

SPECIAL EVENT GRANT APPLICATION

Contact Information

Full Legal Organization Name

Mailing Address

City State

Zip Code

501(c)3? Yes No

Year Established

Contact Person

Title

Phone Number E-Mail Address

Best way to reach you

Event Information

Event Name

Event Start Date Event End Date

Set-Up Date Clean-Up Date

If event is non-sequential, please describe

Event Location(s)

Is event new? Yes No

Have you received funding in the past? Yes No

If yes, please list year and

amount

Brief Description of Event
(Include daily schedule,
vendors, details, etc.)

Red Canyon Powwow is a two-day cultural celebration being held at the Old Spanish Arena on Oct 22- 23, 2022, which showcases Native American culture, dances, and songs. The event is for all ages and brings people together from a variety of backgrounds, including BIPOC and LGBTQ2S+ communities. Dancing and singing begins on the 22nd at 12PM and ends at 10PM, Sunday dancing and singing begins at 12PM and ends at 5PM. Variety of arts and craft vendors will be set up for visitors to purchase goods.

Population Served
(Include age groups, race &
ethnicity, income levels, etc.)

Red Canyon Powwow is for all ages and people from different backgrounds and ethnicities. Although, traditionally Powwow's are for Native American people to participate in and benefit from, we understand that building bridges between communities is very important and we recognize that the native and non native people will be served through small business activities and participants at the Powwow who will compete in the contest dancing. A large majority of Native American people live in today's society and are faced with economic barriers and due to the covid-19 pandemic, which is why hosting events like the Red Canyon Powwow provide an opportunity for the Powwow community, Native American community and the general public to have a chance to benefit financially throughout the weekend.

How will your event promote
sustainable practices and/or
responsible recreation?

Native American people have a strong understanding of stewardship of traditional lands. These practices are deeply tied to the understanding that we must care for the land that we walk upon and practice being good relatives to the land. This event plans to be an environment friendly Powwow. This year we are promoting recycling, carpooling, cleanup of the venue, and our emcee will tell stories of caring for the land through an Indigenous lens. This is how we will promote sustainable practices and responsible recreation throughout the weekend.

Please describe your marketing/
advertising plan

We have contracted a Native American artist to help put together a flyer for us to support advertising the event. Last year we worked with the Moab Happenings, local media outlets, radio stations, and social media platforms to ensure a successful event. We plan on doing this approach again, but would like to pay for videography services before and during the weekend so that our marketing and advertising performance increases year to year. If we can provide a video to help showcase Native American dancing than we have something that will attract more visitors to the Powwow. We also would like to utilize micro influencers to help support the event and pay them a small honorarium for their time. This is how we plan on getting the word out about this year's Powwow.

Proposal Request

Requested Amount

Budget Breakdown

<u>Expenses</u>		<u>Revenue</u>	
Facility	<input type="text" value="\$2,650"/>	Entry Fees	<input type="text" value="\$10.00"/>
Administration	<input type="text" value="\$1,000"/>	In-Kind	<input type="text" value="\$8,000"/>
Permits	<input type="text" value="\$250"/>	Cash Donations	<input type="text" value="\$13,800"/>
Marketing/Advertising	<input type="text" value="\$4,000"/>	Non- Cash Donations	<input type="text" value="\$2,500"/>
Capital Investments	<input type="text" value="\$0"/>	Other Grants Awarded	<input type="text" value="\$5,000"/>
Other	<input type="text" value="\$10,400"/>	Other	<input type="text" value="\$10,000"/>
Total	<input type="text" value="\$18,300"/>	Total	<input type="text" value="\$41,500"/>

Please describe any "Other" expenses

Our committee will use this grant to help cover various expenses for the Red Canyon Powwow. The host drum group Blackstone Singers (\$10,000 performance fee), has 10 members who will be singing and performing throughout the event. These expenses are listed on the budget as "other." We also recognize that we have staff that will be traveling from the Utah county area and will need gasoline costs covered, which is why there is another \$400 listed under "other."

Please describe any "In-Kind", "Cash Donations", "Non-Cash Donations", and/or "Other Grants Awarded"

Because most of the people on our committee for the Red Canyon Powwow have been working diligently since April 1, 2022 for the event. 11 individuals have given a total of \$8,000 in-kind due to the fact that we have been meeting regularly once a week since April 1st and two people have been working part-time on this event since April 1st to ensure that we have a successful event.

In-Kind Donations:

Shelly Willie - \$500
Elena Satula - \$500
Chase Hobson - \$500
Jacob Crane - \$1500
Wilson Atene - \$500
Devan Kicknosway - \$500
Palmer Gambler - \$500
Melanie Glass - \$500
Alec Ferguson - \$500
Shayla hubener - \$500
Rhiannon Velaquiz - \$500
Julianne Waters - \$1500
Total - \$8,000

Cash Donations:

Crane family - \$5,000
Utah Division of Indian Affairs - \$3,000
Turtle Island Collective - \$300
Jansen family - \$1,000
Gofundme - \$4500
Total - \$13,800

Please describe any "Other" revenue

Currently we are charging \$10,00 a person to enter the Red Canyon Powwow. Last year we had a total of 882 people walk through the event during the weekend. We are estimating that we will have 1,000 individuals enter the Red Canyon Powwow, which would bring our revenue to \$10,000.

This grant is paid for with TRT funds, which are designated for driving visitation to the area.

How will you use this grant to accomplish that goal?

The majority of the grant will be used to bring performers to the area that will draw in a larger than usual crowd to the area of Grand County and Moab. We have contracted Blackstone Singers who are top ten in the Native American Singing Championships in the world. We are also using the same venue from last year's Powwow that is perfect for a Powwow the size of Red Canyon Powwow because it has all of the amenities for parking, washrooms, soccer fields for dancers, electricity, and is located outside.

Grand County is famous for its beautiful landscape and scenery. We are utilizing videography to help showcase the story of the dancers and the land to market and advertise the event on social media platforms, newspapers, radio, etc. A small portion of the grant will be used on permits, and administration fees that will help with ensuring that we have the proper steps in process to move the project forward.

What is the goal of this event?
(Include target participation)

The very nature of a powwow is to bring people together. It is a celebration where everyone can come together through sharing cultures, songs, food, and dance. Powwows were and still are a social gathering where different tribes came together to share in song and dance, traditional teachings, and trade. Today we still carry on these traditions and teachings and continue to share our culture with all visitors.

Throughout the powwow the Emcee and Arena Director will share various teachings, explain certain dances and the cultural significance with the audience. They strive to make all feel welcome and included to help bring communities together.

The Red Canyon Powwow is an opportunity for Indigenous youth to practice their culture on a larger platform, as well as learn new dances. For many Indigenous youth, going to powwows and participating is one of the main pillars to their identity, and is a place they make lifelong friends. While most powwows are a competition today, there are various social dances, like Intertribal and Round Dances, throughout the event where everyone is welcome to join and dance together. These dances sprinkled throughout the powwow are always a crowd favorite because all are welcome, Indigenous or non-Indigenous, to come and learn and dance. These are one of the main moments where friendships are built and communities are brought together.

What means will be used to gauge the success of your event?

We plan to gauge the success of the event if we meet our goal of 1,000 people entering the event during the weekend. We also plan on providing a short survey on whether or not we should continue hosting the Red Canyon Powwow in Grand County to a number of individuals so that we are operating on feedback and people enjoying the event. Lastly, the amount of partnerships and relationships that our organizations makes during the weekend is also an indicator that we are successful because people are choosing to support this event both physically and financially.

Visitation Statistics

	2020	2021	2022
Estimated number of participants	<input type="text"/>	<input type="text" value="189"/>	<input type="text" value="220"/>
Estimated number of additional people in participant's party	<input type="text"/>	<input type="text" value="350"/>	<input type="text" value="400"/>
Estimated percentage of participants staying in lodging	<input type="text"/>	<input type="text" value="325"/>	<input type="text" value="375"/>
Estimated percentage of participants staying in commercial campgrounds	<input type="text"/>	<input type="text" value="25"/>	<input type="text" value="25"/>
Estimated percentage of participants eating at restaurants	<input type="text"/>	<input type="text" value="335"/>	<input type="text" value="360"/>
Estimated percentage of visitor participants (versus locals)	<input type="text"/>	<input type="text" value="189"/>	<input type="text" value="220"/>
Estimated number of visitor's first visit to the Moab area	<input type="text"/>	<input type="text" value="175"/>	<input type="text" value="130"/>
Estimated spending per person for this trip	<input type="text"/>	<input type="text" value="200.00"/>	<input type="text" value="248.00"/>

Additional questions will be required for your final report. By signing below, you acknowledge that all information provide is correct to the best of your knowledge. You also attest that you have read and understand the Special Event Grant Guidelines and understand that you are required to obtain a Grand County and/or City of Moab Special Event Permit to qualify for this grant.

Signature

Date