

Project Title: ***Femme Funk: A Female Musician Showcase for the UVA and Charlottesville Community***

### **The Plan**

I plan to organize and execute a female musician/artist showcase in conjunction with Sheville, a socially conscious organization born from HackCville's platform that aims to raise awareness and funds for women's health and counseling resources in Charlottesville. The event will take place at the Ante Room (219 Water St. W) off the downtown mall on Friday, December 1<sup>st</sup>, although I am still negotiating with the owner and operator, Jeyon Falsini, concerning the use of this specific venue. The showcase will be underwritten and supported by WTJU and WXTJ, and has been thus far informed by the budget of UPC's September Concert Series at the Garage. I am also looking into underwriting support from 93.2 FM Rock Hits and Chris Gallagher who may be able to provide a light show for the event.

There will be 2 student performers opening for 2 or 3 professional local musicians on the ticket. UVA student Kate Bollinger has confirmed her participation. I have spoken to Sally Rose (from Shagwuf) and am in the process of confirming them as the opening act (insert link). Susan Munson (from Alligator, Mama Tried, and several other local bands) has confirmed her participation.

The goal of the event will be to provide a show and outlet for female performers in UVA and Charlottesville, as well as to raise awareness and funds for female-oriented organizations. To maintain this goal, the proceeds of the event will go to benefit the Women's Initiative of Charlottesville and the Shelter for Help in Emergency (SHE), which will define this event as a non-profit benefit.

### **Why is This Event Important?**

Firstly, this event is important to my growth as an artist. I am currently a guitarist and vocalist for The Blenders, as well as the primary managing partner for The Blenders LLC. As such, I work with booking venues, linking artists and acts, and consistently maintaining community outreach campaigns. In addition, I need to be effective in promoting myself and my band in the music business and community. Receiving this mini grant would allow me to expand my experiences as an event organizer, booking agent, and media marketer. It will add to my resume and also tune my skills to the nuances of event planning and promotion.

Secondly, this event is important because of the impact it will have on people in the UVA and Charlottesville community who participate and attend. It raises awareness of important issues, and more importantly highlights female artists in the area. I have personally been a female musician in Charlottesville for five years now, and oftentimes am the only woman onstage on a given night. This isn't always the case, but I believe this event will help to combat the sense of a male-dominated music scene. It will inspire women and girls to be artists, and help emphasize the importance of including woman artists in all genres of music. In addition, I want to not only

provide this opportunity to UVA female musicians, but also use it as a means of linking musical artists both from UVA and the Charlottesville community.

Thirdly, this is an important event simply because of the organizations it will benefit. In addition, it will be a big and conducive project to work with Sheville, which is fairly new. In fact, Sheville organized a female artist showcase this past semester, but there was no musical aspect (likely due to the complexity of planning these kinds of events) which led to the idea for this project.

### Anticipated Timeline

Besides planning and advertising, the timeline for the project is relatively short as it is a one-day event. The schedule for planning and advertising is generally mapped because these will be ongoing processes throughout the next two months. However, the schedule is more specific for the day of the event. The schedule is as follows:

September – November 2017:

- Finalizing contracts and schedules for artists, the venue, Sheville, and myself
- Developing and distributing marketing materials (posters, flyers, online presence, interviews, blog posts, promotional videos)

December 1<sup>st</sup> 2017:

- Arrive at venue at 5 pm to be of use in organizing
- Artists begin arriving and loading in at 5:30 pm
  - 5:30 first UVA artist load in and sound check
  - 5:50 second UVA artist load in and sound check
  - 6:30 Susan Munson load in and sound check
  - 7:00 Shagwuf load in and sound check
- Doors open at 8 pm
- Show start at 9 pm
  - 9:00 First artist
  - 9:30 Second artist
  - 10:00 Susan Munson
  - 10:45 Shagwuf
- Show ends at 11:45 pm

### Anticipated Budget

Expenses	Amount	Details
Venue and Artist Cost	\$360	Adjusted based on final venue (rental vs. ticket booking) and # of performers
Advertising	\$100	Flyers (printing), sponsored ads, video promotions

Light Show courtesy of Chris Gallagher	<b>\$100</b>	<b>THIS IS TENTATIVE</b> – the last act is a punk band and this could increase the attendance of the event to have a full rock experience
<b>Expense Subtotal</b>	<b>\$560</b>	

### Budget Justification

- The venue and artist costs are unavoidable – in order to book a show featuring both students and professional artists, I need a professional, safe, and accessible venue for the event it take place. In addition, paying the headliner is imperative for their participation, although these costs will be minimized as much as possible.
- Marketing and promotion is key for such an event! Flyers, ads, and sponsored posts will go a long way in making this event a viable money maker so that we really can make a difference, both in the female artist community, but also for the Women’s Initiative and SHE.
- **This event cannot happen without receiving this grant** – at least not any time soon. I have spent an average of 8 hours a week arranging for this and I plan to increase involvement once things fall into place. That being said, I cannot find enough sources of funding that could make this event happen without receiving this grant. In addition, this event will likely cost more than is projected. I am willing to work to find more underwriters as well as pay some money out of pocket to make this happen, but receiving this would make my dreams come true and would provide the backbone of an amazing project.
- This will be a memorable and important event! It will matter to a lot of people and contribute money and awareness to sources that very much need support. This event is a great cause and I hope that the committee can see its potential, as well as how much it will help me grow as a person and artist.

### Links to Information About Referenced People/Places/Things

- <http://www.thewomensinitiative.org>
- <https://www.shelterforhelpinemergency.org>
- <http://the-ante.com>
- <https://www.facebook.com/SheVilleCville/>
- <http://www.wtju.net>
- <https://soundcloud.com/kate-bollinger-1>
- <https://www.reverbNation.com/susanmunson>
- <https://www.shagwuf.com>