

Tahoe Arts Alliance

Estimated event budget - \$50,550

Artist Stipend: \$15,000

10 walls @ \$1500: \$15,000

Paint: \$6,000

10 walls @ \$600: \$6,000

Scissor lift and scaffold rentals: \$5,000

Entire project, all walls where applicable

Insurance: \$2,500

Advertising/Marketing: \$2,000

Print and digital ads for Northern Nevada and Northern California

Permitting: \$700

- Will need a city permits for an event
- No need for a TRPA permit

Collateral: \$2,350

- 100 posters: \$50
- 10,000 postcards: \$250
- 1000 stickers: \$275
- 1000 buttons: \$225
- 30 lanyards and badges for artists, volunteers & VIP: \$250
- Mural Signage - Artist, Title, Primary Sponsors: \$200
- Thank you cards to sponsors and donors: \$50

Housing for artists/staff: \$3,000

Transport for artists: \$1,000

Web & design and management: \$1,500

Logo design: \$1,000

Administration: \$7,500

Documentation: Videographer, Photographer: \$3,000 (Optional)

As noted above, TWCF funds will be used primarily for funding the artists, the supplies, equipment such as scaffolding/lifts, promotional materials and permits.

ADDITIONAL REMAINING FUNDS NEEDED: We will be applying for 1-2 smaller art grants this spring, including a \$5000 Nevada Arts Council's Project Grant for Organizations (due next week), which we believe we

have a pretty good chance of getting given both our and Art Spot Reno's good relationship with them. We also have several donors that have expressed interest in sponsoring individual murals.

We also expect to be able to reduce some of the projected costs (such as housing for artists). Elko was also able to save money because local hotels donated housing to muralists and other local groups contributed supplies, scaffolding, lifts, etc, which is a strong possibility here as well.

If we are fortunate enough to receive TWCF funds, we will use it to help solicit the additional funds required and even go beyond that. For example, in Elko, once the mural project gained momentum, the tourist and the business associations all contributed. In addition, several of the individual property owners contributed to the expenses and agreed to help with maintenance over time.

At first Elko thought they would raise only \$40-50K total - but by the end it was almost \$100k and they ended up with over 40 murals.

While it would be a little optimistic for us here to raise \$100k in this short timeframe, we do think it's possible that we could raise enough additional capital to get up to 15 murals perhaps if we had a generous anchor donor such as TWCF. It would enable us to approach potential donors, who have voiced interest in supporting this project.