



LunART Festival
Arts Business Competition
Grant Proposal
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Executive Summary & Key Personnel

LunART Festival’s mission is to support, inspire, promote, and celebrate women in the arts through public performances, exhibitions, workshops, and interdisciplinary collaboration. Issues of gender inequality are currently at the forefront of political and social discussions, and LunART seeks to support women around the world as they navigate gender imbalance in artistic fields. Our goal is to bring women together in a creative capacity from June 28-30, 2018, while expanding and strengthening community ties through musical performances and local partnerships.

The LunART Festival is the vision of **Dr. Iva Ugrcic**, founder and executive director. As a young musician from the ex-Yugoslav Republic of Serbia, political and economic instability were among the issues that ultimately led to her departure from Serbia. However, one of the most personal and troubling problems she faced was gender inequality. Ugrcic moved to the United States in 2014 to pursue a Doctor of Musical Arts degree at the University of Wisconsin-Madison. The intent of her dissertation “Doina Rotaru – The Voice of Romania,” is to introduce this extraordinary Romanian female composer to the U.S., giving her music the recognition it so richly deserves. The immensely positive responses Ugrcic received validated her belief that there are many female artists who have much to say, but who have not had the opportunity to share their voices with the world. This was the catalyst for the creation of the LunART Festival.

Satoko Hayami is currently the Emerging Composers Program Coordinator for LunART and a third year Doctor of Musical Arts (DMA) student in the Mead Witter School of Music, where she studies Collaborative Piano and Arts Administration. **Kyle D. Johnson** serves as Program Coordinator for the LunART Festival and is in his final year of the DMA program in Piano Performance. For a full list of personnel (over 30 individuals), please view our supporting materials documentation.

Funding Request

We are asking the Arts Business Competition to fund LunART Festival in the amount of \$2,000, which would partially cover honorarium for musicians. As of now, we are 30% secured in total funding for the festival. We are raising money through crowdfunding and potential grants from: The Puffin Foundation, Dane Arts, The National Flute Association C.R.E.A.T.E. Program, Open Meadows Foundation, The Awesome Foundation, and Creative Capital. Outside of operational costs and facilities rentals, we plan for any additional revenue to go towards paying our 30 musicians and artists affiliated with the festival.

Vision and Goals

The vision of the LunART Festival is to empower women in the arts by fostering originality, honoring diversity, and strengthening equality. Our main artistic goal is to share works of female artists and ensure the progress women have made will continue to flourish. All artistic creators represented at LunART (composers, visual artists, writers, speakers, etc.) will be women. LunART supports the artistic development of established, emerging, and aspiring regional, national, and international artists.

Our goal is to raise awareness of the position of women in the arts through engaging, accessible concerts and events. For our first season, we are planning events that largely fall into our area of expertise, music performance. As we establish LunART's reach into our community and beyond, we see tremendous potential for growth in future years, with opportunities to expand our vision to theater, dance, opera, and visual arts, creating an interdisciplinary festival dedicated to women in all art forms.

Project Plan & Schedule

The 2018 LunART season includes several distinct artistic events/opportunities: three gala concerts, two late night performances, an outreach concert, a lecture and panel discussion, workshops with Composer-in-Residence Jenni Brandon, and an international call for scores. A description of each event type follows:

- Three ticketed evening Gala concerts of contemporary classical music. Gala concerts will feature established chamber ensembles including: a Madison-based woodwind quintet; vocal ensembles; a Midwest-based marimba quartet; and mixed chamber music ensembles, which will incorporate strings, piano, and narrator.
- Two late-night “Starry Night” performances featuring local female jazz and hip hop artists, as well as singer-songwriters. Zhalarina H. Sanders, Executive Director of The JVN Project, will present her one-person Hip-Hop theater show *Rose Gold*, that recounts “the tragedy of black motherhood and the glory of its daughters.” 2014 International Fingerstyle Guitar Champion and folk singer-songwriter Helen Avakian will share the stage with other local jazz and pop artists the following night.
- An outreach concert featuring emerging female composers in our “From Page to Stage” program.
- A lecture about the influence of women in the arts, and a panel discussion about collaboration in the arts. These events will be free and open to the public. Musicologist Andrea Fowler, a specialist in female, contemporary composers will lead the lecture. The “Collaboration in the Arts” panel discussion, led by Jenni Brandon, Zhalarina H. Sanders, and Andrea Fowler, is an important topic for anyone interested in arts entrepreneurship and for those interested in learning how artists work together. Participation from attendees is encouraged.
- Educational workshops for emerging composers with Composer-in-Residence Jenni Brandon. She will lead “From Page to Stage: Emerging Composers Workshop,” a workshop that offers a dynamic learning environment for women composers at the early stages of their careers.
- An international Call for Scores is currently open to women composers of all ages. From these entries, a selection committee will select three compositions to program on our Gala concerts. Currently, ten countries are represented in LunART's Call for Scores submissions, which supports our vision of opening doors for women around the globe and helps to put Madison on the world map as a mecca for female artists.

Schedule of Events

Date	Location	Event	Person(s) involved
Thursday, June 28, 2018	First United Methodist Church	Jenni Brandon, Composer-in-Residence, masterclass	<ul style="list-style-type: none"> ● Jenni Brandon ● Composition Fellows (“From Page to Stage” participants)
	Madison Museum of Contemporary Art	“Moon Dances” Opening Gala Concert	<ul style="list-style-type: none"> ● Sound Out Loud Collective ● LunART Festival Musicians and Artists
Friday, June 29	First United Methodist Church	“From Page to Stage: Emerging Composers” open rehearsal	<ul style="list-style-type: none"> ● “From Page to Stage” participants and LunART Musicians
	Promenade Hall, Overture Center	Lecture about women in the arts	<ul style="list-style-type: none"> ● Andrea Fowler
	Promenade Hall, Overture Center	“The Woman with the Unfathomable Eyes” Friday Gala Concert	<ul style="list-style-type: none"> ● Sound Out Loud Collective ● ID Flute and Percussion Duo
	Bos Meadery	“Starry Night” After-hours performance: “Rose Gold,” a one-person hip-hop theater show	<ul style="list-style-type: none"> ● Zhalarina H. Sanders
Saturday, June 30	Capitol Lakes Retirement Community, Grand Hall	“From Page to Stage: Emerging Composers” outreach concert	<ul style="list-style-type: none"> ● “From Page to Stage” participants ● Sound Out Loud Collective
	TBD	Panel Discussion: “Collaboration in the Arts”	<ul style="list-style-type: none"> ● Jenni Brandon ● Andrea Fowler ● Zhalarina H. Sanders
	First Unitarian Society Auditorium	“Women’s Stories” Closing Gala Concert	<ul style="list-style-type: none"> ● Black Marigold wind quintet ● Heartland Marimba percussion ensemble ● Sound Out Loud Collective ● Wisconsin Youth Choir
	TBD	Starry Night After-hours performance, featuring local singer-songwriters	<ul style="list-style-type: none"> ● Helen Avakian, singer-songwriter ● Marks Shawndell, singer-songwriter

Community Reach

The Madison metropolitan area is rich with cultural events throughout the year, and LunART joins an impressive list of arts organizations and summer festivals. As you can see in our Schedule of Events, we offer low-cost ticketed events, and several free events to provide local residents and area visitors of all ages, ethnicities, socioeconomic backgrounds and education levels with an accessible outlet for education and entertainment.

LunART's goal is to present diverse programs representing current and relevant women in the arts, and we are committed to expanding and strengthening community ties through our public performances and exhibitions. We will bring artists from outside of our Madison community, and music from around the globe through our Call for Scores, exposing our audiences to artists they may not have access to otherwise. By interweaving genres throughout programs and staying connected to social issues we intend to live up to our Festival tagline: "Celebrating women in the arts: from past to present, from revered to forgotten, from rap to rhapsody."

We have a partnership with the Madison Youth Choirs, an organization which shares our vision of inclusivity in the arts. We are proud to showcase their top women's choir, Cantabile, on our Closing Gala Concert, which enables us to serve as role models and show the influence of women in the arts. We also are partnering with well-established art organizations and supporters in our community such as the Overture Center for the Arts, the Madison Museum of Contemporary Arts, First United Methodist Church, and First Unitarian Society. Collaborating with these organizations embeds LunART into an established arts scene and brings visibility to our new festival.

Our artistic goal is to offer accessible, high-quality, engaging concerts and events with diverse programming, while representing various arts fields. Successfully putting LunART's mission and vision into action will directly impact our community, audiences and participants, festival musicians and artists, as well as the global music community by:

- Raising awareness of the position of women in the arts
- Empowering female artists by creating a sense of unity and community
- Establishing artistic relationships and opening doors for future collaborations
- Creating lines for global connections, rooted in Madison
- Introducing underrepresented artists to Wisconsin audiences
- Reaching diverse audiences, especially underserved populations
- Providing opportunities for local businesses to be involved in the arts by supporting an organization with a specific social cause

Timeline

2017

- August Planning of LunART Festival began
Dates & structure of the Festival established
- September Logo created by DA Productions
Mission and vision written
Artist in Residence booked - Jenni Brandon
- October Gala Concerts: Venues secured (MMoCA, Promenade Hall, FUS)
Capitol Lakes sponsorship established
- November Website launched
Crowdfunding campaign started (through Fractured Atlas)
Individual appeal emails and letters sent out
- December Call for Scores application started (Dec. 1)
“Page to Stage” application started (Dec. 15)
Puffin Foundation Application (Dec. 31)
Corporate sponsorship solicitation and continue seeking individual donors

2018

- January Preparation for grant cycles
Call for Scores Review Committee assembled
Finalize programing and festival artists
Corporate sponsorship solicitation and continue seeking individual donors
- February Articles in *Tone Madison* and *Classical Hive*
Dane Arts Grant Application (Feb 1)
National Flute Association C.R.E.A.T.E. Competition Application (Feb 13)
First Crowdfunding cycle closed (more than 72% of the goal reached)
Creative Capital Grant (Feb 28)
- March Call for Scores and “Page to Stage” application period ends. Winners of each are notified by April 1, 2018.
Finalize contracts with venues
Performance agreement form with artists sent out
Complete flyer designs
Corporate sponsorship solicitation and continue seeking individual donors
- April Interviews planned: local media outlets (Isthmus, Cap Times, WORT Radio, etc.)
Call for Scores and “Page to Stage” winners announced and notified
Launch second crowdfunding campaign
Create 2018 season poster

	Market events through social media Find volunteers Corporate sponsorship solicitation and continue seeking individual donors
May	Rehearsals begin Outreach concerts and presentations Sun Prairie Radio Show Event ticket sales starts Events flyers printed and distributed Corporate sponsorship solicitation and continue seeking individual donors
June	Rehearsals continue Programs printed LunART 2018 begins (28 th -30 th)

Promotion/Marketing/Media Plan

To date, our promotion has been through social media outlets such as Facebook and Instagram, bulk email blasts to music institutions and composers nationwide, and via personal emails. Through our partnership, the Overture Center is promoting the festival by offering a LunART promo code to our donors that contribute \$50 or more. The Overture Center's social media team will also promote the Festival.

There are forthcoming articles in *Tone Madison* and *Classical Hive*, to be released in March. We have already made contacts to have media coverage before the festival from Lindsay Christians at the *Cap Times*, *Brava Magazine*, Cat Capellaro at the *Isthmus*, Chali Pittman and Scott Gordon at WORT Radio, Sun Prairie Radio, and Emilie Earhart at WSUM Radio.

Budget

<u>ESTIMATED 2018 FESTIVAL EXPENSES</u>	
Musician and Speaker Honoraria: \$9,200	20 Musicians 2 Visual artists 2 Poets Artists 2 Singer-songwriters (musicology) 1 Writer and Theater Artist 2 dancers 1 narrator 1 Hip-Hop 1 Speaker
Composer-in-Residence cost: \$2,000	Composer-in-Residence honorarium: \$1,400 Composer-in-Residence travel cost: \$600
Space and equipment rental: \$2,050	First Unitarian Society of Madison \$400 Overture Center for the Arts Promenade Hall \$1000 Madison Museum of Contemporary Arts \$200 Piano Rental and Tuning \$300 Amplification \$150
Merchandise costs: \$300 Program printing: \$400	
Promotion and Marketing: \$300	Postage Facebook and Instagram promotion
Other Miscellaneous Expenses: \$200	
Total <u>Estimated</u> Expenses: \$14,450	

<u>ESTIMATED 2018 FESTIVAL REVENUE</u>	
Tickets and admissions: \$3000 (Our estimates are based on filling each venue to at least half capacity, though we will market and promote our event aiming to exceed this base ticket sales goal)	Gala Concerts (\$20 general /\$10 student) Starry Nights \$5 at the door
Application and program fees: \$1800	Call for Scores: \$1100 Page to Stage application fee: \$100 Page to Stage program fee: \$600
Merchandise sales: \$300	Tote bags, buttons, stickers, and shirts
Program ad space: \$1000	
Individual donations: \$5,000	Crowdfunding campaign
In-Kind Donation: \$3,250	Festival Operations Manager \$300 Guest Artist housing \$500 (in-kind donations from individual donor) Website \$500 Branding and design \$500 Logo, posters, Tshirt design, etc. created by DA Productions Audio/video \$700 (DA Productions) Photography \$750
Total <u>Estimated</u> Revenue: \$14,350	