

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 10/19/23

Contact Information

Organization Name: Kennett Flash, Inc.
Address: 102 Sycamore Alley, Kennett Square, PA 19348
Phone: 484-643-6782
Website: www.kennettflash.org
Year Incorporated: 2013
FEIN: 46-3156890

ED/CEO Name: Michael Hahn
ED/CEO E-mail: director@kennettflash.org
Board Chair Name: Dave Mattock
Board Chair Approval (check here):
Primary Contact Name: Michael Hahn
Primary Contact E-mail: same above

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: The Mission of the Kennett Flash is to be a leader in southern Chester County in providing diverse, quality performing arts programming and education that is accessible for all people.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Chester County and the surrounding areas including Delaware County, Philadelphia, Delaware, New Jersey and Maryland.

Describe Population Served & Annual Number of People Served: Annually, the Kennett Flash serves over 2,000 local people of all ages through events and opportunities.

Annual Budget \$325,000 1 # of Full-Time Equivalent Paid Staff
 60 % of budget for program expenses 6 # of Board Volunteers
 35 % of budget for administrative expenses 20 # of Active Non-Board Volunteers
 5 % of budget for fundraising expenses 1750 # of Volunteer Hours / year
100 % total

Top 3-5 funding sources: Ticket sales, corporate sponsorships, individual donations, grants

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

Grant Amount Requested from the Community Foundation: \$ 1,000.00

Proposal Summary: The Kennett Flash would like to present **The Lenape Brass Band Christmas Show** on Friday, December 8th at 7pm as a free event for the public. The event is already confirmed, but not yet advertised to the public. The \$1,000 would cover the cost of the band as well as administrative and staffing costs for the event. CCCF (or it's designee) will be prominently displayed as the presenter of the event (if desired).

Part 1 – History, Goals, Key Achievements & Distinctiveness

The Kennett Flash (“The Flash”) was founded in 2009 by Historic Kennett Square. In 2013, The Flash became its own independent 501(c)3 organization. Through the years, the Kennett Flash has created monthly programs that serve the musicians in our community such as our legendary open mic nights, singer/songwriter showcases and the FREE jazz jam. In our intimate 100-seat venue, we have shared high quality memorable musical performances with our community. In 2020, The Flash successfully pivoted to virtual programming and outdoor concerts during the pandemic and, as of 2022, has returned to indoor programming. In 2022, The Flash board of directors, led by David Mattock of Mattock School of Music in Chadds Ford, PA, began a new strategic plan that resulted in hiring Michael Hahn as the Executive Director of the organization. Hahn has a background as a non-profit arts administrator as well as being a passionate musician, a rotarian, and member of the Kennett Square community. As part of the strategic plan, The Flash updated its mission in 2022; the mission of the Flash is to be a leader in southern Chester County in providing diverse, quality performing arts programming and education that is accessible for all people. With this mission in mind, and under the leadership of the new community-focused Director, the Flash has seen a 150% increase in attendance since his hiring in August of 2022.

The main goal of The Flash as a non-profit performing arts organization is to provide high quality performances, opportunities, and experiences in the performing arts that are accessible and welcoming and inspire a love of music in the entire community of Kennett Square. This includes free programs, hosting events for other non-profits, offsite performances at locations like The Friends Home, open mic events, festivals, and showcases that provide opportunities for young musicians to perform 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, and Film. With a focus on a broader representation of diverse artists and of Kennett’s diverse population, the Director is dedicated to equity, diversity and inclusion both on the stage and in the audience.

Key achievements in the recent history of The Flash were partnership concerts with The Mushroom Festival in 2017 and 2018, with 10,000 Maniacs and Alejandro Escovedo respectively. The Flash also presented sold out events in December 2022 with Oz Noy, Dennis Chambers, and Jimmy Haslip and in the Winter/Spring of 2023 with Buffalo Nichols, Sunny War, Raymond the Amish Comic, The Arcadian Wild, and a tribute to local songwriting legend Billy Penn Burger. The Flash remains one of the few listening rooms in the greater area that operate at a small capacity with high-quality programming. 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 faced many challenges in surviving the pandemic without producing traditional in-person 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 with small 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”. Moving into 2023, the new Director aims to build on the incredible reputation of The Flash and create a truly welcoming and equitable space for all to be inspired by the art of live music.

Part 2 – Funding Request

The Kennett Flash is an important venue locally, regionally and nationally. Listening rooms that are dedicated to high-quality performances by high-quality artists are few and far between, especially those with similar capacity, intimacy, and level of production. The Flash gives artists and audiences opportunities they otherwise would not have in the greater area - a special, close-up, intimate experience with each other. As a non-profit performing arts organization, The Flash is focused on providing these high-quality experiences in the arts to as many people as possible by creating diverse programming, a welcoming environment, and accessible ticket prices. The Flash also maintains the desire to pay the performing artists well for the incredible art they present on our stage. With these two core values in direct conflict, fundraising support is always necessary because ticket sales only cover about 33% of our costs.

The \$1,000 request is specific for The Flash to support a FREE concert on Friday, December 8th at 7:00pm featuring The Lenape Brass Band Christmas Show. The grant will provide full payment for the Brass Band as well support for the administration and staff costs associated with running the event. With rising costs this year, many families are struggling financially during the holiday season and The Flash would like to provide an opportunity for families that can't afford an expensive night out during the giving season. In line with our mission to provide high-quality performances that are accessible to all, we believe in offering a free holiday show.

To measure the impact of this event, we will count attendees, request emails for post-show surveys, and also request that attendees contact us with testimonials about their experience at the concert.