

## **2018 Downtown Program Fund Project Descriptions**

*The program information below comes from the applications of our ten successful 2018 Downtown Program Fund applicants in response to the question: "Please describe your proposed program. Include information about the roles of any partners that may be involved." Although the 2019 application questions have been modified slightly, we hope this information will be helpful in providing narrative examples of successfully funded programs.*

### **ArtCity Eugene**

#### **BEAM**

BEAM is a showcase of multidisciplinary art incorporating light, sculpture, music, film, dance, and poetry. This event takes place in public spaces when the sun goes down, welcoming the public to an illuminated, outdoor, pop-up gallery. We will create an environment where the public is encouraged to engage with the artists, watch the art evolve, make art alongside artists, and simply relax and enjoy being surrounded by creativity as it is happening. Our goal for the artists is that they will be seen, connect with the public, and feel supported by our community.

ArtCity will send out a Call for Artists and a jury will select artists. We will oversee the organization of artists and the artist agreements. We will select up to 16 artists to participate and we will pay each artist a stipend of \$50. ArtCity will produce professional marketing materials, have the events photographed, and we will produce a short film for documentation and future marketing. Photographs and marketing materials will be shared with City of Eugene Cultural Services (CECS) in a timely manner. ArtCity will oversee the set-up, production, and take-down on the day of the event. All artists will be present during the event.

### **ArtCity Eugene**

#### **Studio Without Walls**

Studio Without Walls is a summer event series that brings artists and art-making to the streets where we encourage the public to engage with artists. During our Studio Without Walls events painting, printmaking, drawing, sculpting, dance, performance, art installations, music, and any variety of art-making is happening simultaneously just like it happens in an art studio environment, except the public is experiencing the art making as it is happening and the artists are engaging with the public.

ArtCity will send out a Call for Artists for each of the three events and artists will be juried. We will oversee the organization of artists and the artist agreements. Jurors will select up to 18 artists to participate and ArtCity will pay each artist a stipend of \$50/event. We will produce professional marketing materials, have the events photographed, and we will produce a short film from each event for documentation and future marketing. Photographs and marketing materials will be shared with City of Eugene Cultural Services (CECS) in a timely manner. ArtCity will create a preproduction map for each event, we will produce and distribute marketing materials, and we will set up and take down on the day of the event.

### **DanceAbility International**

#### **Movement for Memory**

I propose a series of dance classes held free to the public, aimed at our elderly community and open for all people to attend. Partners are DanceAbility International, Rich Glauber, and HiFi Music Hall. The Movement for Memory series is based on dancing that connects neurological processes with physical activity. There is a direct and quantifiable correlation between certain body movements and improved brain function and memory according to studies such as SuperBrain Yoga (Choa Kok Sui) and the highly regarded Brain Dance (Anne Green Gilbert). In addition to the positive health effects of this class, utilizing parts of the DanceAbility curriculum in a group setting will create a positive experience of community, supporting the idea that we can, as a society, work toward achieving authentic moments of togetherness with each other, no matter our age.

DanceAbility International is a non-profit mixed-abilities company that educates through inclusive classes, trainings and performances. The DanceAbility Method uses expressive movement as a tool to create community, physical engagement, and artistic inspiration for all people. DanceAbility will provide teaching assistants, facilitation advising, and promotional support. Rich Glauber is an in-demand musician who performs at a number of senior centers and memory care facilities locally. "Glauber's style is perfect for working with an aging population: memories come alive, toes start tapping, and the party is on." Glauber's music will allow participants to freely dance and socialize before and after, creating a lively, dynamic atmosphere. HiFi Music Hall is an accessible venue that believes strongly in the power of music as a tool for community engagement. HiFi sponsored space for the research phase of this project and will donate indoor space for the series, providing technical support within the venue. We are currently in search of an organization from the elderly community to collaborate on ensuring steady attendance.

### **EugeneTech & CodeChops**

#### **KING PONG**

KING PONG is a giant pong game with fabricated oversized controllers that folks can play on a large projector screen or the side of a building. This is a reboot of King-Pong giant art project from Portland's DaDa Ball circa 2001. We still have the original controllers made from bike frames and wheels as a starting place. We'll use projectors, locally fabricated controllers and software to run a number of PONG tournaments.

Eugene has a real need for large scale art installation like you see at burning man or maker fairs. The outcome is a cool project we can bring to events to make them more awesome. We'll know it's a success when we see the wonder and amazement in the participants and spectators. EugeneTech will be the video producers and we might even live stream the events and include audience feedback in real-time. CodeChops will provide programming muscle to make the controllers work and also store the controllers. Being that we are located across Willamette from Kesey square, we can like rope The Barn Light into these activities as well.

### **EventStar Productions, L.L.C.**

#### **Beats & BBQ**

Our goal is to bring a food and entertainment focused event to the Park Blocks. It will feature live musical entertainment and a food truck contest that invites locally owned food trucks to bring their best food to be judged by patrons through a voting system. The event will be in support of Food for Lane County by accepting food donations onsite and a portion of vending sales as a cash donation.

We would be partnering with BBQ themed Food Truck businesses as they compete for votes to be crowned Eugene's BBQ royalty. We will open a community contest for home cooks to compete for best amateur BBQ prizes and use local chefs, foodies and other community business partners as judges. Important to note that home cooks can NOT sell their food items to the public for safety and permitting reasons. Sponsors of the event will include businesses that sell outdoor equipment, bbq equipment, local farms, beverages etc. (examples would be Franz Bakery, Oregon Natural Meats, Weber, Bi-Mart or Cabelas, etc.). Food Truck space is limited to space and infrastructure which helps build competition for spots. Our target market will be foodies, bbq enthusiasts and families.

Music entertainment will be prominently featured with a spin off contest for DJs and electronic music artists. The goal is to bring a young, vibrant and diverse crowd into downtown. We would be partnering with the UO School of Music to find musicians and support, music studios, Guitar Center, and local music stores/merchants, lifestyle vendors etc. This is a series with massive growth potential. We would like to add more dates next year based on the success. Food trucks represent a huge piece of downtown business activity that is easily marketed on social media and online models. We prefer Sunday dates to bring traffic to the downtown area for a full afternoon of fun and food.

### **Honk! Fest Eugene**

The 4th annual Honk! Fest Eugene is June 8th and 9th, 2018. This FREE festival of street music enlivens the city with family-friendly danceable fun. It is tradition for us to throw the party in a different neighborhood each of the two days. This year we'd love to do June 8th in the Whiteaker and June 9th downtown.

Honk! Fest Eugene blends the spirit of a block party and the art of global music with the grit of street performance. Musicians from both here and afar draw inspiration from traditions including New Orleans parade bands, Klezmer street bands, Balkan brass bands, Brazilian samba drumlines, and many others. The combined efforts of performers, volunteers, and community sponsors create a spectacle of sonic self-expression that supports community building through individual and collective transcendence.

Roles: Five organizers bottom-line all tasks. A couple dozen volunteers help with admin and staff the event. Visual artists make beautiful posters, signs, banners and event decor. Performing artists rock the house. Community sponsors donate money and gifts in-kind, and are publicly recognized. Operating under a model of non-commercialism and volunteer energy, Honk! is a loose network of community bands and festivals all over the world that are committed to making street music accessible to all and bringing people from the host neighborhoods together. (Each city's Honk! Fest is completely independent of the others in regards to board membership, operations, finances, etc.) Last year, local bands played for free so that touring bands could get more gas money. Among our own musician friends, this worked out okay. But we want to include a more diverse line-up outside our social bubble. We'd like to invite local mariachi bands and west and east African percussion bands to play, and be able to offer them decent payment.

### **Lane Arts Council Summer Soul**

Lane Arts Council (LAC) requests funding to support its July ArtWalk by offering a large-scale, free soul or funk concert in Kesey Square. Established LAC has significantly grown ArtWalk (operating for three

decades) over the past five years. Now, each event welcomes over 1,000 residents downtown to experience innovative and participatory art and cultural immersion, all the while patronizing local businesses. LAC anticipates July's expanded ArtWalk, presenting a fun and energetic "soul" band, will draw between 1,500 – 2,000 residents to Kesey Square. The chosen band will be a high-quality, regional band with music that resonates with all, regardless of age or demographics.

LAC's Jessica Watson has coordinated ArtWalk for over a decade, receiving support from both the City and local businesses. Over the years, LAC has contracted with local bands and performers. Most recently was for LAC's Fiesta Cultural, which drew over 100 patrons (in mere hours) to participate in live dancing in Kesey Square - leading one participant to say, "this is the best downtown has ever been!" LAC has already obtained the paperwork to utilize Kesey Square on July 6th and developed marketing materials. These will be updated to include the City of Eugene Cultural Services Division logo and the band's information.

Other venues offer musical concerts, though none of them are free. This unique offering complements other aspects of ArtWalk while remaining distinct and memorable. In addition, soul and funk music appeals to a highly diverse audience.

This event will grow other monthly ArtWalks through new outreach avenues targeted to soul and funk enthusiasts of all demographics. LAC will collaborate with HiFi Music Hall and the W.O.W Hall to identify performers. LAC will again work with McKenzie River Broadcasting, Cumulus, Radio Unica, and KLCC to market the event. July's ArtWalk will be held 5:30 pm to 8 pm, within the Fund's preferred hours of 4 pm – 10 pm.

### **Lane County Farmers Market**

#### **Tuesday Farmers Market Family Days**

We hope to host three Family Days at our Tuesday Farmers Market this year. In addition to our regular group of farm, food artisan and craft booths, each of the Family Days would include a group of family-friendly activities hosted by some of our local nonprofits, including Love Food, Not Waste (and the Veggie Mob), School Garden Project, MECCA, OSLP, etc. We also partner with the City on programming for these days, including ladybug releases into the planters at the Park Blocks, etc. Each of these partners has confirmed participation at this year's events and agrees that this new proposed format with multiple activities per day would help bolster attendance.

For the past two seasons, we have been promoting our weekday markets as an ideal market for families, in hopes to foster a love of fresh fruit and vegetables in our community's youth. We have partnered with a variety of community partners to host one activity per market over a series of weeks aimed to inspire curiosity through both multimedia arts, science, and culinary arts. Photos of past events can be found on the link in the next section of the application.

Last season, we received feedback from families who attended our Family Days that they would like to have multiple activities to participate in on Family Days (rather than one activity per market). Building on the success of these past events, we would like to pool our efforts to create three larger Family Days over the course of the summer months (one in June, one in July, one in August). LCFM values community partnerships. Our partners know that investing in the Lane County Farmers Market is more than an investment in local farms, it's an investment in the health and vitality of our community.

## **SLUG Queen Santa Frida Babosita Meet Me in the Zocalo**

In the city centers (zocalos) in Mexico, there is often music, dancing, art, socializing and celebration all around. I'd like to collaborate with the city and other local organizations to produce a celebration, with an emphasis on Latinx culture, on the Park Blocks based on the active zocalos of Mexico. As the reigning SLUG Queen, Santa Frida Babosita, it's my mission to celebrate culture, both the culture we're born into and the culture we create as a community, and I feel music and art is the perfect way to do so.

I envision an afternoon into evening party on the Park Blocks with a stage for local bands like Llorona, Son Melao, Los Cumbiamberos, and Son Jarocho. There would be dancers and dance lessons going on simultaneously with the music. We would feature different music and dances from different parts of Mexico. On the opposite Park Block would be an area for an inclusive community art project or 2, accessible to people of all ages and abilities. It could be a community canvas that everyone attending can contribute too and/or a take away art project that is based on Latinx culture. This is also where the city could contribute the wonderful large games offered during downtown summer events last year. I could also see partnering with ArtCity to have artists doing live drawings and paintings of dancers and musicians. We could also have Latinx food carts serving food in this area around the fountain.

As for partners, I have contacts with the following organizations to help coordinate, provide entertainment and facilitate the community arts projects: Centro Latino Americano, Huerto de la Familia, Downtown Languages, OSLP Arts & Culture Program, MECCA, Son Jarocho dance group, children's Ballet Folklórico dance group, Llorona, Art City, ArtChics, Samuel Becerra (artist and musician) and I also spoke to Colette Ramirez about partnering with the City and she felt compelled to do so. If I am awarded funding for this event, I will form a committee with representatives from participating organizations. The purpose of this event is to bring us together in celebration, to celebrate culture and to create our own community culture through art, music and dance.

## **Tropical Contemporary Visible Spectrum**

Visible Spectrum is a series of free events, accessible to the general public, and geared toward community interaction. Thematically, Visual Spectrum offers art, performance, and workshops focused on the reverence diverse identities. On three days over the summer, Visible Spectrum will occupy a public space and disseminate art experiences, provide entertainment, and create conversation. Working with our core members in addition to our extended network of local artists and performers, Tropical Contemporary will design and facilitate each event. These events will center around our construction of a mobile wall-less gallery that will display 2d work and small stage for performances.

Our first event will be Draw a Drag Queen; a clothed figure drawing workshop with professional drag queens and genderqueer figure models. Experienced art educators will be present for assistance and instruction. Participants are welcome to come and go as they please and are encouraged to keep anything they create. After posing there will also be a performance by the drag queens. Our second event will be showcasing 2d and 3d work as well as poetry and performance from groups that prioritize marginalized communities. We've reached out to Black Apotrope, a group anthologizing multimedia black queer aesthetics, hoping to collaborate. The third event will revolve around community textile making where members from Tropical will facilitate dialogue through textile production. Our hope is to

end up with a collaborative “quilt” that displays the multiplicity of voices in our community. While these are a basic plans some of the programming is contingent on the availability of participating organizations and evolution of these ideas over time is to be expected. Each event will be focused on viewers both experiencing and participating in the arts in a public space and the visibility of underrepresented identities.