

Introduction:

Almost uncountable performances, arts festivals, theatre camps, music festivals, and more happen in the White Mountains each summer. We will define 3-4 weeks on the calendar when this activity is at its height, and to brand this activity for promotion. The working title is the "White Mountain Arts Festival."

Plymouth State University has as a part of its mission to contribute to the ongoing academic and cultural life of the region. The Silver Center for the Arts is participant and a contributor to the regional creative and tourism economy. We feel very strongly that we share in the responsibility for the cultural and economic health of the region.

1. Why do you want to undertake this project?

The nature of a university is that it has connections throughout the region to businesses, non-profits, and organizations in wildly varying fields. There is much to be gained by working with the community to lift all of us upward together.

We wish to increase our collaboration with community partners. We would like to create more opportunities for internships in the region. We would like to increase revenue in our own facilities, such as Merrill Place Conference Center and the Silver Center for the Arts. Most importantly, though, we wish to increase activities without taking them away from other institutions in the community. We do not want to compete for audience or participants; we to increase the overall volume of tourism and cultural participation in the area.

2. What are you planning to do? What are the activities or programs you are planning? When will the project/activities occur? Where will the project/activities occur? Who are the participating artists* you will be involving?

First-Tier Plan

1. Create a calendar of events that lists every performance, arts camp, concert, stage play, and festival happening in the White Mountains and Lake Regions.
2. Categorize these attractions. Include interests for various kinds of music, theatre, dance, and art. Also include children and family programming.
3. Create a window of time in the summer of 2019 which is especially dense for this kind of programming. This is likely to be a three-week period or more during the month of July.
4. Identify hotels, campgrounds, and restaurants in the area that are partners in this initiative in various ways.
5. Create lists of suggested travel routes, calendar plans, and programming that support various potential tourism themes for attendees.
6. Create print materials that promote this as a festival. These will include posters, rack-cards, and brochures.
7. Run print ads in newspapers.
8. Run radio spots.

9. Establish a large team of bloggers and social media agents working in multiple genres and styles promoting the festival.
10. Create French language versions of all of these materials for the Quebec market.

Second-Tier Plan

1. Converse with representatives from the arts organizations and business. Conceive of a way to offer incentives.
2. These incentives might include:
 - a. Multiple-event tickets or passes
 - b. Discounts at participating restaurants, hotels, theatre, etc.
 - c. Better seating choices Special events.
3. Establish a professional marketing campaign.
 - a. This would require high levels of funding.
 - b. The sources for this would need to be identified.
 - c. This would require a higher level of input from the participating community partners or from special community sponsors.
4. Engage this festival with national and international level group travel agencies.

Organizations that participating so far:

1. Winnepesaukee Playhouse (Meredith)
2. Jean's Playhouse (Lincoln)
3. Tributary Dance (Ashland)
4. Silver Center for the Arts (Plymouth)
5. Flying Monkey Children's Theatre (Plymouth)
6. The New Hampshire Music Festival (Plymouth)
7. M&M Scoops (Plymouth)
8. The Plymouth Rotary Club

Organizations that we are engaged with and believe will welcome involvement:

1. The Common Man Restaurants and Inns
2. Franklin Footlight Players (Franklin)
3. Interlakes Summer Theatre (Meredith)
4. Barnstormers Theatre (Tamworth)
5. Weathervane Theatre (Whitefield)
6. White Mountain Boogie and Blues (Thornton)
7. Synergy Dance (Plymouth)
8. Little Church Theatre (Holderness)

3. How are you going to accomplish your project?

This project has been conceived by Matt Kizer, who is chair of the Department of Music, Theatre, and Dance at Plymouth State (see bio and vitae, attached). Other immediate contributors will be Dr. Adam Keul, Assistant Professor of Tourism Management & Policy; Denise Hutchins, Teaching Faculty, Business Administration; Dr. Katharine Harrington, Associate Professor, French; and Karen Schaffner, Administrative Support, Communication & Media Studies.

I have met with the Plymouth Rotary Club regarding this project. They are very interested in making it a part of some of their own initiatives. We are discussing long-term financial and hiring strategies with them on how to maintain this model and broaden it out in years to come.

In addition we have a support group called the Silver Ambassadors, which includes local business people, the Plymouth Select Board, and the President's Advisory Council. We will call upon this body as advocates.

Timeline

By October 5

Academic Plan for Student Involvement in Spring Courses who are contributing.
Coordination with the Plymouth Rotary for work contributions.

By November 10

Public Relations Plan established.
Marketing Campaign defined
Social Media Campaign Plan defined

By March 1

Online advertisements designed and planned.
Radio spots written and recorded in one of our studios, or at our campus radio station WPCR.

By March 29

Print Materials designed and ready for printing (French and English)
Establish a website that includes:
Complete calendar of events
Possibly a ticket portal
Map of the region showing all venues, campgrounds, restaurants, hotels, etc.

By April 15

P.R., Marketing, Social media campaigns launching.
Print materials designed and ready for proofing.
Social media, online advertisements, and blogging platforms engaged.

By April 30

Print materials ready for distribution.

May and June

Student collaborators staging events, P.R., social media, and YouTube events based on class work.

All print materials, advertisements, and blogs will cite the New Hampshire State Council on the Arts and the National Endowment for the Arts.

Budget

Currently \$9300.00. This includes this grant, plus \$4800.00 from Plymouth State.

\$1200.00	Website (in-house with some professional development)	\$2600.00 +	Radio Spots: (sponsorships pending to see if more is possible)
\$2000.00	Printing	\$2000.00	Social Media Ads and Boosting
\$1500.00	Mileage	\$9300.00	Total base cost

The Plymouth Rotary Club has tentatively offered to support the website aspect of this with ongoing data-entry and solicitation of information. They may be supporting in other ways; discussions have only begun, but they are very interested in this initiative.

4. What community support do you have and how will the community benefit? How will this project benefit the public and/or your community?

We will convene with representatives from as many institutions as possible. This will include the theatre, dance, and music organizations, as well as restaurant owners, hotels, and more. This is necessary to conceive what is possible to create incentives, as well as to establish what the ideal window will be for this project.

We hope that this initiative will find a way to grow in future years, so that summer in New Hampshire with the arts will become a major footing for the summer tourism economy.

5. How will you evaluate and document your project? What method(s) will you use to evaluate how well the project achieved the objectives listed above? Upload a sample of your evaluation tool(s) as a separate document.

We will conduct a survey to the institutions, including restaurants and hotels, in the region. We will communicate directly with the producing arts organizations involved and debrief them on their perceptions. Since this is primarily a promotion and marketing initiative, it will be both simple and beneficial to the project to include NHSCA logos as many places as possible.