

Boulder Dance Coalition

International Festival Transition

\$1000 Grant from the Alex "Tink" Wilson Legacy Fund - September 2014

Greetings Treasured Wilson Fund!

The Management Committee of the Boulder International Festival produced by the Boulder Dance Coalition wishes to express our deep gratitude for the \$1000 grant you awarded us for the 2015 Festival, June 19, 20, 21, 2015, on the Mall in downtown Boulder.

Our request was for funds to continue to professionalize the festival, relying more on paid staff and less on the dwindling supply of volunteers, thus insuring that the festival can continue to enrich the lives of Boulder residents and guests through public dancing. Without the transition to paid staff the festival will cease to exist. If volunteers can't be coaxed into continuing to set-up, strike, and market the event, it just won't happen.



Thanks to the Wilson Fund grant we were able to hire four stage hands and a truck to pick up, deliver, setup; and to strike and put away the several large pieces the Festival requires. Wilson Fund money also paid for countywide distribution of posters to advertise the festival. For the past two years poster distribution has been primarily downtown and a scattering of other places, so this is a significant jump in visibility. Finally, the Wilson Fund grant allowed us hire a designer and do the printing to freshen the on-site display boards, completely redesigning the look and producing new photos and

information panels for the festival's most prominent advertising piece.



By way of overall evaluation of International Festival 2015 we list these strengths:

- Raised our operating budget by more than \$1000 from 2014
- Improved poster distribution—countywide
- Several new vendors enlivened the Marketplace
- Successfully approached new sources of funding in both grants and individual donations
- Continued the process of professionalizing the staff, reducing the dependence on volunteers
- Re-design of display boards—a great improvement
- Re-issued the promo card (an advertiser of regular groups at the Avalon)
- Committee activity helps us grow—Susan scouted new vendors, Melba referred us to two grant opportunities (and we landed Boulder Arts Commission funding!), and Bev scheduled a great line-up of dependable acts of great talent.



Jim Schwartzkopff
International Festival Manager