

Project Title: ***Femme Funk: A Female Musician Showcase (ROUND TWO)***

### **The Plan**

In reference to the outcome report ([see here](#)), Femme Funk 2017 was an absolute smash. With Miller Arts Scholar's help alongside the support of 92.3 Rock Hits, the Ante Room, and Sheville, we raised over \$1400 to benefit the Shelter for Help in Emergency. I return to you this fall of 2018 to again ask for your help in sponsoring and funding this wonderful event.

This year I would like to bring back Femme Funk, a female musician showcase for the communities of Charlottesville and UVA. I will again work 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 either The Southern on the downtown mall or at the IX Art Park, only two blocks from the downtown mall. The showcase will be sponsored by WXTJ and Sheville, among other local businesses and people like EpicCville, 92.3 Rock Hits, and Danny Shea of the Southern.

Once again, I will be conscious of representing artists from UVA as well as the greater Charlottesville community. I plan to again have a five-band line-up, the first two or three artists from UVA and the final two or three (including the headliner) being women from and living in the Charlottesville area. Having worked in other regards to booking, such as working with Jeyon Falsini to book the artists playing at WTJU's Free Fall concert happening Saturday, October 6, called "Ruidosa," compounded with being a local musician and already successfully booking multiple two-to-five band lineups, I am confident with my credit and experience booking successful women artists.

The ultimate goal of Femme Funk is to provide a special show to highlight and promote female musical performers from UVA and the Charlottesville-area, in addition to raising awareness and funds for female-oriented organizations. To maintain this goal, all of the proceeds will go to benefit Planned Parenthood in Charlottesville.

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

First of all, Femme Funk has proven to be important to my growth as an artist and a person. I am a guitarist and vocalist for The BLNDRS and am the primary managing partner for The Blenders LLC. As I said before, organizing Femme Funk in 2017 led to me being hired to book for WTJU and IX Art Park's "Ruidosa." This year, I am also the president of UVA's student radio, WXTJ, where I work to book house shows and local venues to highlight UVA's student musicians. I constantly work booking venues, linking artists and acts, and consistently maintaining community outreach campaigns. This is an opportunity to practice my effectiveness in promotions within the music industry 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 promotions.

Secondly, this event is important because of the impact it will have on people in the UVA and Charlottesville community who participate and attend. Femme Funk will effectively raise awareness of important issues and highlight our local female artists. As a female musician in Charlottesville for several years now, I have often been the only woman to go onstage in a given night. Although this is not always the case, I believe Femme Funk helps to combat the norm of a male-dominated music scene. Femme Funk inspires women and girls to become artists, and helps emphasize the importance of including woman in all genres of music. Additionally, Femme Funk should be used as a means of connecting women musicians from both the UVA and the Charlottesville communities.

Thirdly, this is an important event simply because of the organizations it will benefit. Femme Funk has proven to be a prized project of Sheville with their ability to highlight different women musicians, artists, and business people across UVA and Charlottesville. Finally, this will be an important event because all of the proceeds will go to Planned Parenthood, a women's organization that provides care and support to women's reproductive health and rights. Planned Parenthood has recently been under attack recently in legislation and any amount of monetary and social support will help them to provide services to women in our area.

### **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 grows to be more specific for the day of the event. The schedule is as follows:

#### October – November 2018:

- Finalizing contracts, schedules, artist, and venue
- Designing flyers, poster, handbills, advertisements
- Launching promotions campaign across Charlottesville and UVA

#### Day-Of (Early December)

- Arrive at venue at 4 pm to organize
- Artists begin arriving and loading in at 5 pm
  - 4:30 first UVA artist load in and soundcheck
  - 5:00 second UVA artist load in and soundcheck
  - 5:30 third community artist load in and soundcheck
  - 6:00 fourth community artist load in and soundcheck
  - 6:30 headliner loan in and soundcheck
- Doors open at 8 pm
- Show start at 9 pm

- 8:00 First artist performs
  - 8:30 Second artist performs
  - 9:15 Third artist performs
  - 10:00 Fourth artist performs
  - 10:45 Headliner performs
- Show ends at 12 am

**Anticipated Budget**

Expenses	Amount	Details
Venue and Artist Cost	\$400	Adjusted based on final venue (rental vs. ticket booking) and # of performers
Advertising	\$100	Flyers (printing), sponsored ads, video promotions
Light Show by EpicCville	\$100	Tentative as of last year – definitely happening this year
<b>Expense Subtotal</b>	<b>\$600</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 to take place. In addition, paying the headliner is imperative for their participation, although these costs have been minimized.

- Marketing and promotion will prove to again be key to this event! Flyers, ads, and sponsored posts will go a long way in making this event a viable benefit so we really can make a difference, both in the female artist community and for Planned Parenthood.
- **This grant is crucial to making this event a success, let alone happen in the first place.** In the end, this event will cost more than I am currently projecting. 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 grant would truly make this event happen. It is my dream to have an annual Femme Funk (if not more often) and every little bit helps to make this dream a reality!
- 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 has and will help me grow as a person and artist.

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

- <http://www.thesouthernville.com>
- <https://www.ixartpark.com>
- <https://www.epiccville.com>
- <http://sheville.org>
- <https://www.facebook.com/events/1692863854099685/>
- <https://www.plannedparenthood.org/health-center/virginia/charlottesville/22901/charlottesville-health-center-2815-90860>
- <http://923xrk.org>
- <https://www.wxtj.fm>