

ON THE TABLE GRANT APPLICATION

I. APPLICANT INFORMATION

Applicant Name: The Woodford County Sense of Identification Public Art Project

Mailing Address: PO Box 806

City: Versailles State: KY Zip: 40383

Staff Contact Name: Deanna Ramsey

Phone Number: 859-873-0981 Email Address: ddramsey@centralkycpa.com

Organization EIN# _____ (if an organization applicant)

Type of Applicant (check the one that applies):

- Tax-exempt 501(c)(3) charitable organization
 School or unit of government
 Individual

If Applicant is not a registered tax-exempt charitable organization, has it established a relationship with a fiscal sponsor? Yes: No:

For Applicants applying with a **Fiscal Sponsor**:

Fiscal Sponsor Organization Name: The Art Village, Inc

Fiscal Sponsor Mailing Address: PO Box 806

City: Versailles State: KY Zip: 40383

Staff Contact Name: Deanna Ramsey, VP

Phone Number: 859-873-0981 Email Address: TheArtVillageInc@gmail.com

Organization EIN# 24-2548030

For Questions, Contact: woodfordcf@bgcf.org Joe Graviss (859-433-4392) or Lori Garkovich (859-519-0889)

Uniting Woodford County While Creating a Visible Symbol

Executive Summary

Woodford County and the City of Versailles are proactively working to identify and remediate problems that have gone unseen over the years. The First Impressions Study, sponsored by the City of Versailles and Woodford Tourism, found that Woodford County failed to show strong visual unity within itself or offer visual appeal to visitors. In the Key Themes summary from the 'On The Table' discussions, the First Impressions findings were echoed by the residents. The residents said that one issue they wanted to address was building visible community collaboration.

Sense of Id committee (Sense of Id) is seeking to address the building of community participation and collaboration. We are using a unique symbol, bourbon barrel chairs, decorated by local artists. The Sense of Id committee studied the symbols of other communities and sought public input for the symbol for Woodford County. We are further assured the symbol will be acceptable not only to the citizens of Woodford County, but also to the business segment of the community.

Not only has Sense of Id committee found very receptive partners, we have also found methods to track the effectiveness of the proposed public art. Several of our partners will track the number of people in their door for a month before and a month after the chairs are made public. We will also monitor the comments and the number of people using our "trail map."

Grant Details

Lexington, Cincinnati, Louisville all developed a symbol for their communities. These symbols are effective tools that are talked about, photographed, and recognized in advertising. Understanding the power of having an identity, we began the search for a symbol for our community. Unlike other communities, we did not select a symbol, we asked the community what they wanted. After a vote, using the Voices of Versailles as a county wide venue, the bourbon barrel chair pictured below was the overwhelming favorite. Thus, we want to build a county-wide symbol around these chairs. Having accomplished what we considered the first, very critical step, of having the citizens feel a part of the process, we began to look at what the next steps should be and in what order we should approach them.



Having heard what the citizens of the Woodford County community want as their symbol; Sense of Id committee sought out partners (listed on the next page) to give this endeavor a strong start. A portion of this seeking was to test the interest and commitment of the business community. We were quite pleased with the strong interest shown by business community.

Sense of Id committee sought out partners who, if our grant is funded, will contribute \$1,000 each toward the purchase of the chairs (see contract attached). If our grant is accepted, we will work with another segment of the community—the local artists. We will solicit local artists to submit designs for the chairs. All designs must incorporate the Uniquely Woodford logo on the bung of the barrel.

The raw chairs will be purchased from ALL3N company in Louisville; the selected artists will be given until May 8th to implement their designs on the chairs. After a grand showing of all chairs in Big Spring Park May 11th each chair will be placed at a location of our partners choosing. The chairs will be on display for six-weeks.

To begin the tourism aspect of the chairs, we are borrowing an idea that Lexington used effectively. From May 12th until June 28th people can use the "trail" map we will be creating. This map will show not only the location of the chairs, but also include a small piece of information about each of the location. Therefore, visitors and tourists can travel Woodford County to see the chairs on display and be encouraged to touch base with our partners throughout the county.

The chairs will be on display until June 28th. On June 29th the chairs will be auctioned off in Big Spring Park. The proceeds of this auction will be used to do a second set of chairs in year two of the grant. At the end of the second year of the project, Sense of Id committee will seek community interest in a third year of doing the chairs or perhaps another public art.

Sense of Id committee is seeking a \$5,000 grant. All associated costs of this project and the number of chairs that will be available is directly correlated to the number of partners and obtaining grant funding. We are asking for \$5,000, so we can bring multiple chairs into the community each year of the grant. We believe this project with its very visible results could assume a life of its own once started.

We see that this project will not only bring a sense of identity to all of Woodford County but by increasing tourism and expanded advertising will add to the economics of this great county. While a simple head count before and after the chairs are on display, will not guarantee that more money is being spent it will definitely give information about the effect of the visibility of the public art.

Outline of Action Dates

- August 2018—Seek the visible symbol the community wants.
- September 2018—Seek business partners willing to help fund the public art project
- October 1, 2018—Submit the grant request.
- On November 14, 2018 we hope to be voted as the winning grant.
- From November 14, 2018 until May 10, 2019 the artists will have and design the chairs. We hope to have chairs throughout the county to both make viewing easier and reinforce the community feel of the symbol.
- May 11, 2019 – Chairs will be public display in Big Spring Park
- Starting May 12, 2019--the chairs will be displayed for six-weeks at a location of our partners' choosing
- On June 29, 2019 the chairs will be auctioned

The Woodford Co Sense of Id Public Art Project partners are as follows:

The Art Village, Inc. fiscal partner (financial information is on Good Giving portal)		Versailles
Irish Acres	Jane DeLauter	Nonesuch
City of Midway	Grayson Vandergrift	Midway
The Castle	Matt Dawson	Versailles
The Ruin Bed & Breakfast	Ron Wallace	Millville
Joe & Debbie Graviss Foundation	Joe Graviss	Versailles
Wallace Station	Ouita Michel	Midway
Woodford Reserve	Catherine Delaney	Woodford Co
Frasier Shelter Insurance	Jan Frasier	Versailles
Bluegrass Traditions	Kyle Goebel	Versailles
Woodford Co Tourism	Maria Bohanan	Woodford Co
Deanna Ramsey, CPA, LLC	Deanna Ramsey	Versailles

Above are listed those community members who have made a firm commitment to this project. We have several more who have express a strong desire to participate and should be providing financial committee before November 30, 2018.



Woodford Co Sense of Id Committee
Sense of Id Public Art Project.
Budget (in whole dollars)

Income	2019	2020
Grant	2500	2500
Partners*	12000	12000
Exhibitor Fees	400	400
Auction*	9000	9000
Project Proceeds		5240
Total Income	23900	23900
Expenses		
Advertising	2300	2300
Chairs*	5400	5400
Travel	350	350
Printing	4000	4000
Auction Expense	500	500
Viewing Day Expense	500	500
Artists Stipends*/**	4800	4800
Branding*	60	60
Research	500	
Office Supplies	250	250
Total Expense	18660	18160
Net Process for Next Year/Project	5240	5740

- * This number is based on the number of chairs. Budget is based on 12 chairs each year
- ** Stipend is a base of \$300 per chair plus 10% commission of auction price above 1000.00
- *** Proceeds remaining at the end of second year will be used to either do a third year of chairs or another Woodford Co Sense of ID Community Project.
- **** Grant funds will be used to seed the advertising, travel and printing



The Woodford County Sense of Identification Committee Bios

Dan Rosenberg-Committee Chair
Owner: Rosenberg Thoroughbred Consulting
P.O. Box 4590, Midway, KY 40347

I am currently serving as Chairman of the Woodford Sense of Community Committee which was formed in response to the findings of the On The Table conversations that took place in Woodford County. I have lived in Kentucky since 1973, and in Woodford County since 1978. As President of Three Chimneys Farm for 30 years and as a longtime county resident, I have been able to make many connections within the community, not only in the equine world, but with business persons and private citizens. In addition to having managed Three Chimneys Farm, I have served as Officer and/or Director of numerous boards. In short, I know how to get things done.

Judy English—Member
President of The Art Village, Inc
Fiscal Partner

Judy English is the owner of Judy English Framing and Art. She has trained and worked as an art dealer and picture framer for approximately 50 years. She has extensive knowledge of the art community in Woodford and surrounding counties. She has been or is currently a member of the Woodford County Chamber of Commerce, and the Versailles Merchant Association. She is a co-founding member of The Art Village (2008).

Thomas D. Brown—Member
120 Buck Run Road, Versailles, KY 40383

Woodford County resident and property owner for 35 years.

Married to Debra H. Dawahare.

Former president of the Clifton-McCracken Neighborhood Association. Former president of the Woodford Coalition. Current treasurer of the Woodford Coalition.

Former partner in a small business in Woodford County.

Education: Advanced degree in Mechanical Engineering, University of Florida. 33 year career with IBM and Lexmark, Lexington KY. Multi-faceted career that included automated robotic assembly design, environmental engineering and compliance, product design, and project management.



Lots and lots of current and long-term interests. Too little time. For Woodford County I would like to see improved processes within local government, a greater appreciation for the natural beauty of this region, greater citizen engagement and progress on the design and implementation of the Bluegrass Tomorrow plans for biking, hiking, horseback and waterway trails network.

**Stacy Thurman—Member
Woodford Co Library-Midway Branch**

Stacy Thurman is a member of the Sense of Identity Committee and is the Manager of the Midway Branch Library. Her and her husband, Ian, have been residents of Midway for 10 years and are raising their two children there.

Stacy graduated from Berea College with a degree in Studio Art. She has worked as a scenic painter for The Lexington Children's Theatre and Brevard Music Center. After working part-time in the library for a few years, she pursued a Masters in Library Science from the University of Kentucky. She now finds as many ways as possible to incorporate art into children's library programs.

Stacy is civically minded and has worked and volunteered for many nonprofit organizations, including Americorps, the Bluegrass Rape Crisis Center, and AVOL. She enjoys public service and building relationships with individuals and organizations for the betterment of the community. She is excited about using public art as a way to inspire collaboration and unity throughout Woodford County.

**Deanna Ramsey, CPA-- Member
205 Frankfort St., Versailles, KY 40383
Vice President/Treasurer of The Art Village, Inc**

Deanna Ramsey, a licensed Certified Public Accountant, has owned her public accounting firm for 16 years. Prior to opening her firm, she taught accounting at the University of Kentucky and Midway University for 20 years collectively. She served as the treasurer for the Institute of Management Accountants and directed the IMA annual student night. She is committed to this project and believes that a growth in tourism and visitors to Woodford Co is a growth for the entire community.



September 27, 2018

Woodford County Community Fund
c/o Bluegrass Community Foundation
499 East High Street Suite 112
Lexington, KY 40507

Subject: Woodford Co Sense of Id sponsor

To whom it may concern,

On behalf of The Art Village, Inc we are pleased to submit this letter in support of the Woodford County Sense of Identification Public Art Project. Their application to, the Woodford County Community On The Table program, shows an initiative around art in the community and the development of tourism in Woodford County.

The Art Village, Inc is proud to support the Woodford County Sense of Identification Public Art Project. As such, we have agreed to be this committee's fiscal sponsor in this program. If funded, The Art Village, Inc help will facilitate strategic planning by the committee with a focus on strengthening financial sustainability.

This program represents a significant opportunity for the Woodford Community to promote the total community through a unifying symbol while increasing visibility through outdoor art.

Sincerely,

Deanna Ramsey, VP