



PERFORMING ARTS ORGANIZATION

COME FIND YOUR INNER ARTIST

Maddie Pivonka
Nonprofit Management of the Arts
Professor Suggs
December 11th, 2021



EXECUTIVE STATEMENT

EXECUTIVE STATEMENT

Soul of Springdale is a non-profit performing arts organization located in Springdale, Utah near the Zion National Parks. Already surrounded by such beauty, Springdale is a town full of life. Inside the majestic mountains are artists, performers, and business owners eager to share their talents. Soul of Springdale is dedicated to serving the community as well as tourists to ensure they leave feeling inspired.

Every summer, when Springdale is buzzing with life, local and national companies have the opportunity to perform at the Soul of Springdale Arts & Music Festival which takes place at the Zion Amphitheater. In conjunction with the performances, local businesses have the opportunity to sell and promote their art at booths. Both the performances and booths are put in place to help Springdale gain exposure and provide the tourists with a new experience. This will diversify Springdale's former definition of art as more people witness what the town has to offer. After the festival, Springdale will be left with the resources they need to prosper and grow overall.



**SOUL OF
SPRINGDALE**

PLANNING & THE ARTS

MISSION & VISION STATEMENTS

Mission Statement

The Soul of Springdale is a nonprofit performing arts organization dedicated to displaying local and nationwide talent through festivals, providing both artistic inspiration and opportunities while experiencing the majestic Zion National Park.

Vision Statement

The Soul of Springdale Festival seeks to connect outside artists with local talent to create new opportunities for the community. Utilizing the Zion amphitheater, multiple stages and booths will allow for a variety of acts and businesses to gain exposure. With the beauty that already exists in Springdale, we hope to further enhance the town's connection to its surroundings. In the upcoming years we hope to grow our audiences and gain more support for our performers and business owners. This will be done through conferences that allow experienced professionals to share their wisdom. Over the next 10 years, Soul of Springdale hopes to establish a presence among locals and tourists to become one of the most attractive experiences Springdale offers.

VALUE STATEMENT

Value Statement

Soul of Springdale values the following morals and virtues. We strive to exemplify these in all our organization's efforts.

-Inclusivity: We want to include anyone who is interested in our festival. No matter their interests or background, they can get something out of our festival.

-Respect: Our company respects both the culture of the community and the surrounding parks

-Learning: Anyone who comes to Springdale can leave with a better understanding of the culture of Springdale and the surrounding parks.

-Innovation: By offering inspiration in all parts of our festival, the local people will be able to create new businesses and products with their ideas.

-Integrity: We will live up to our values and prioritize maintaining these overall.

GOALS

YEARS 1, 2, 3



YEAR 1

- Introduce new music/businesses to the community
- Have at least 250 people attend the festival
- Have at least 5 outside performers and 10 booths with local businesses

YEAR 2

- Attract tourists with our event
- Have at least two performers be local
- Have more than 400 people attend

YEAR 3

- See an overall increase in population and tourist numbers
- Have more than 15 acts total of 20 booths
- Increase overall diversity of Springdale

Unique Qualifications

- The Board of Advisors have previous connections with both the outside artists and local artists who would like exposure. These have come through prior work experience as well as personal relationships. These will help us fill our stage with a variety of talent, allowing us to diversify our performances. It will also help us create an experience made precisely for the town people. We can present artists that fit their preferred genre and look for other local performance companies that match.
- Soul of Springdale has also come in contact with Zion National Park specialists to understand the tourist population and how people interact with the surrounding parks. We have planned our festival's dates to parallel the busiest tourist times, which will allow them to associate our festival with the time they spent in Springdale.
- Lastly, although there are other festivals that take place near the Zion national park, they do not supply the same opportunities Soul of Springdale does. We allow artists to present their talent, make connections that will benefit their businesses, and enhance their lives outside of the festival.

Service Statement

- Soul of Springdale will travel to local businesses and help those who are struggling to gain exposure and offer help. We will also respect the surrounding national parks and work to educate more people on their significance. We will also be drawing in more tourists with our event which will help the town overall

Community Engagement

- By setting up multiple booths at our festivals, we are offering a space for local artists and those from out of the state to collaborate. Also, we will be very respectful of the surrounding parks, and not limit the accessibility to these areas. We will welcome people into the parks and enhance their experience with our festival.
- The Soul of Springdale Arts Festival will enrich the community with inspiration in an environment that is full of opportunity. The community is already surrounded by mass amounts of beauty and that draws many people in. The people can utilize that opportunity to diversify their community and experience more. Every person who comes into the community offers something special, and this festival serves as a catalyst for relationships to be born. No matter what someone is interested in or why they set foot in Springdale, they can find their niche and thrive in the community. We will work closely in the community to offer the most efficient connections and events to fit them. Over time these connections will grow until the demographic of Springdale is changed for the better

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none">- Majority of events are centered around the parks, but not as many events allow artists to share their talent as we do.- The Zion National Parks attracts tourists, which are all people who could interact with our organization.- The local community is tight-knit which leads to close connections.	<ul style="list-style-type: none">- The city's demographic limits us from certain programming and events that do not fit the demographic- The surrounding National Parks pull most of the town's attention, which could lead to low interest in our festival and events.- The Zion Amphitheatre is a space used for many events
Opportunities	Threats
<ul style="list-style-type: none">- The Zion National Park attracts a large amount of tourists which we could funnel to our event.- The community is known for its tight-knit nature. This would help us make a chain of connections throughout the town.- New buildings and businesses are opening up near Springdale, which will attract more residents and positively impact the economy.	<ul style="list-style-type: none">- New projects happening near Springdale may draw attention away from the local events.- The Zion National Park is the main reason people visit Utah. We will need to be diligent to attract attendees to our performances.- Certain marketing tactics may not land with our demographic.

Analyzing the Strengths, Weaknesses, Opportunities, and Threats present in Springdale allows us to think ahead and better prepare. Every event and interaction we have will be intentional and be curated for the community of Springdale.



**SOUL OF
SPRINGDALE**

MARKETING & AUDIENCE DEVELOPMENT

MARKETING MIX

Product	<ul style="list-style-type: none">• Festival with live performances from local & not local artists - bands, orchestras, small dance groups• Booths for local artists, crafters, salesmen, and anyone else looking to sell products or services
Price	<ul style="list-style-type: none">• Admission into festival fee *early ticket price versus day*• Price to rent a booth equal for all• Prices of products vary from booth to booth
Distribution	<ul style="list-style-type: none">• In person event/ live performances at the Zion amphitheater• Products will be sold there-any later purchases will be through vendor• Merchandise will be sold
Promotion	<ul style="list-style-type: none">• Primarily made by mail/ local paper since our age group is older/ does not make use of technology• Social media will be created as well to attract tourists/ mail sent out• Added to tourist websites

MARKETING PLANNING & PROCESS

OVERALL OBJECTIVES

- Specific and Time-Sensitive
 - From the first year of this festival, when we will be introducing new artists and opportunities to the community through our available booths, to the third year, when the number of people attending and interacting has multiplied, the diversity of Springdale, Utah will have been enhanced. New businesses and artists will be thriving.
- Quantifiable
 - The first year we will have 5 performances and 10 booths, and by the third year we will have 15 performances and 25 booths. We will also be striving for 100 attendees the first year and 250 by our third year. With the number of tourists present at the time of the festival, this is achievable.

MARKETING STRATEGIES

- Target Market
 - The target market for Soul of Springdale is local talent, tourists, and outside performers who would enrich the community
- Positioning
 - Our statement: "Soul of Springdale brings together the community, art, and the beautiful national parks instead of focusing on one singular aspect of Utah"

MARKETING STRATEGIES

MARKETING STRATEGIES continued

- Product
 - The festival we are offering can be enjoyed by the local people as well as tourists. Because there are new faces and products being introduced each year, there is no prior knowledge needed to enjoy the event. Any person can come to enjoy the National parks and leave inspired.
- Price
 - By charging an admission fee, as well as including an early purchase discount, we will earn an income that will allow us to grow and enhance our festival every year.
- Distribution
 - Soul of Springdale will be selling tickets in the town itself, as well as online through our website, and promoting through the local news. We will also be promoting our website through the Zion National Park website and any other online sites that list activities tourists can take advantage of near Springdale, Utah
- Service
 - As the year goes on leading up to the event, we will understand the people of Springdale more and more. Because of this we will adapt our strategies, add detail to our marketing mix, and enhance our event to suit the needs of the people. This will allow us to better accomplish our mission and stay in live with our values.

MARKETING STRATEGIES

MARKETING STRATEGIES continued

- Promotion
 - For our branding, we wanted to highlight what tourists will find familiar, the National Parks. Utilizing this allows us to draw their attention and create a connection between the surrounding and our event. We will promote this on sites that promote other activities that tourists will be drawn to such as hiking and exploring, but since we are an arts event we will stand out in comparison.
 - Most events that take place near the National Parks allows tourists and locals to see the gorgeous landscapes, but we offer even more ways to become enriched while visiting Utah. We will promote this to attract artists from far and wide.
 - Free marketing will be utilized in the first few years to properly utilize our budget. As we grow, we will do more and more advertising outside of Springdale itself.

MARKETING MATERIALS

POSTER



MARKETING MATERIALS

SMALL IMAGE



NEWSPAPER AD BLURB

"Come find your inner artist at this summer's most exciting event. Taking place at the Zion Amphitheater and surrounding parks, enjoy local and new talent while taking in the breathtaking nature"

SLOGAN

"Come Find Your Inner Artist"

Find your inner artist at the Soul of Springdale Arts & Music Festival



**SOUL OF
SPRINGDALE**

PERFORMANCE & PROGRAM PLANNING

PERFORMANCE & PROGRAMMING

Soul of Springdale presents a summer festival once a year in Utah's beautiful Zion National Park to provide the locals and tourists a chance to witness inspiring musical and dance performances while getting the opportunity to showcase their own talents and masterpieces at a booth. This festival is an all-day experience that will include scheduled performances and the ability to walk from booth to booth. We work one-on-one with the community to bring in artists that reflect their city's specific interests, as well as seek those who want to perform in front of the array of tourists that the parks attract. These groups will get the chance to introduce themselves and share their story before performing in order to make a personal connection with the audience. We also collaborate with local business owners, entrepreneurs, and arts organizations looking to gain exposure and connect with other influencers and sponsors who will be invited to our event. We make sure to properly advertise each performer and business to make it easy for attendees to reach out after the festival ends. To accommodate Springdale's older demographic, Soul of Springdale will be including non-electronic information as well such as pamphlets and newsletters. In order to completely fulfill our promise to enhance both established and future businesses, we will also offer a conference in the first half of the year to further their knowledge of the arts industry through seminars and discussions with guest speakers. These speakers will include artists who have built platforms in their industry and identified their niche. This professional conference is offered after the first festival and every year after to those who showed potential and have continued to grow since the event. Performance groups and local creators from previous festivals are both welcomed at this conference and are encouraged to create new connections, learn how to better their personal business, and leave feeling inspired. By bringing in these new mentors, we are enhancing the culture of their town, and we continue to do this each year at the festival with new, never-before-seen performances.

PERFORMANCE & PROGRAMMING

This program will first be introduced during Soul of Springdale's marketing research, which is done by local connections to better understand the town's culture. It will be advertised as an adjunct to the festival to add an incentive to attend the first year of the festival. In order to attract as many people as possible, the festival will take place during the busiest tourist times, which is May through September. This is strategic because people can associate their trip with our festival and remember to come back next year. We will continue our connection with the people and performers through emails and mailings the whole year to make sure they are reaping all the benefits from our festival. These benefits can be seen through their increased customers, sales, and ability to create more products. Our conference will offer them another chance to interact with new people and prepare for the summer festival. As the festival grows, we hope to increase the number of booths, making the event more beneficial to those who take part. The conference will also continue to grow so that the discussions are more personal and the recent business owners can share how they have expanded themselves. This will complete our visionary goals because as more businesses are created, there will be more reasons for tourists to return and settle in Springdale. This will diversify the city both in the arts and internally in the residents.



**SOUL OF
SPRINGDALE**

FINANCE & BUDGET PLAN

FINANCIAL PLAN

In Soul of Springdale's first year, we will be working up to a full festival experience in the Zion Amphitheater. While we are building our name, we will present scaled-down versions of our performances and programs to make the most of our resources while still enriching the community. Our first performance will feature one main professional performer and multiple volunteer performers. We will also have 10 booths with volunteers to help us set up and take down both the stage and booths. For our programming, our first conference will be virtual to eliminate travel expenses for our guests. Though smaller than our overall vision, we will still be able to

In Soul of Springdale's second year, we will create a full festival experience in the Zion Amphitheater. This year's performance will feature two main professional performers and multiple volunteer performers including singers and dance groups. We will also have 15 booths with volunteers to help us set up and take down both the stage and booths. For our programming, our conference will now be in-person to truly enrich Springdale's artists with knowledge. We will work with our speakers to either present them virtually or fly them into Utah. Though we are making virtual accommodations, we believe we will still be able to fulfill our mission through this programming and our performance.

BUDGET

Soul of Springdale Budget - Program and Performance Year 2

<i>INCOME</i>		
Earned		
	Ticket Sales	\$8,550
	General (\$50 x 150 attendees) \$7,500	
	Discounted/VIP (\$35 x 30) \$1,050	
	Day Parking Pass (\$10 x 60 cars)	\$600
	Booth Rentals (\$500/day rental x 15 booths)	\$7,500
	Concessions/Food	\$700
	Sales Interest (10%/booth total sales)	\$3,500
	Convention Registration (\$75/day x 30)	\$2,250
	Merchandise Sales	\$997.75
	T-shirts ((\$12+.47 tax) x 35) \$436.45	
	Long sleeve ((\$18+.71 tax) x 30) \$561.3	
	<i>Earned Subtotal</i>	\$24,097.75
Contributed		
	Board Contributions (9 members/ \$1,000 each)	\$9,000
	Investors/Sponsors *Reached out to for support in local area*	\$1,000
	Grants *Will apply for state, city, and federal to acquire*	\$5,000
	<i>Contributed Total</i>	\$12,000
Donations		

BUDGET

Donations		
	Individual *Created through outreach in the community*	\$2,000
	Technical Equipment Rental *Half of our lights are included with the ampitheatre. The other half are an in-kind donation from local theatre*	\$2,400
	Lighting Equipment (\$25/light/hr x 4 lights 24 hours)	
	<i>Subtotal Donation</i>	\$4,400
	<i>Total Income</i>	<i>\$43,497.75</i>

<i>EXPENSES</i>		
Administrative		
	Insurance (\$45/month x 12 months) *Liability insurance and Indemnification combined through Insurance Company offer *	\$540
	Administrative Supplies	\$700
	Incidentals *For protection in case of accidents and damage*	\$1,500
	<i>Administrative Total</i>	\$2,740

BUDGET

Advertising		
	Print	\$500
	Social Media Ads	\$300
	Website	\$600
	Photography	\$700
	<i>Advertising Total</i>	\$2,100
Merchandise		
	T-shirts (\$10 x 50)	\$500
	Long Sleeve (\$15 x 50)	\$740
	<i>Merchandise Total</i>	\$1,240
Springdale Arts and Music Festival		
	Zion O.C Tanner Ampitheatre rental (\$350/day x 2)	\$750
	Pavilion Rental (\$125/day x 2)	\$250
	Technical Equipment Rental *Half of our lights are included with the ampitheatre. The other half are an in-kind donation from local theatre*	\$2,400
	Lighting Equipment (\$25/light/hr x 4 lights 24 hours)	
	Decorations	\$600
	Professional Utah Performer (\$1,250/day performance x 2 performers)	\$2,500
	Booth Rental (\$150/tent x 15) *Renting Pop-up tents for the day*	\$2,250
	Table Rental (\$50 x 20) *Renting from Home Depot for the day*	\$1,000
	Catering (One classic food truck minimum \$500 sales)	\$500

BUDGET

	<i>Performance Setup Total</i>	\$10,250
<i>Soul of Springdale Artistic Conference</i>		
	Convention Center Rental near Springdale (\$120/hr x 12 hrs)	\$2,400
	Workshop Printed Materials (Pamphlets and Brochures)	\$500
	Speaker Hiring (\$200 x 4 speakers)	\$800
	Speaker Flights (\$250/each x 3 in person)	\$750
	Speaker Housing (\$130/room x 3 nights x 3 people)	\$1,170
	Speaker Meals Per Diem (\$150 x 3 in person speakers)	\$450
	Food & Beverage services (Catered breakfast & lunch)	\$800
	<i>Programming Total</i>	\$6,470
	TOTAL EXPENSES	\$22,800

TOTAL REVENUE
\$20,,697.75

FINANCIAL STATEMENT

Concerns that could arise in our second-year budget include our dependency on an increase in attendees. We are hoping, as stated in our goals, to increase to 150 attendees. If we were to have less of a turnout than expected, that would have an effect on a majority of our budget. It would decrease our ticket sales from \$8,550, which is a good portion of our income. Also, having our speakers for our conference leaves many variables unknown. Such as where they will be flying from, what accommodations they may need, and other expenses. This may cause our flight prices to increase as well as our hotel and food estimations. Other concerns lie in the venue and our dependence on our technical equipment in cooperation with theirs as well as the environment we are in. If there are problems with the weather etc. that would be a major issue.

Based on those concerns and other aspects, the board would need to consider the following:

- Ticket Sale dependance
- Technical Equipment
- Dependency of Volunteers working the event and setup/teardown
- What types of promotions will attract our demographic best
- Expenses that may come from weather damage / possible location changes