



# STREET Art

## SATURDAYS

DOWNTOWN GREENVILLE

### PROPOSAL FOR FUNDING:

Since beginning my career with Main Street Greenville, I have seen our First Friday events grow into a monthly celebration for the residents who live in our community, as well as a way to draw visitors from outside of our area. The events have created a new sense of pride, and have truly made downtown Greenville ***the place to be!***

Main Street Greenville created First Friday events to bring people downtown to enjoy shopping, dining, music, and other activities during the evening hours. The events are also a way to increase the sales and awareness of our retail and restaurant businesses, to assist with business retention, and to encourage new businesses to open in the available properties located downtown Greenville.

The success of our First Friday events has sparked a new idea for our organization: Street Art Saturdays! The Street Art Saturdays program is inspired by our First Friday events, combined with a few ideas from the Streetmosphere program in Fort Collins, CO.

While First Fridays are an excellent nightlife booster, we have found most individuals would prefer to shop on a Saturday morning or early afternoon. Since 1998, the Downtown Greenville Farmers' Market (another program by Main Street Greenville) operates from June - October from 9 am - 1 pm. Through the success of the Farmers' Market, we believe scheduling the next BIG thing during those hours will increase the foot traffic to our downtown district.

Our hope is that Saturday mornings / early afternoons throughout the warmer months will be a time when our entire community will come together downtown for art, fun, fresh & local produce & goods, and a ton of unexpected creative flair!

- Amber Garrett  
Executive Director  
Main Street Greenville



# EXPECT THE UNEXPECTED

Main Street Greenville wishes to develop downtown Greenville into a regionally recognized arts center and destination by distinguishing ourselves as an intellectually vital community that fosters, celebrates, and inspires human creativity.

Street Art Saturdays will transform downtown Greenville into a spontaneous, outdoor performing arts festival throughout the entire warmer season. Street Art Saturdays will provide high quality, free performances that boost civic pride for our local, creative talent and invite new talent to our community from across the region.

Imagine a live painter, folk-duo, jazz band, photographer, and blues guitarist performing and sharing their talents with our community as people gather in the downtown district EVERY Saturday during the 20-week Farmers' Market season (beginning of June - middle of October).

Main Street Greenville has had much success with their 10-month First Friday program. The First Friday calendar features events that highlight the arts, but feel there is a huge opportunity for a regular Saturday arts program.



## CONTACT INFORMATION

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### Purpose

As an Ohio Main Street Program, Main Street Greenville, promotes historic preservation and economic development resulting in a cultural downtown district that attracts and retains businesses & entrepreneurs, making downtown a desirable destination.

### Mission

Main Street Greenville is committed to stimulating and supporting revitalization efforts, historic preservation and economic growth in historic downtown Greenville.

[ A RESOURCE TOOL FOR DOWNTOWN DEVELOPMENT ]

# THE PLAN OF ACTION:

- 20 Saturdays of Street Art performances during the months of June through the middle of October
- Up to 6 simultaneous performance locations on Saturday mornings
- 2-Hour Performances from 11 am - 1 pm
- Performers can include local artists and new artists from the Dayton and Richmond areas
- Juried audition process for all performers & artists
- Payscale for artists:
  - Band - \$225
  - Duo - \$150
  - Soloist - \$100
  - Visual Artist - \$100
- 6 stages will be identified using transportable signage. No physical stage will be required, performers will set-up on the sidewalks, street corners, courthouse steps, etc. The committee will define 6 locations throughout the downtown district that will work well for large groups to gather

## PROGRAM BUDGET

Stage #1	Band	\$225
Stage #2	Solo or Duo	\$150
Stage #3	Solo or Duo	\$150
Stage #4	Visual Artist	\$100
Stage #5	Visual Artist	\$100
Stage #6	Visual Artist	\$100
<b>Total Weekly Budget</b>		<b>\$825</b>

WEEKLY BUDGET X 20-WEEKS	\$16,500
SIGNS / ADVERTISING	\$5,000
PART-TIME COORDINATOR	\$3,000
MISC COSTS (licensing fees, insurance, etc.)	\$5,500
<b>TOTAL BUDGET</b>	<b>\$30,000</b>







We appreciate your consideration for helping us fund the Street Art Saturday program. This idea is 100% customizable (# of stages, # of weeks, etc.), which will allow us to build a program that works for our community and the funding we receive.

We have submitted this idea to your organization in 2015, with the hope of making this a reality in June 2016. This timeline means we would need to secure our sponsorships by January of 2016.

The Street Art Saturday program would allow us to collaborate with other local art groups, such as The Greenville Public Library, Darke County Center for the Arts, Greenville City Schools Art Programs, and more!

If you have any questions or would like to speak to me in person, I would be willing to attend a meeting to discuss this idea further.

Thank you for your time and for investing in the arts throughout our community