

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.**

To obtain an electronic version of this application, visit www.chescocf.org

Date

Contact Information

Organization Name: **The Kennett Flash**

Address: **102 Sycamore Alley, Kennett Square, PA 19348**

Phone: **484-732-8295 / 302-547-9391**

Website: **www.kennettflash.org**

Year Incorporated: **2013**

FEIN: **46-3156890**

ED/CEO Name: **Andrew Miller**

ED/CEO E-mail: **director@kennettflash.org**

Board Chair Name: **David Mattock**

Board Chair Approval (check here):

Primary Contact Name: **Andrew Miller**

Primary Contact E-mail: **director@kennettflash.org**

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

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

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): **The Kennett Flash primarily serves the community of Kennett Square and surrounding areas in Chester County. Additionally, The Kennett Flash serves people from outside of the immediate area who come in to Kennett Square for our unique programming options.**

Describe Population Served & Annual Number of People Served: The Flash serves the community of arts lovers in the surrounding Chester County area, and beyond. A traditional Flash concert goer is an arts lover in the 45-75-year-old age bracket, however increasing efforts are made to attract younger audiences through diverse programming. The Flash regularly programs children's events for families and children under the age of 10. The Flash also regularly hosts high school and college aged performers. As the programming continues to vary from Jazz to Rock, Folk to Blues, Modern Rock to Americana, Comedy, Film, Lecture and more, the audiences continue to broaden. In a traditional year, the Flash will host nearly 15,000 people for over 200 events, both ticketed and free, both at the venue itself and outdoors in the community.

Annual Budget \$ \$325,000

 1 # of Full-Time Equivalent Paid Staff

 70 % of budget for program expenses

 6 # of Board Volunteers

 30 % of budget for administrative expenses

 30 # of Active Non-Board Volunteers

 0 % of budget for fundraising expenses

 150 per month # of Volunteer Hours

100 % total

Top 3-5 funding sources: Pennsylvania Council on the Arts, Chester County Community Foundation (Hadley, Neil Joines), Individual Donations, NIVA – National Independent Venue Association, Live Music Society

Is this grant proposal for: Capacity Building or General Operating X ?

If Capacity Building Proposal, the focus is:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Partnerships & Collaborations

___ Fundraising, Development & Marketing ___ Technology Other: _____

Grant Amount Requested from the Community Foundation: \$ ___7,500___

Proposal Summary: The Kennett Flash seeks funding assistance to produce programming, upgrade technical aspects of our production, and hire additional help for the 2021-2022 season. Additional funds secured will be directed, in part, to produce an extension to our Outdoor Summer Concert Series, adding a free component for the local community in Kennett Square.

Part 1 – History, Goals, Key Achievements & Distinctiveness

The Kennett Flash was founded in 2009 by Historic Kennett Square. In 2013, The Flash became its own independent 501c3 organization. In 2015, The Flash hired Andrew Miller as managing director, Andrew is now in his 7th year as Director of the organization. David Mattock, of Mattock School of Music in Chadds Ford, PA has served as Board President since November of 2019. The Flash successfully pivoted to producing over 50 Live Streamed Events during 2020 and the first half of 2021 as the Covid19 pandemic took hold. In the summer of 2021, The Flash organized their first ever Outdoor Summer Concert Series, taking place in May through early October, with over 30 highlighted events happening on the rooftop of the Kennett Parking Garage. The Flash will return to indoor programming in October of 2021, and plan to return outdoors in the spring of 2022.

The main goal of The Kennett Flash is to bring the arts to the residents of Kennett Square, as well as giving young musicians opportunities on a professional stage in a professional performance setting. Additionally, The Flash succeeds in bringing arts enthusiasts from around the greater area into Kennett Square to experience the arts. In recent years, programming has focused on music of all kinds; from Jazz to Rock, Bluegrass to Folk, Americana to Blues, Comedy, Children’s Programming, Film and Lecture.

Key achievements in the recent history of The Kennett Flash were partnership concerts with The Mushroom Festival in 2017 and 2018, with 10,000 Maniacs and Alejandro Escovedo respectively. The Alejandro Escovedo performance was accompanied by a free community lunch where Escovedo spoke about his experience as a first generation Mexican American, and stories of immigration. Community leaders, organizers, and the community at large were invited to this very special talk back event. From 2015 to 2019 The Flash nearly doubled the size of their operating budget. Expanding both staff, and programming. The Flash remains one of the few listening rooms in the greater area that operate at such a small capacity and such a high level. Recent closures of both The Tin Angel in Philadelphia and The Locks in Manayunk have made the need for a space like The Flash all the more important.

In 2020, like many venues, The Flash had many challenges in surviving the pandemic, and not being able to produce traditional programming. One of the greatest successes during this time was gaining the support of The Live Music Society, a new non-profit aiming at sustaining small non-profit and for-profit music venues, specifically of 50-300-person capacity. The Flash became one of just 20 initial grantees of The Live Music Society, and one of just 20 grants they offered in 2020 nationally. The Live Music Society awarded The Flash because not only did they see us “in the most desperate of need” but also, they saw the audience we served, and continue to serve, and said we “were among the most worthy of being preserved”.

Part 2 – Funding Request

The Kennett Flash is an important venue to performers nationally, regionally and locally, due to the fact that listening rooms of its capacity, intimacy, and level of production are fewer and farther between. The venue gives artists opportunities they otherwise would not have in the greater area. And because of this, we are giving the people of Kennett Square, and Chester County, an arts experience that is to be a cherished one. Very special, up-close, personal, intimate, a focus on the music, with particular importance for the audience and audience.

In 2021, due to the Covid-19 Pandemic, The Kennett Flash shifted an already shifted model to produce their first ever extended outdoor summer concert series. The Rooftop Concert Series featured over 30 concerts presented from May thru early October. The Series was a success. Safe outdoor concerts were presented on a newly purchased stage, with full, but manageable and socially distanced audiences. The Kennett Flash would like to expand this series of concerts in 2022 and is seeking additional funding to improve and expand the outdoor stage, add to our inventory of audio equipment, and most specifically add a FREE component to the programming.

From 2009 thru 2019, The Flash partnered with Anson B. Nixon park to produce their FREE summer concert series. Due to funding and fundraising limitations, as well as Covid concerns, Anson B. Nixon Park did not produce a series in 2020, and produced a scaled back series in 2021. While The Flash are still working with Anson B. Nixon Park to produce events, and hope to return to producing more events with them in the future, given the fact we now have our own outdoor stage, we want to add to the FREE offerings in Kennett Square and give the people of Kennett Square more free programming, free music, and free arts experiences.

The Flash hope to produce at least 8 FREE concerts on our summer stage in 2022, that would not conflict with Anson B. Nixon Park's Summer Schedule but rather add to the FREE music offerings in Kennett Square. Specific attention would be paid to making these events inclusive and partnering with organizations like ACOLA (The Advisory Commission on Latinx Affairs) and Casa Guanajuato to bring in specific performers that would engage the Latinx Community of Kennett Square. While funding is being sought from multiple sources, in order to produce the level of events we would like, the goal is to raise approximately \$30,000 for these events. More funding simply would mean better advertising, and a higher level of performers, bringing more attention to these events.

This is important to be funded now because The Flash is working on momentum gained from the 2021 Outdoor Series and we would like to build upon that. We estimate that a proper return to where The Flash was financially pre-pandemic, in FY18-19, will take at least 4 years. We are hopefully to continue to do everything we can to move forward rather than back, with new models of operations or new and old models combined.

The first step is to secure the minimum amount of funds needed to produce these events, beyond that it will be adding to the level of programming and improving our staging. A

successful FREE summer concert series is one that is first given a green light because a proper budget is secured, and second on that is produced at a high level with significant community engagement.