



**Chester County Nonprofit
Innovation & Resiliency Fund
Grant Request Form**

Contact Information

Nonprofit Org Name: The Kennett Flash	ED/CEO Name: Andrew Miller
Address: 102 Sycamore Alley, PO Box 375	ED/CEO E-mail: director@kennettflash.org
City, State Zip: Kennett Square, 19348	Board Chair Name: David Mattock
Phone: 484-732-8295 / 302-547-9391	Grant Proposal Contact Name: Andrew Miller
Website: www.kennettflash.org	Grant Proposal Contact E-mail: director@kennettflash.org
EIN: 46-3156890	Grant \$ Amount Requested: \$35,000
Year Founded: 2009	

In filing this application, the nonprofit certifies that it complies with all federal, state & local laws, including taxation; complies with current public health guidelines; and complies with coronavirus pandemic phased reopening restrictions.

Agreed by: Andrew Miller	Date: 10/27/2020
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Nonprofit Field/s of Interest

<input checked="" type="checkbox"/> Arts, Culture & Historic Preservation	<input type="checkbox"/> Education	<input type="checkbox"/> Health
<input type="checkbox"/> Community Development	<input type="checkbox"/> Environment & Animal Welfare	<input type="checkbox"/> Human Services

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$157,000	\$350,000
Full-Time Equivalent Paid Staff	1	#2
# Board Volunteers	5	#6
# Committee Volunteers	4	#4
# Active Direct Service Volunteers	0	#40
Annual Volunteer Hours	700	#2500

Funding: Please indicate if your nonprofit has received funding from any of these regional sources over the past few years. We will invite them to review this funding request.

<input checked="" type="checkbox"/> ChesCo Comm Fdn	<input type="checkbox"/> Brandywine Health Fdtn	<input type="checkbox"/> United Way ChesCo	<input type="checkbox"/> ChesCo Dept Comm Devel
<input type="checkbox"/> ChesCo Fund/W&Girls	<input type="checkbox"/> Phoenixville Comm Health Fdtn	<input type="checkbox"/> United Way S ChesCo	<input type="checkbox"/> ChesCo Dept Health
Other significant funders:			<input type="checkbox"/> ChesCo Dept Human Svcs

Narrative: In a few concise paragraphs, please explain:

- Mission**
- What geographic area is served?** (If not all of Chester County, specify primary Chester County regions served)
- What population is served? How have your service numbers been impacted by COVID?**
- What has been the impact of COVID-19, and how has your nonprofit responded?**
- What would this funding be used for? How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding? Why is it important to fund this now?**
- How much funding is sought? How does this compare to your annual operating budget and this years' projected deficit? What is the expected timeframe for use of funds?**

Please e-mail all materials as a word.doc and/or pdf to grants@chescofc.org:

This Innovation & Resiliency Fund Grant Request cover sheet & brief narrative
Current annual operating budget & most recent audit
501c3 determination letter
Current strategic plan. If none, explain why your nonprofit doesn't have a plan.
Support materials that strengthen the urgency of this funding request + indicate that your nonprofit is innovative and resilient (ie: COVID best practice research findings, consultant proposal/s, bids for COVID-related materials & equipment, etc.)

- Proposals will only be accepted by e-mail, on this grant form available at <https://chescofc.org/covidgrant/>
 - Receipt of grant proposals will be confirmed by e-mail.
 - Grant proposals will be posted on the Community Foundation's website, in order to share with fund advisors, donors, grant panelists, and other funding sources.
 - Grant proposals will be reviewed weekly.
 - We estimate grants awards will range from \$5,000 to \$50,000.
- For awarded grants, a written report on use and impact of this funding will be due within 6 months.

Please direct questions about **ChesCo Nonprofit Innovation & Resiliency Grants** to

Chester County Community Foundation
28 W. Market Street, The Lincoln Building
West Chester, PA 19382

www.chescofc.org
grants@chescofc.org 610.696.8211

The Kennett Flash – Narrative

Mission - To enhance the quality of life for people of all ages, achieved through arts experiences for audiences, performing artists and students.

The Kennett Flash is a nonprofit performing arts organization. The Kennett Flash operates an all-ages, stage-centered, café-style listening room showcasing professional national, regional, and local music, comedy, film and lecture, children’s programs and more. In addition, the Kennett Flash operates open mic two times each month providing an opportunity for established and novice performers—singer/songwriters, bands, vocalists, comedians—to practice and share their talents.

The goal of The Flash is to serve as a meeting place for people in the community who want to patronize the arts and specifically live music. The Flash is a much-needed stop on the touring circuit for folk artists and up and coming musicians of all types. Additionally, The Flash nurtures local musicians, giving local artists of all ability levels the opportunity to perform on The Flash stage.

Geographic Area Served – The Flash is located in the heart of downtown Kennett Square and serves the people of Kennett Square, Southern Chester County and the surrounding area. Furthermore, through its programming, The Flash regularly attracts people from Delaware, Maryland, and all of the Philadelphia suburbs – bringing people into Kennett to see artists who they would not otherwise have an opportunity to see in the surrounding area.

Population Served – Hosting over 225 events a year, including ticketed and free performances inside The Flash, ticketed and free performances in Anson B. Nixon Park, and children’s music classes at The Flash – The Flash hosts over 15,000 people a year at our events. Those people are a mix of the population from the surrounding area. Additionally, there is a desire and focus to program more inclusively, to attract the Latinx population of Kennett Square specifically. And we have done this through free events, co-sponsored with Hadley, and free talk backs before events as well.

The numbers have been impacted by Covid drastically. The Flash has not presented an in-person event since March 13, 2020 – some 7 months ago. By mid-June we pivoted to hosting online streaming events, and are averaging about 6 events monthly. We average about 75 consistent viewers for each event, and some events are seen by over 2,500 viewers in part. Events include live concerts streamed from The Flash stage and Open Mics – where performers perform from their own homes. Events are streamed on Facebook and YouTube. While most people watching events are doing so locally, our most recent streaming event included viewers from Mexico, Canada, Scotland and Japan – as well as all over the United States. Open Mic performers regular join us from Pennsylvania, Delaware, New Jersey and Maryland.

Impact of Covid-19 / How has The Flash Responded – The impact of Covid-19 on The Kennett Flash has been wide reaching and profound. For nearly 3 months The Flash didn’t produce a

single event – during that time we worked to cancel, reschedule or postpone over 50 confirmed concerts, with many additional tentative performances put on hold as well. Tens of thousands of dollars in pledged ticket sales were refunded and new operating models and paths were explored as we grew to live with the virus. In April, The Flash lost one of two full time employees who chose to find more stable work. The Director has been back and forth between half time and full time as funding allows for full time hours to be maintained.

By mid-May, two months into our new normal, we started working in earnest toward live streaming events, and by early June we were able to host our first streaming event. We have been able to increase streaming events to about 6 per month on a shoestring budget for cameras and streaming equipment. By July our streaming audiences, on average, were comparable to our normal audience size – while reaching thousands of new people for the first time. We have been running our streaming events for free and encouraging donations. Our net profits per show have been about 25-50% on average what a normal show would earn, but we feel we have a wider reach by presenting the shows for free. We hope to return to outdoor programming in the Spring and Summer of 2021, and hope to resume small in person audiences at that time as well, as long as the science tells us it's safe. We have tailored our FY20-21 budget around expecting no in person concerts or ticket sales, and hope to be returning to ticketed events in some fashion, at some limited capacity, no later than the second half of 2021.

What would this funding be used for? How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding? Why is it important to fund this now?

The funding would be used specifically to cover between 20-25% of our annual operating budget. Normally ticketing for concerts would cover approximately 70% of our budget, with no expected ticketing in FY20-21, we have to rely on donated income for over 90% of our budget. Funding would cover a portion of primary fixed expenses, specifically Payroll and Rent, as well as other fixed expenses. We are hopeful that all Foundation and Grant giving can cover 75% of our annual expenses, and that this specific direct Covid Innovation and Resiliency Grant could cover 30% of that Foundation and Grant need for The Flash.

Our need in large part to survive in part is simply survival, to get to the other side of this pandemic, and to be able to again present in person concerts. But, we have also included streaming upgrades to our FY20-21 budget, as we hope to have our own state of the art streaming facility born out of this time. Currently, a contracted technical employee has invested over \$5,000 of his own money for our current A/V streaming set up, but we would like to invest in our own system. Please see the attached for the systems quote. Past this time, when we start presenting in person again, we hope to continue to offer concerts streaming as well, and would need to streamline our system to allow audiences back and have the full streaming studio set up as well.

The community impact of this funding is giving The Flash the ability to have stability in an uncertain time and proper footing to make it through this transition. Additionally, we are able to provide more events at a higher quality when we are fully funded.

The importance of the funding now, plainly, is that The Flash is working month to month on very hard decisions. For the past 8 weeks, the Director has been working half time for half pay to minimize expenses. This business is a household sustaining business for the Director, and half pay is not sustainable in the long run. Additionally, when negotiating expenses, rent becomes the second primary fixed expense and there have been discussions about potentially giving up our space to save the business. The best path for reopening and recovery would be for The Flash to keep their current space. Keep the Director employed to run the business, and keeping a physical location need to be the two primary priorities at this time, of The Kennett Flash, for long term success. This is why the funding would be needed now, so we aren't forced to make tough decisions when our bank account nears zero.

How much funding is sought? How does this compare to your annual operating budget and this years' projected deficit? What is the expected timeframe for use of funds?

The Kennett Flash are seeking \$35,000 in funding. This would be about 10% of our normal operating budget, and is approximately 20% of our current operating budget. The expected time frame for use of the funds would be 1st quarter of 2021.