entity

**Event Information**

Event Name: Art on the Green  
 Type of Event: Art Festival with a Live Competition  
 Primary Contact: Katie Duncombe  
 Location of Event: Expedition Island Pavilion  
 Date(s) of Event: August 14 & 15, 2020  
 Projected Attendance: 5,000  
 Do you require membership in your organization for individuals to participate?  Yes  No

Est. # of out-of-county participants staying overnight: 75  
 Arrival Date: 8-14-20 Departure Date: 8-16-20  
 Total est. # of room nights generated by this project: 75  
 (Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).  
 Will this be an annual event in Sweetwater County?  Yes  No  
 Has the event been in Sweetwater County before?  Yes  No  
 If yes, how many out-of-county participants came last year? 350

**Advertising & Marketing Information**

Amount Requested: \$ \$6,000  
 Total Event Budget: \$ 32,271.50  
 Has the T&T funded this project in the past?  Yes  No  
 If yes, number of times: 9  
 Total funding received from T&T to date: \$ 21,530  
 How will the event proceed if not funded by the T&T?  
The Green River Development Fund along with the City of Green River

What on-site recognition will be provided for T&T?  
 T&T banner at event site (required; provided by T&T)  
 T&T logo on printed materials (required, if funded by grant), link to our website on any electronic materials/registration  
 2 event tickets for T&T (required)  
 Reader board recognition  
 Public address announcements for T&T  
 Other: \_\_\_\_\_

How will you promote out-of-county attendance/participation?  
Out of county attendance and participation will be promoted through radio, flyers, posters, direct mailings, newspaper, email, facebook and website advertising.  
 Total budgeted for out-of-county promotion: \$ 6,136.50

Advertising & Marketing Grant funds will be used for:  
 Brochures \*(3 bids required)  
 Posters & Promotional Flyers \*(3 bids required)  
 Postage (out-of-county mailings)  
 Billboards  
 Magazine Advertising  
 Newspaper Advertising  
 Radio Advertising  
 Television Advertising

How will you promote in-county attendance/participation?  
In county attendance and participation will be promoted through posters, flyers, word of mouth, street banners, newspaper, radio, newsletters, direct mailings, website, Facebook and associated events.  
 Total budgeted for in-county promotion: \$ 4,560

\*A minimum of 3 competitive bids from qualified vendors must be included with the grant application for projects that require printing fees and/or production costs (see Bid Summaries section on page 2)  
 Note: Payment reimbursement is based on approved items from the check list above

Signature: Katie Duncombe Date: 1/30/2020

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 Business days prior to Grant Hearing.

**For Completion by T&T Staff**

Estimated Total Economic Impact: \$ \_\_\_\_\_

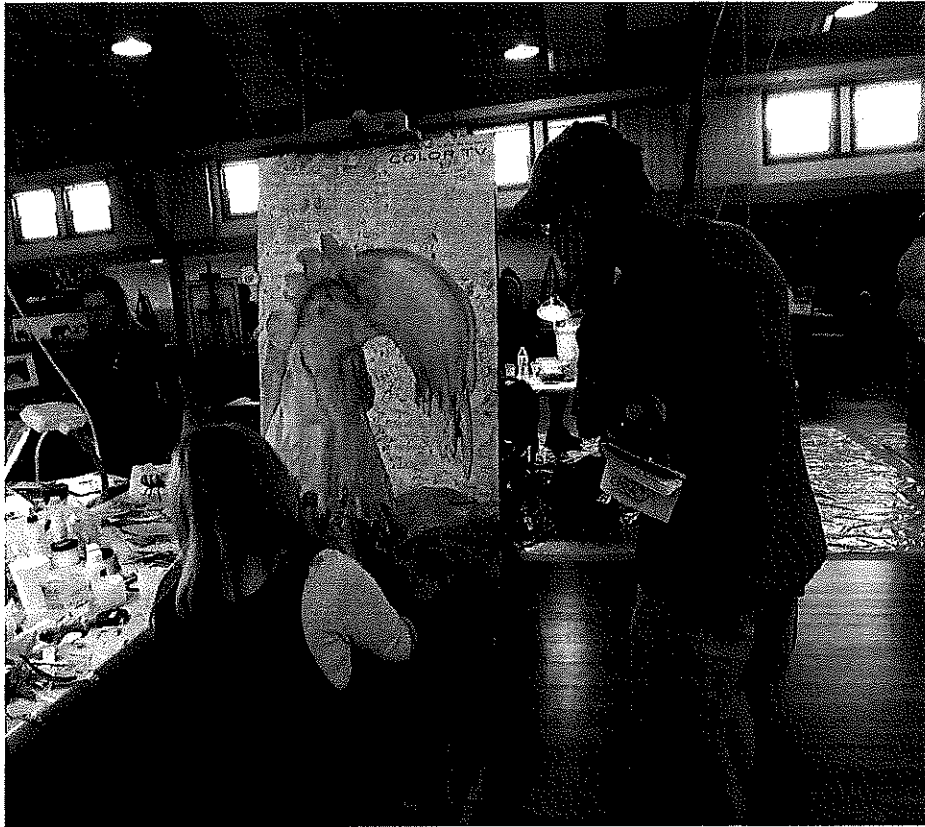
Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.

# Sweetwater County Joint Travel & Tourism Board

## Grant Application

### Art on the Green

August 14 & 15, 2020



**GRAC**  
GREEN RIVER ARTS COUNCIL

## 16<sup>th</sup> Annual Art on the Green 2020

### Travel and Tourism Advertising & Marketing Grant Application

#### Project Narrative

The Green River Arts Council's mission is to promote public art and creativity. The Arts Council strives each year to do this by holding the annual Art on the Green. The focal point of this event is a 24 Hour Live 2D and 3D competition. Each year, members of the nine-person, Mayor appointed volunteer board creates new activities and events to promote art within Green River. They coordinate group art activities and encourage artists to participate in the Art on the Green event. This popular event promotes our county as a whole and shows off the diversified talents and interests of the people of Green River and Sweetwater County.

Advertising is essential to the success of Art on the Green. Advertising must be done in creative and far reaching ways. This will allow the Arts Council a better chance to bring competitors into town for participation in the 24-hour live sculpting and painting competition and to ensure that art buyers take advantage of the artwork silent auction.

The 2019 Art on the Green event brought in artists and spectators from all over the region including Wyoming, Colorado, and Utah.

The Arts Council coordinates interactive activities for adults and children during the event and will be bringing back the Battle on the Green, and the children's art corner. The Battle on the Green competition is sure to be an exciting one with artists going head to head in a 30 minute 2D speed battle. The event will be run in a bracket with the top winners moving on through a total of three rounds until a winner is crowned. The Arts Council is excited about diversifying their event and bringing in new artists and ideas to the festival. With grant money from the Sweetwater County Joint Travel and Tourism Board, Art on the Green will be able to advertise in a variety of publications to reach out of area spectators and artists.

The 2020 Art on the Green weekend will be held August 14 and 15, 2020. As in years past, the Arts Council has elected to group this event with another long standing event, the River Festival. Although two very different events, both in funding and in purpose, the ability to hold the two events in close proximity has helped each event attract and educate an audience that may have traditionally only attended one or neither of the events. Each year the Green River Arts Council strives to mesh with the River Festival; its organizing group and spectators to make the overall weekend a success for the City of Green River.

**Friday, August 14th** begins the 24-hour competition, and the 5th annual Battle on the Green Competition. That evening also gives art lovers the first view of items available during the silent auction, and provides art-focused children's activities.

**Saturday, August 15th** leads to the conclusion of the 24-hour competition and the silent auction, there is also more time allotted for children's activities. The weekend event concludes with a dinner and awards ceremony. This year will be the 16<sup>th</sup> Annual Art on the Green for the Green River Arts Council.

## **Detailed Marketing Plan**

### **Art on the Green 24-hour Live Sculpting & 2D Competition and Silent Auction:**

- Direct Mailing to artists throughout the region
- Direct Mailing to local art shops and galleries
- Wyoming Arts Council
- Wyoming Arts Alliance
- Green River Arts Council Facebook
- Green River Chamber of Commerce Digital Board
- Sweetwater NOW Facebook
- County 10 Facebook
- City of Green River Website and Facebook
- Out of County Newspaper advertisements:
  - Travel Guide
  - Uinta County Herald
  - Bridger Valley Pioneer
  - Pinedale Roundup
  - Casper Star Tribune
  - Jackson Hole News & Guide
- In County Newspaper advertisements:
  - Green River Star
  - Rocket Miner
- In County Radio advertisements:
  - The Radio Network
  - WYO Radio
  - Mustang Radio
  - 93.5 KREO Radio
- Out of County Radio advertisements:
  - Pinedale
  - Evanston
  - Kemmerer
  - Saratoga
  - Jackson Hole
  - Wyoming Public Radio

### **Weekend Event (all activities including children's activities and dinner):**

- Direct Mailing to local art shops
- Parks and Recreation Summer Program brochure
- Posters throughout Green River & Rock Springs
- Flyers handed out in Green River & Rock Springs
- Direct Mailing to people who signed up to be on the mailing list

## **Summary of Promotional Items**

- Flyers advertising event
- Banners outside of pavilion at event
- Yard signs along main thoroughfare

**16th Annual Art on the Green  
August 15 & 16, 2020**

<b>Event Expenses</b>	
Awards Banquet	\$ 2,000.00
Awards (Cash Prizes)	\$ 11,800.00
Artist Meals	\$ 700.00
Kids Corner Supplies	\$ 200.00
Artist Award Supplies - Plaques	\$ 125.00
Battle on the Green Supplies	\$ 300.00
Battle on the Green Awards	\$ 250.00
Printing cost for poster, flyers	\$ 200.00
Banners	\$ 1,500.00
Judges	\$ 750.00
Hotel Accommodations for Judges	\$ 375.00
Artist Hotel	\$ 400.00
Floor Covering	\$ 100.00
Postage	\$ 150.00
Signage	\$ 325.00
Part time Staff	\$ 2,400.00
<b>Total Operations, Maintenance and Part time Staff</b>	<b>\$ 21,575.00</b>
<b>Advertising Expenses</b>	
<b>In-County Advertising</b>	
<b>Print Ads</b>	
Green River Star	\$ 750.00
Rocket-Miner	\$ 750.00
<b>Radio Ads</b>	
The Radio Network	\$ 1,000.00
Wyo Radio	\$ 800.00
Mustang Radio	\$ -
KREO Radio	\$ 500.00
<b>Social Media &amp; Digital</b>	
Green River Chamber of Commerce Digital Reader	\$ 60.00
Sweetwater NOW	\$ 600.00
Green River Arts Council Facebook Boosted Post	\$ 100.00
<b>Total In County Advertising</b>	<b>\$ 4,560.00</b>
<b>Out of County Advertising</b>	
<b>Print Ads</b>	
Uinta County Herald	\$ 369.00
Travel Guide	\$ 180.00
Pinedale Roundup	\$ 500.00
Bridger Valley Pioneer	\$ 350.00
Casper Star Tribune	\$ 900.00
Jackson Hole News & Guide	\$ 500.00
<b>Radio Ads</b>	
Evanston	\$ 400.00
Saratoga - Big Foot	\$ 400.00
Kemmerer	\$ 312.50
Jackson Hole Radio	\$ 720.00
Wyoming Public Radio	\$ 505.00
Pinedale	\$ 500.00
<b>Social Media &amp; Digital</b>	
County 10	\$ 500.00
<b>Total out of County Advertising</b>	<b>\$ 6,136.50</b>
<b>Total Event &amp; Advertising Expenses</b>	<b>\$ 32,271.50</b>
<b>Income</b>	
Awards Dinner Ticket Sales	\$ 500.00
Sponsorship	\$ 1,500.00
Silent Auction	\$ 2,500.00
Artist Registration	\$ 2,000.00
Puzzle Sales	\$ 300.00
Raffle Basket - Ticket Sales	\$ 500.00
<b>Total Income</b>	<b>\$ 7,300.00</b>