



**Courtney Lynn Povero**

Fundraising Director

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**Vision:**

Opening futures by providing opportunities is ArtsFest's greatest dream, a world where arts are front and center. We wish to create a world where young individuals of all backgrounds are granted the privilege of living their dream in the arts and are confident in their journeys. From the path of art, comes caring, passionate, and empathetic humans who work to push the world forward through their careers.

**Mission:**

Our students will learn of opportunities in the arts and entertainment industry. We will educate our students on the world of arts and entertainment so they are prepared for the options in front of them. We offer networking connections for students to meet colleges as well as learn from industry professionals. We will emphasize community engagement by inviting industry professionals from each area to come and educate our attendees on the opportunities available to them. This intensive will allow students to gain professional development needed to succeed in this business.

**Statement of Purpose:**

As an organization we work to bring the opportunities available to the youth of America to them in order to meet them halfway in a world that can seem intimidating. We aim to inspire students to pursue an exciting and ever changing career in the arts and entertainment. Students are *empowered* to feel confident about their futures and to grow, learn and pursue an exciting industry.

## Case Statement

“What do you want to be when you grow up?” Is the question many young students were asked this past year by *The Balance Career* writer Alison Doyle. The top three answers were 1. Dancer/Choreographer 2. Actor 3. Musician, all careers following the arts and entertainment. As children grow up they are told to get “real jobs” and new dreams because many view the arts as unsustainable. According to the Strategic National Arts Alumni Project 70% of art degree graduates have found jobs within the arts and report having income levels that support families, sustain careers and are able to give organizations of their choosing. In contrast 75% of STEM graduates are not employed in their field of study. The arts do not need a back up plan and students should not have to give up on their once dreams because they do not get the exposure they need to follow their calling in life. While dreams fade, some are passionate and keep their love for the arts alive. In 2017 more than 400 high school students were interviewed by C + R Research and asked “what do you want to be when you grow up?” The number one answer was a career in the arts, design, entertainment, sports, and media. Why are these careers so frowned upon when so many students dream of a happy career in them? We are here to encourage students to follow their dreams and allow students to explore their futures on the business side of entertainment.

Since 2008 80% of public schools have suffered a budget cut and the first programs to be cut are the arts according to *Education Funding Partners*. Some students in our country are not even given the opportunity to explore the arts and even if they are granted the privilege of attending a fine arts school, many do not teach the business side of this industry, mainly the performing arts. We are here to meet students halfway and give them the opportunity to explore the arts and entertainment industry as a real career that can be a success. We reach out to 50 underprivileged schools, whether they lack arts courses in their curriculum or simply come from poverty concentrated areas, we are there to encourage students to explore our festival and get the opportunity to attend a life changing three day intensive. From our information at these public schools we are able to send approximately 500 students from disadvantaged schools to our festival where they can connect with colleges and industry professionals. Many of the students who have attended our festival through our scholarships have gained jobs in areas including casting, production management, music producers, with successful companies such as Disney, Atlantic Records, and Warner Brothers. Because we bring universities from around the country that offer programs in the arts and entertainment to our festival, 20% of our students are accepted into these college programs and are given the opportunity to study something they are passionate about. We want to see every student succeed and never give up on the dream they once had.

ArtsFest is the only arts and entertainment industry educational intensive in the country. We are completely one of a kind and we are impacting over 15,000 lives every year by traveling to five different states throughout the year, hosting our festival. The stigma of the arts and entertainment industry not being successful and extremely hard to pursue needs to be stopped and students must be educated on the opportunities available to them. We work to encourage the next generation of artists and be their first step in the direction of their wildest dreams of what their careers could amount to.

## **Fundraising Goals:**

1. In the coming year we will increase our board individual giving by 15% coming together at a full 50% of the total budget for individual giving. This will allow for the gap between board members and our individual givers to be met and there will be an equal effort of 50% to meet our goal of \$240,000. This will complete our unearned income of 40% for individual giving. Through this added support we will be able to sponsor more scholarships as well as go out into the surrounding communities to bring awareness of our convention.
2. We will increase our foundational giving within the corporate foundations by 10% making their total donations equal \$42,000 in order to reach our goal of \$120,000 easily and to bring pressure off from our family and community foundation giving. This will allow for a more even donating field and ease the process of meeting our total goal of 35% unearned income coming from Foundational Giving.
3. Within the next year and a half we will raise \$80,000 specifically to open a new festival location in Nevada in order to reach more students near the west coast.
4. By 2021 we will increase our local organization partnerships to 20 at each location in order to increase opportunities for our students as well as allow organizations to gain awareness and promote their business.
5. We will raise \$70,000 each year in order to increase our scholarship pool to financially support students who need help through college or attending our festival.

## **Fundworthy Projects**

### **Exposure:**

Many students around the country are losing their arts programs everyday. Their education does not require students to have a creative outlet and because the students are not being given the option to explore a path of life they may have been born to follow. We do not want any student to lose the opportunity to dive into the arts and because of this, we have chosen to visit 50 high schools around the country considered to be underprivileged either financially or artistically. From our visit we introduce ArtsFest and inform students and parents of the unbeatable opportunities it provides such as college exposure, industry professional workshops, students will learn skills such as communication, time management, and written skills should they choose to apply for scholarships. From our visits we are able to send approximately 150-200 students from the schools we visit, however there are many out there still desperate to attend. We want to make this an event all can attend and learn from, not those chosen who have the resource. We are asking for \$20,000 this next year in our efforts to send a minimum of 330 students to our festival. We will be targeting schools in Michigan, Oklahoma, Idaho, Louisiana, and New Mexico where the state does not require the arts to be in students' education. The support we gain for this project works to help send students to ArtsFest as well as support our employees working to bring awareness to ArtsFest.

### **College Scholarships:**

College is not easy finance for most students in the country. According to the Federal Reserve Bank 44.7 million Americans suffer from student loan debt. We work to relieve students of the financial burden college can be and we work to award scholarships to students who are pursuing arts and entertainment in college. This past year we were able to award \$60,000 worth of scholarships, however this coming year we are working to increase that number to \$70,000 in order to impact more students while also encouraging them to seek a higher education. Donors are able to see their money impacting students by getting updates on the students who have been impacted by the college scholarship programs and seeing how successful students are becoming in the industry. This also benefits students who are still on the fence about pursuing this career because it celebrates the successes our students have experienced.

### **Bring the Business to Them**

We work to bring arts and entertainment into the lives of our students whether they are ready for college or not. We bring in 15 arts, media, sports, and entertainment organizations in the surrounding areas for our students to explore and become familiar with the opportunities that surround them in this industry. We have been able to connect students to organizations that interest them and lead them to becoming more involved in the arts and entertainment realm. Because schools are failing to give students all over the country the arts education they deserve, we are creating a path for students to be able to explore what surrounds them and get them involved in their communities. The money gained for this project allows us to reach out and invite organizations to attend and promote themselves at our festival. From the organizations that have visited from all different locations over 1,000 students have found an arts organization to call home. We are working to increase the number of organizations to 20 this coming year in order to open up more opportunities for students. This project will only require \$10,000 in order to support the organizations kind enough to attend our festival.

## Individual Giving

This portion describes our prospective donors as well as how we rank our potential donors to see if they would be a fit for our organization. We have outlined three prospective donors and their ranking following our system. We have also included a cover letter that we send to all of our donors as well as our annual fund brochure. Our individual donors greatly impact ArtsFest and we work to attract the best donors.

### Ranking Process:

We are always trying to bring in new and passionate students to our conventions which is no different for our donors. We look for those who are most engaged in their community and are passionate about philanthropic giving whose values also align with ArtFest's core vision and mission. We believe our chosen donors will be able to give and support ArtsFest not only with financials but with networking as well. We believe having our festival travel will only benefit us when it comes to donors because not only are we able to get the best of the best in one region but from all over the country. We have ranked our chosen donors on categories listed below

1. Financially Stable
2. Board Affiliation
3. Connection to the Arts Community
4. Other Philanthropic Giving
5. Experience in the Arts and Entertainment Industry and other large organizations.

From these categories our prospective donors are ranked 1-5, one being the lowest and five being the highest.

1	2	3	4	5
Poor	Below Average	Average	Above Average	Excellent

From our research our educated ranking numbers are:

Name	Financially Stable	Board Affiliation	Connection to Arts Community	Other Philanthropic Giving	Experience
Tina Barry	4	5	4	3	2
Avis Boone	3	4	4	2	5
Nicole Sexton	4	5	5	4	3

We strongly believe these prospective donors will be supportive of our organization because they align with our mission and vision as well as hope for a better future much like the one we are building when it comes to the next generation of artists.

## Individual Donor Prospects:



### **Tina Barry (TX)**

Tina Barry is the Executive Vice President at Dallas Theater Center and is a proud member and past president of the Dallas Theater Center's Board of Trustees. She also serves as the current director at The Dallas Opera. She has worked as an officer for The Kimberly Clark Foundation, which is a foundation targeted towards arts and culture, education, and human services. In 2011 she was announced as one of *Dallas Business Journal's* Women in Business Award honoree. She has a passion for the arts and is a current donor to the Dallas Theater Center with donations ranging from \$25,000-\$999,000. Barry worked at *Dr. Pepper and Snapple Group Inc.* holding leadership positions including Executive Vice President of Corporate Affairs, Senior Vice President of Corporate Affairs, and Vice President of Corporate Communications. She has experience leading businesses to success and is a philanthropic giver to organizations she believes change families lives around the world. One word of advice she has to those wanting to become leaders is "Be kinder than you have to be to be the kind of leader others want to follow".

### **Avis Boone (NY)**



Avis Boone is an entertainment professional holding many leadership positions within the industry as well as working as an actor, model, and photographer. Boone is currently the Co-President for Women in the Arts and Media Coalition. She held a seat on the Screen Actors Guild National Board and is still active with local SAG-AFTRA New York Local Board. She is an Active member of New York Women in Film and Television as well as the International Press Association. Boone is ranked as a top prospective donor because she is dedicated to bettering the entertainment business as well as empowering youth to get involved in the arts.



### **Nicole Sexton**

Nicole Sexton is the president and CEO of the Entertainment Industry Foundation. She is passionate about the entertainment business and understands that through this industry we can change lives. Because of her involvement with the Entertainment Industry Foundation, she works closely with those in the industry who also wish to make a difference. She can also be found on the FEED Foundation Board and Eastern Congo Initiative Board of Advertisers. She has extensive experience being on boards and in working with the entertainment industry. Her support would be beneficial to us because she could bring connections to ArtsFest unlike any other and make our impact bigger. She has been successful in every career she has pursued and we believe her support could change ArtsFest for the better.



December 11, 2019

Tina Barry  
546 Elm Street  
Dallas, TX 75203

Dear Mrs. Barry,

We thank you for your kind donation. With your help we were able to help twenty five dallas students attend our festival and eight of them were accepted to colleges they applied to from ArtsFest.

Because of your donation you are helping to send students on to become smart, well educated people of society which they may not have had the opportunity to do without your help.

We are not stopping here, with your continued donations we are working to fund more students around the country and offer more college scholarships. You have already impacted so many students, why stop here? Hayden Hartsfield, an ArtsFest student you helped to fund their college scholarship was quoted saying

“Without the generous donations from ArtsFest donors I would not be where I am today. I was able to pay for my books and meal plan for college with my scholarship from ArtsFest. I am so grateful for my time at ArtsFest and hope students all over the country get the same opportunities as I was fortunate enough to get. Without Artsfest I'm not sure if I would've been able to attend Rider University but because of them I am able to follow my dreams.”

This coming year we would like to invite you to meet Hayden and other students you have already impacted. We will be back in Dallas May 21-24 and we hope you will accept our invitation to visit your successful students, and learn of the lives you are changing.

We truly could not do this project without you, you are improving lives and setting students up for success. We believe in them and we know you do as well.

We thank you again for all you have done for our students and look forward to seeing you in May

Sincerely,

Courtney Lynn Povero  
Fundraising Development Director

## **Foundational Giving:**

We look for foundations in the country who we believe will be the best fit to our organization. We are searching for organizations that align with our own beliefs and vision for not only our own organization but also for the world. We are looking for foundations that seek to change the lives of the youth, support the arts, and believe that they can make a difference in the world. Below we have listed three foundations we believe encompass what ArtsFest supports, a cover letter and grant application to the organization we believe could greatly impact Artsfest.



### **Farrell Family Foundation**

The Farrell Family Foundation is a family foundation that focuses on supporting organizations that recognize the arts and culture play an important role in society and work to include all arts in their communities. ArtsFest resonates with the mission of the Farrell Family Foundation in that we both strive to encourage and outreach to students in all communities to produce the next generation of artists and entertainers. The Farrell Foundation is most interested in seeing their generous contributions lead to exceptional outcomes and due to our extremely successful college category of our festival we know we can deliver to the Farrell Family Foundation. We believe they could greatly impact our students when it comes to giving them the opportunity to come to ArtsFest, allowing the arts to be accessible to all.



### **Kinder Morgan Foundation:**

Kinder Morgan is considered one of the largest energy infrastructure companies in America, however their foundation empowers a different kind of energy for those all over the country. The Kinder Morgan Foundation is dedicated to building today's youth into tomorrow's leaders, in this they are most interested in funding organizations that promote the academic and artistic interest of young students today. Each year the Kinder Morgan Foundation donates more than \$1 million to youth programs and focus on giving towards academic programs as well as arts education programs. They support organizations that impact more than 500 underserved youth in grades K-12 and organizations who have proven successful.

We believe the Kinder Morgan Foundation and ArtsFests would be an undeniable pair due to the closeness in their missions. There is a powerful connection in building the futures of those in our communities today in order to create power leaders. ArtsFest is dedicated to helping students become successful in the future by providing college scholarships, and college interviews throughout the festivals. ArtsFest reaches approximately 3,000 students each weekend, making the overall impact estimated to around 15,000 students. An impact that is more than measurable and is without a doubt changing lives.



**The Kresge Foundation:**

The Kresge Foundation's ultimate mission is to promote human progress. Three of their five values listed for their foundation are creativity, partnership, and opportunity. These specific three values are exactly what ArtsFest incorporates into the entire organization. The Kresge Foundation is devoted to help create pathways for people with low income to improve their life circumstances and join the economic mainstream. Because we are giving students the opportunity to explore colleges and seek all avenues of the arts and entertainment industry ultimately setting students up for great success. Annually, the Kresge Foundation grants approximately \$140 million to nonprofit organizations and works in over 230 cities nationally making the entire country a priority when it comes to promoting that arts. One of our main missions is to create opportunities for those who otherwise may not have them and help them to explore the arts and entertainment. Together the Kresge Foundations and ArtsFest wish to help those who may not otherwise get the chance to explore careers they may be passionate about. We both work to set students on a pathway to success.

Kristi Burlingame  
Executive Director  
The Farrell Family Foundation  
PO Box 205  
Kentfield, CA 94914

Dear Kristi Burlingame,

Inside you will find our proposal for “Exposure” project for ArtsFest which benefits underfunded students around the country. ArtsFest is a non-profit organization which works to bring the Arts and Entertainment Industry to students all over the country. Our mission is to create opportunities for students to explore an industry they may never get that chance to. We know this is an important factor in society and without arts and entertainment the world would be far from what we know it as today. We allow students to network with industry professionals and explore all the opportunities that await them outside of their high school's walls. We also bring colleges to our festival in order to support our students in following their passions and proving our point that there are jobs out there for young arts and entertainment managers and they should not be worried about being successful in this business. We work to connect with underserved high schools in surrounding areas to ensure they are gaining the same opportunities as their more advantaged peers. Every year we send approximately 150-200 students from underserved highschools to ArsFest completely free of cost. We know there are more lives we can change through this project and we know our organizations would work well together.

We are familiar with your mission to contribute to the betterment of society and supporting education and the arts, among many other aspects of society. We work to bring opportunities to students all over the country and every year we are reaching more and more public schools while also engaging the communities around them and we know we can't stop here. We are reaching out to communities gaining their support while educating students and those in the community of the opportunities that are possible in this industry.

We know together we will be a great team and reach an untouched community just waiting for an exciting and new outlet to explore the endless options they have for their future and introduce a side of business that is not explored enough by the next generation of our leaders.

Thank you for your time and your consideration.

Sincerely,  
Courtney Lynn Povero  
Fundraising Development Director

## **Grant Application**

The arts are fading from schools everyday and in today's climate they are being threatened to be taken out of government support. Students are not getting the exposure they need to the arts and therefore are losing a potential love and passion they have inside that they may never get to explore due to education systems not being able to afford an arts program. We want to bridge that gap and bring ArtsFest to students all around the country so all can have the opportunity to explore a career in the arts and know that there are people here to back them up and support their decisions. ArtsFest wishes to apply for a \$20,000 grant to support our efforts of sending students to our festival as well as supporting our employees who travel to different underprivileged high schools year round to offer this amazing opportunity. We work to empower our youth to pursue a career in the arts, a career they are passionate and excited about. We want to make this as accessible as possible to students and never turn a child away for financial reasons.

Through this project we would be able to send approximately 130 more students to ArtsFest with the help of the Farrell Family Foundation. Our staff would be able to visit more high schools in underprivileged areas, promoting the possibilities that are right outside the four walls of these high schools. We would be able to change more lives and potentially work to send the next Steven Spielberg, Disney Executive, or Broadway Casting Director to college, with a boost of encouragement from ArtsFest. This next year we will be targeting high schools in Michigan, Oklahoma, Idaho, Louisiana, and New Mexico. These are states where the state government does not require schools to implement art into the schools curriculum meaning hundreds of students are being left without an arts education or exposure to the arts at all. We believe with our tour around these schools we can reignite the passion for the arts and show students that there are opportunities for them and this is a real industry they can pursue and become successful in. We are here to help them take their first steps in the right direction. We will be able to come in contact with many students who are just waiting for someone to show them the way. This money will be used to sponsor students who wish to attend our festival without any financial burdens.

Because we have already served 200 students around the country through this project we know we will be successful when changing the lives of the 130 more we will reach this next year. This will open doors for so many who may have been feeling lost or undermotivated. This trip will allow them to gain motivation for the future and get involved in the arts today. This will boost the morale of many students who may find themselves to be lacking in school and losing their drive to their future plans. We want everyone to have the chance to see what could be in their futures.

## Corporate Giving

We have carefully chosen our targeted corporate givers who we believe agree and support ArtsFest vision and mission. Corporate givers can be the most influential so we want to partner with corporations who follow the same values as ArtFest. We have included profiles of each potential corporate giver, a cover letter, and corporate giving piece describing the benefits that come with supporting the ArtsFest



### Bank of America

Bank of America is extremely devoted to bettering our world through the arts. Each year they donate to approximately two thousand art organizations around the world. Bank of America is proud to state they believe the arts do matter and work to better our economy, education and enrich communities. They are passionate about connecting people through the arts. Aside from having the arts in communities they support making art accessible to all and allowing opportunities including creating jobs available for all.

Because we work to make the arts and entertainment business available to those all over the country and our mutual priority is to give exposure to the arts we believe our partnership would be irreplaceable.



### Deutsche Bank

Deutsche Bank supports the arts because they believe in fostering creativity. They give most to programs that promote emerging artists. They wish to enrich communities by promoting programs that help to bring new employment, career, and entrepreneurial opportunities within the arts. Deutsche Bank works to encourage young people in exploring their full potential.

As a non-profit organization we work to build young professionals up in every way we can. With our college scholarship project we work to introduce new and exciting careers for our young professionals and give them the opportunity to explore an industry they may have never thought was possible. Through our joint passion of bringing new and exciting opportunities to young professionals all over the nation, we would be honored to have Deutsche Bank join us in impacting young lives and tomorrow's art leaders.



### Neiman Marcus:

Neiman Marcus in 2013 refined their focus to providing "enriching art and creative experiences to youth" which is a main priority to ArtsFests. Neiman Marcus wishes to support art that drives a significant social impact for youth and brings opportunities to them in order to create a better world. They understand the effect of art in our societies and prove to be a strong supporter of the impact it has on the youth. We believe our festival is extremely unique and brings a new side of art and entertainment to students all around the nation.

Because we are dedicated to bringing these new and enriching experiences and opportunities to students we would be honored to have Neiman Marcus as a supporter of ArtsFest.

December 11, 2019

Bank of America

Bank of America Corporation

100 North Tryon St.

Charlotte, NC 28255

Dear Bank of America Representatives,

We congratulate you on partnering with 1,000 nonprofits this past year and hope that this coming year you will strongly consider supporting ArtsFest. We believe that together we can create a better world in the arts and impact lives all across America. Included in our proposal packet you will find projects we have worked to refine and believe are worthy of your support and work to the benefit of us both. We have also included a giving piece for you to look over to learn more about all the great advantages that come with supporting ArtsFest.

ArtsFest's mission is to lead students to successful opportunities within the Arts and Entertainment Industry. We work to create paths of all kinds for students and encourage them to explore every avenue this industry has to offer. Aside from the exposure to the industry students will receive by attending, high school juniors and seniors will have the opportunity to meet with colleges we have partnered with such as Rider University, Belmont University, and Drexel University, to see the kind of higher education that is available to them within this industry. We will show students that there are careers in the arts and we are valued in the world.

We work to allow every student the chance to attend ArtsFest and learn as much as they can during the three day weekend intensive. Every year we reach approximately 15,000 young students and 20% of them are accepted into the colleges we bring to our festival. We are working to increase the number of attendees to about 18,000 as we work to add on our fifth location in Las Vegas, Nevada this coming year. Because we do not want students to miss out on the opportunities ArtsFest has for all, we award approximately \$40,000 in scholarships each year in order to give as many students who wish to attend the chance to do so.

With the support of your organization we would be able to reach many more students and allow them the opportunities they cannot find anywhere else. With your support we can help students find their home for the next four years in higher education while encouraging them to follow their hearts. We know you are big supporters of the arts and without the managers and development directors behind the arts, they would not be possible. We hope you will consider giving to tomorrow's artist managers, directors, teachers, makers, and supporters of art.

Thank you for your time and we look forward to hearing from you soon.

Best,

Courtney Lynn Povero  
Fundraising Development Director

### **Government Giving**

Our Government Giving section identifies federal organizations that we believe fit hand in hand with ArtsFest. Because we travel around the United States and benefit from many different locations with our festival, we are lucky enough to choose from many different groups and councils that work to support the arts everyday. We have chosen those which have stood out to us the most and we believe mutually will benefit from the support that could be given. We have chosen three different administrations each holding different jurisdictions, such as local, state, and national organizations.



#### **Arts and Business Council of Greater Nashville:**

The ABC works to create opportunities for their artists and business professionals to connect with creative organizations and arts nonprofits. They believe combining arts and business will create a creative culture for all to thrive in. Because we are about combining business with art and using the arts business to further society we believe we could gain full support from ABC. Their education program works to connect artists and those in the communities to careers they will thrive in. They wish to help all thrive in the careers they choose and want to help them find what they are passionate about and support them all the way to success.. Because we work to bring opportunities to those in the community and combine arts and business we have no doubt of the impact we could make together.

#### **Texas Commission on the Arts:**



Texas Commission on the Arts (TCA) is dedicated to supporting the arts communities in Texas. They work to bring artistic opportunities to the state in order to enhance economic development, arts education, and artist sustainability initiatives. They wish to create the most positive place for artists to thrive and want to support the welfare of the arts and entertainment community as best they can. They wish to help artists find a career path in the arts that they are passionate about and in the end, have a creative Texas. We work to bring not only national industry professionals and local art and entertainment businesses into our conventions in order to show students they can get involved in the arts today and that careers are everywhere, including their own neighborhood. Together we can bring young professionals to the world of arts and entertainment, forever inspiring the future of arts and entertainment employees.



#### **National Endowment for the Arts (NEA):**

NEA is in full support of arts learning and the advancement of arts in America. In 2018 the NEA budget was \$152.8 million and 80% of it was used for grants and awards to arts organizations all over the country. The NEA is America's chief funder and supporter of the arts.. They are passionate about arts learning, creating equal access to the arts in all communities across America. We believe our organization



encompasses all the NEA is passionate about supporting. We also believe we will gain great support from the NEA because we work to benefit all of America's youth.

December 11, 2019

National Endowment for the Arts  
400 7th Street, SW  
Washington, DC 20506

Dear Committee Members,

Attached to this letter you will find our proposal for the "Our Town" grant for ArtsFest. We are a non-profit Arts and Entertainment Industry Festival that travels around the country to educate high school students on the arts and entertainment management careers that are out there waiting for them. We work to help students reach their preferred higher education places of study and help support these students in taking their first steps into this industry. We bring colleges from around the country to educate students on the opportunities available for them as well as bringing industry professionals to speak about their careers and encourage students to get involved in the arts. Despite popular belief, there are successful careers available in this industry and we are here to help students find their perfect place for higher education and to get involved in the arts and entertainment industry today.

ArtsFest impacts approximately 15,000 high school students each year. Each year we help these students find their homes for the next four years, ignite a passion for the arts, and increase the awareness of how the arts benefit the world. We also bring in local arts organizations for students who are not yet ready for college to explore and get involved in. We are a one of a kind experience, there is no one in the country doing what we are doing. We have already made such a large impact on the youth of America and we do not want to stop here.

We believe we fit perfectly with the "Our Town" grant and know that with this money we can impact even more students as well as build the future for tomorrow's greatest arts and entertainment managers, forever changing young lives.

Thank you for your time and consideration.

Sincerely,

Courtney Lynn Povero  
Fundraising Development Director

## **Grant Application**

ArtsFest seeks to apply for a \$40,000 “Our Town” grant to support our next mission of adding on a sixth location in Las Vegas, Nevada. ArtsFest is passionate about creating opportunities for high school students around the country and allowing them to explore the arts and entertainment industry and the careers that lie there. The arts are being cut from education more and more every year, meaning students are losing the opportunity to explore this industry where some could potentially become extremely successful. We work to help students find colleges that support arts and entertainment and can help students gain an education in this field, building them to be the best they can be in this industry. We work to bring industry professionals into our festival for students to learn from those who have come before them and be exposed to the real success that presents itself in these careers. We invite many colleges to attend and educate many students about their programs in the arts and entertainment industry. This has led to about 20% of our students being accepted into colleges they connected with through ArtsFest. From our festival we award scholarships to students pursuing the arts and entertainment industry in college leading to an estimated amount of \$60,000. This money is used to help lighten the financial burden of college and allow for this to be an exciting time for students. We also work to make this a space for all students, not just those who can afford to attend ArtsFest. In order to make this festival available to everyone we visit surrounding underprivileged high schools, encouraging students to get involved in the arts and to attend our festival. From our visits we are able to sponsor approximately 150-200 students to attend ArtsFest and learn about an industry they may have only dreamed about pursuing. Each year we touch 15,000 lives and we hope to increase this number by the help from the NEA and our gracious donors.

With our added location we will be able to impact approximately 3,000 more students in the surrounding areas of Nevada. As of right now, according to Americans for the Arts, only 33% of students in the western US are enrolled in an arts course meaning less than half of western US students are getting the advantage of learning about the arts and the careers that reside there. We will be that artistic outlet for so many new students and help another 600 students pursue college in the arts and entertainment industry. We can financially help countless more students and work to help students with college financials. We can bring work for many western american artists who wish to help young artists, teach them how to get involved, how important arts and entertainment truly is to our world and how without the business side of this industry, it simply would not exist.

We are confident this new location will only benefit those who come in contact with ArtsFest. We work to connect people, communities, places, and economic opportunity through new relationships to further the arts community and the beauty that lies within. This new location will impact many students whether they find a new love for the arts, a new arts organization they wish to get involved in, or a college home for the next four years. At the bottom line students are getting involved in the arts and ArtsFest is bringing awareness to its importance.