

## WMPAC-FY21

---

*FY21 Fall Application for Funding (Returning Applicants)*

### *Friends of Big Sky Education dba Warren Miller Performing Arts Center*

---

John Zirkle  
45465 Gallatin Road  
45465 Gallatin Road  
Gallatin Gateway, MT 59730

john@warrenmillerpac.org  
O: 406-995-6345  
M: 406-995-6345

### *John Zirkle*

---

45465 Gallatin Road  
45465 Gallatin Road  
Gallatin Gateway, MT 59730

johnzirkle@gmail.com  
O: 406-580-3929  
M: 406-995-6345

# Application Form

---

## *Guidelines & Applications Tips*

---

### UPDATING INFORMATION FROM SPRING:

You will NOT need to retype your responses from the Spring application. Use the "Copy Answers" button at the top of the page to transfer your responses from the FY21 Spring application (submitted in April 2020) to this Application. You can make changes to any of your responses that need updating. If a response has not changed there is no need to update the response

### NEW QUESTIONS:

★ Questions that were not asked on the Spring Application and are new to the Fall Cycle are indicated with a gold star

### REQUIRED VS OPTIONAL QUESTIONS:

- All required questions are marked with an \*asterisk\* and must be answered in order to submit the application
- All optional questions have no notation and are not required in order to submit the application. But if an optional question applies to you, please provide an answer.

### GUIDELINES:

- Please direct questions or concerns to Jenny Muscat, Operations Manager, at Jenny@ResortTax.Org or 406-995-3234
- Please only provide the information requested within this application
  - Supplemental materials will not be accepted
- Blackmail or bribery of staff or board members is strictly prohibited and will result in disqualification
- Please proofread your application for grammar and validate your data prior to submission
- Avoid organizational jargon and use layman's terms to minimize follow up questions
- You may SAVE the application at any time and return to it
- Final submission happens upon clicking 'SUBMIT'
- **The deadline for applications is Wednesday, September 30 @ 11:59 pm (Mountain Time)**

## *Organization/Background Information*

---

### INSTRUCTIONS:

Please verify and update any information that has changed since you applied for the FY21 Spring Cycle.

### **Request Title\***

Please **update** with your "'Organization Acronym"-FY21 Fall'. For example: *BSRAD-FY21 Fall*

WMPAC-FY21

## Number of Projects/Programs\*

How many projects/programs are you requesting Resort Tax funds for in the Fall cycle?

- If you are requesting funds for **FEWER** projects than in the spring keep the number of projects the same as it was in the spring and in the corresponding project question section(s) enter \$0 for the amount requested **and** provide an explanation about why this project is no longer taking place
- If you are requesting funds for the **SAME** number of projects as the spring keep the number of projects the same and update/verify each project question section accordingly
- If you are requesting funds for **MORE** projects than in the spring enter the new (higher) number here and fill in the additional project question section accordingly
  - The maximum number of projects you may request funds for is 6

1

**For applicants with multiple projects please note that the application will expand and create additional project/program information sections for each project you are requesting funding for based upon the number entered above. Please enter your projects in order of highest to lowest priority as you complete the application.**

## Funds Not Awarded\*

★ How would your projects/programs be affected if Resort Tax funding were not awarded?

Since the founding of the Warren Miller Performing Arts Center, we have focused on a well-balanced approach to our annual funding that has a proper balance of private philanthropy, earned revenue through ticket sales, foundation funding, and other forms of government support. Our donors engage in part because of wide-spread support and community buy-in. If Resort Tax funding was not awarded, it would damage that balance, our brand, and our ability to fulfill our mission of establishing and maintaining a world-class offering of performing arts rooted in local support and community engagement.

## Total Funds Requested FY21 Fall\*

★ What is the total amount of funds your organization is requesting for all projects/programs for this cycle (1/1/216/30-21):

*Please ensure that all requests for all projects add up to this total, the form does not calculate a total for you.*

\$60,000.00

## Additional COVID-19 Funds\*

★ Has your organization received any funding from any of the following programs? (Check all that apply)

None

## COVID-19 Funds Explanation

★ Please explain how the funding received affects your FY21 Fall Resort Tax request:

*Provide detail on:*

- *What funding was received (sources and amounts)*
- Amount your request to Resort Tax can be reduced (total ask and broken down by project) if applicable
- When funds were received/expected to be received
- Any other important information regarding this additional funding

We have applied for emergency CARES ACT grants from the National Endowment for the Arts, the Western States Arts Federation, and the Montana Coronavirus Relief Fund in applicable programs. To date, we have received one grant for \$9,950 from the governor's office through their social services program. This was to mitigate lost ticket revenue for our summer programming and purchase necessary sanitation supplies to welcome audiences back in limited numbers. Additionally, we have applied for the second round of Non-Profit funding from the State of Montana, but have not been notified yet on its status. If we are rewarded this newer grant for \$65,438, it will essentially fill what the PPP loan could have done, without restrictions that are related to debt obligations. If awarded, this grant will cover payroll for WMPAC and equipment purchases that are directly related to costs incurred due to the COVID Pandemic.

Historically, Resort Tax funding for WMPAC subsidizes artist fees to maintain a world-class offering of events. This model has worked successfully since our inception, and we intend on keeping the Resort Tax funding mechanism linked specifically to artist fees and technical requirements. Thus, the funding as described above is unrelated to our request for Resort Tax funds to continue to assist us in bringing world-class artists to Big Sky.

## COVID-19 Impact\*

★ What has the impact of COVID-19 been on your operation and how has this impact affected your Fall Resort Tax request?

Across the nation, the live performing arts industry has been hit hard. In a recent report by the Brookings Institution (<https://www.brookings.edu/research/lost-art-measuring-covid-19s-devastating-impact-on-americas-creative-economy/>), the performing and fine arts have been most negatively affected out of all sectors within the creative economy, with over 1.4 million jobs lost, and more than \$42 Billion in lost sales from April - July of 2020. The total job loss is over 50% nationwide, a staggering figure to comprehend. Anecdotally, some colleagues have been taken aback by how SMALL that percentage is, saying that in their mind, it feels as if more than 99% of our industry is currently out of work.

Indeed, this has affected WMPAC's ability to navigate a complex and somewhat chaotic environment. Nevertheless, we have persevered, and we have demonstrated to our Montana community that despite COVID challenges, we are not giving up. Since the middle of March, we estimate that WMPAC has served 3,548 individuals in 45 states and 16 countries through fully virtual programs, hybrid programs, and collaborative programs with the Arts Council in their Music in the Mountain series that took place on our stage. Compared to 2019 over the same time period, events on our stage served 2,859 individuals, which demonstrates an \*increase\* of 24% in total individuals served from 2019 to 2020. This serves as a testament to WMPAC's ability to pivot and to continue to serve while the performing arts industry is suffering one of its worst periods in the last century due to the COVID-19 Pandemic.

Looking forward, WMPAC is planning on a robust season, offered safely to both limited in-person audiences and virtual attendees. Our ability to scale programs and bring in crowds has been negatively affected by COVID, from both an experiential and sales standpoint. Therefore, we are planning a variety of programs that are either single events broadcast with small in-person audiences, or multi-performance

events over a weekend, or both. There will be no intermissions, shows will be shorter and audiences will be seated according to unique charts that place congregates in a socially distanced manner, dependent on reservations for the show.

In order to provide an excellent virtual contingent to each show, we have added \$15,000 to our projected request from the Spring to purchase additional streaming equipment (computer, software, online subscriptions, cameras, and accessories).

#### PAYMENT REQUEST SCHEDULE INSTRUCTIONS:

- **Update** your estimated payment request schedule for your entire request for the FY21 Fall Cycle (1/1/21-6/30/21)
- For any month you are NOT requesting funds please enter 0

---

#### Please note:

- The first-day funds can be requested for the fall cycle is 1/15/21
  - Funding will not be available until a contract has been signed and the Post Award Follow Up has been completed
- Enter your estimated schedule based on when you plan to request funds from Resort Tax

#### January 2021 Estimate\*

*Only for expenses incurred from 1/1-1/15/21 that you plan to request by 1/15/21. DO NOT INCLUDE ANY FUNDS YOU WERE AWARDED IN THE SPRING CYCLE IN THIS AMOUNT.*

\$60,000.00

#### February 2021 Estimate\*

\$0.00

#### March 2021 Estimate\*

\$0.00

#### April 2021 Estimate\*

\$0.00

#### May 2021 Estimate\*

\$0.00

### June 2021 Estimate\*

\$0.00

### July 2021 Request Total Request\*

★ *You may request funds until 7/15/21, for the FY21 Fall cycle for any expenses incurred before 6/30/21.*

\$0.00

When projecting future requests, please ensure these numbers are as accurate as possible. While calculating these numbers keep the following in mind:

- Economic Growth
- Staffing Changes
- Changes in Community Needs

### Future Funding Request FY22 Spring\*

★ What is your forecasted Resort Tax request for the FY22 Spring cycle (7/1/21-12/31/21)?

\$100,000.00

### Future Funding FY22 Fall\*

★ What is your forecasted Resort Tax request for the FY22 Fall cycle (1/1/22-6/30/22)?

\$115,000.00

### Future Funding Request FY23\*

What is your forecasted Resort Tax request for FY23 (7/1/22-6/30/23)?

\$225,000.00

### Future Funding Request FY24\*

★ What is your forecasted Resort Tax request for FY24 (7/1/23-6/30/24)?

\$235,000.00

## Project/Program 1 Information

---

### INSTRUCTIONS:

Please verify and update any information that has changed since you applied for the FY21 Spring Cycle.

*If this project/program will not be taking place in the Fall cycle enter \$0 in the amount requested text box and provide information about why this project is no longer taking place in the "Additional Information" question later in this section.*

### Project/Program 1\*

FY21 Artist Fees & Streaming Equipment Purchases

### Amount Requested | Project/Program 1\*

**Update** the amount you are requesting for project/program 1 for the Fall cycle (1/1/21-6/30/21):

\$60,000.00

### PAYMENT REQUEST SCHEDULE INSTRUCTIONS:

- Enter your estimated payment request schedule for project/program 1 ONLY for the FY21 Fall Cycle (1/1/21-6/30/21)
- For any month you are NOT requesting funds from Resort Tax please enter 0
- Please ensure your monthly request add up to the Amount Requested for this project/program
  - The application does not add up the requests for you

### January 2021 Est Project/Program 1\*

★ *Only for expenses incurred from 1/1-1/15/21 that you plan to request by 1/15/21. DO NOT INCLUDE ANY FUNDS YOU WERE AWARDED IN THE SPRING CYCLE IN THIS AMOUNT.*

\$60,000.00

### February 2021 Est Project/Program 1\*



\$0.00

### March 2021 Est Project/Program 1\*



\$0.00

### April 2021 Est Project/Program 1\*



\$0.00

### May 2021 Est Project/Program 1\*



\$0.00

### June 2021 Est Project/Program 1\*



\$0.00

### July 2021 Est Project/Program 1\*



*You may request funds until 7/15/21, for the FY21 Fall cycle for any expenses incurred before 6/30/21.*

\$0.00

## Goals | Project/Program 1

What are the goals of this project/program and how will they be measured?

This year, we are planning on annual offerings consistent with previous years, but with accommodations made for the COVID-19 pandemic. Conservatively, we anticipate serving an in-person audience base reduced by 25% from previous years, with an increase in virtual presentation, to be determined. In the past, we have seen 8,000 visitors each year. While we expect a reduction in physical attendance, we are seeing a positive response to virtual programming, with over 1,200 participants in our first series. We measure our success against previous years' baselines in attendance through ticket sales and digital reports, as well as community surveys that document and evaluate impressions and marketing channels for communication.

## Project/Program 1 Spring Funding\*



Was this project/program awarded funds in the FY21 Spring cycle?

*If yes, please elaborate in the next question:*

Yes

## Project/Program 1 Spring Funding Explanation



If applicable, please describe how you met the measurable goals outlined in your Spring application:

We have completed a successful pivoted Spring and Summer of events, serving nearly 3,500 people in the process from all over the country, and legitimate international engagement, as described in the above section.

We expect a continued excitement for events planned and executed during the pandemic, coupled with strong precautions around social gatherings for our audiences. Some will come to the theater in masks and socially distance, and some will choose to stay home and participate virtually.

We are on track to continue to serve our usual 8,000 attendees per year, with the caveat of many of those individuals this year participating virtually. We are unclear on how willing folks will be this winter to continue to participate virtually, but with our expanded offerings and unique content, we believe that folks will continue to show up and be inspired. As COVID continues to promulgate fear and isolation throughout society in these difficult fall and winter months, it will be critical to offer social services that bring entertainment, joy, and responsible togetherness to our community. WMPAC is uniquely suited to serve this need.

## Project/Program 1 Additional Information\*



What additional information would you like to share with the Board regarding this project/program?

Our accommodations for the COVID-19 pandemic are mixed. The programs that we have planned range from radio offerings by our local community theater, educational offerings from the Bozeman Symphony, fully broadcast events that are presented remotely, to in-person experiences that take place over an entire weekend, and in February, we are planning a highly unique experience for small groups to come into the theater for a special experience over a three-week span.

In general, our approach has two essential paths. Audiences can either participate in a high-quality virtual experience with each production, or they can join limited audiences (currently we are capping at 40) with several performances for each show. Our current season's in-person capacity is approximately 50% of our usual attendance over an entire season through the presentation of 55 open evenings at the theater from December to March.

We are still negotiating with nearly all of our artists, and we are optimistic.

## Community Messaging 1\*

★ Please provide a brief (1-2 sentence) description of **this project/program** for community messaging purposes:

WMPAC is requesting funding to support their 20/21 season of inspiring events, safely presented to the entire community through innovative approaches to the performing arts.

## *Application Verification & Summary*

---

### APPLICATION VERIFICATION:

Please ensure that your application is complete, all calculations are accurate, and it has been proofread before submitting for Board review. Once you select Submit you will no longer be able to edit your application.

### **Verification\***

Incomplete applications may not be considered for funding. It is the applicant's responsibility to provide all the information requested in the proper format by the application deadline.

I verify that the application is complete and contains accurate information

### **Date of Submission\***

09/30/2020

### **Name of Submitter\***

John Zirkle

Once you click 'SUBMIT', do not refresh the page. It may take a few moments to process the information and submit the application.

## File Attachment Summary

---

### *Applicant File Uploads*

*No files were uploaded*