

CAAC Fund Raising Committee Meeting Recap March 4, 2019 * 3pm

Members Present: Suzanne Horne, Katie Potter, Susan Shaw, Sharon DelaBarre

The purpose of the meeting was to discuss future fundraising options for CAAC projects. Previously the CAAC approved a recommendation from the Committee to initiate a Mardi Gras themed event starting in 2020. It would have been the first part of February, tied to the Mardi Gras festival in New Orleans. Subsequent to that approval, we learned the City of Sequim was planning a Sunshine Festival for the end of February, also commencing in 2020. Since that would be a well-funded several day event with the backing of the City, it was decided to table the Mardi Gras event pending more information. After initial discussions with the City it was decided that the CAAC could participate by organizing some form of art show/exhibit during the festival and would revisit an option for CAAC Fundraising.

Event Proposal: Ground Hog Eve Celebration

Timing: It was felt that the early part of February/last of January are still prime times for an event of some type. While the weather could be a problem, looking at the overall schedule left little time during the year that wasn't already filled with other events. Events that could embrace the weather and time of year were discussed. Note: The Sunshine Festival has now been moved to the first part of March.

It was noted that Ground Hog Day, always on Feb. 2nd, is something that very few locations celebrate and the concept of holding a Ground Hog Eve event was born. With the event, since we don't have a Punxsutawney Phil, we would create our own mascot – a female Ground Hog. We would need to find a name that is unique to the area and something we can play with and on. We could invent a whole back story about her teaching Phil everything he knows and really have fun with this. Her predictions could be made (as part of the evening – we could create a ceremony at the fire?). This event would be the night before Phil comes out of his hole. (Note: See end for other Ground Hogs of note.)

Looking at 2020 thru 2025, February 2nd falls on:

2020: Sunday (event would be Saturday night, Feb. 1))

2021: Tuesday (event could be Monday night OR Saturday, Jan. 30)

2022: Wednesday (event could be Tuesday night OR Saturday, Jan. 29)

2023: Thursday (event could be Wednesday night OR Saturday, Jan. 28)

2024: Friday (event could be Thursday night OR Saturday, Jan. 27)

2025: Sunday (event would be Saturday night, Feb. 1)

The key would be deciding whether, due to the darkness that time of year, holding an event during the week would be fine or whether we should default to the Saturday night before.

General Concept: Initially plan is for a very arts interactive evening. Music, Art, Theatre, Food & Beverage and possibly Cinema, would all be featured. Since it gets dark early at that time of the year, an event could start relatively early and not go too late. Initial Timing estimated at 4 or 5pm to 9pm.

Other items:

- **Attire:** Casual, warm with encouragement to do something Ground Hog related??
- **Location:** Initially we would check on the option of using the Rock Hollow Barn on Susan Shaw's property (Silberhorn Rd).

- **Entertainment:** Guest musicians probably focused on blues, jazz, classic rock
Pop up theatrical readings, skits, “scenes”
Possible screening of Ground Hog Day

Naming of F&B with theme

- **Art:** \$20-25 *Buys It Board*: Small pieces of artwork (any medium), donated by local artists

Early bird purchases for board (set time frame to get folks in) - Silent

- **Art Auction:** Limited silent auction of more substantial pieces; donated by local artists (any medium); Auction could include activities like tickets to music events, art classes, etc.
- **Raffle:** We could easily have a raffle for some item, possible travel related.
- **Food & Beverage:** Hire a vendor that can handle both food and beverage (beer, wine, sodas)

Food would be “finger” food and themed to the Ground Hog

A percentage of gross would be charged the vendor – 10-15%?

- **Attendance Tickets:** Two age categories – Adult and Ages 17 to 20 – Some form of wrist band or other wearable item to designate age restrictions (beverages)

Ticket Categories could include entrance plus X number of tickets to trade in for drinks or food

Or Entrance tickets only and food/drink tickets available for purchase separately. In either case additional tickets would be needed for additional food/drink above those provided with entrance. Details & pricing to be determined.

- **Barn activities would include:** Art displays; band set up; bar and possibly food vendor; limited tables & chairs/benches
- **Yard activities would include:** Fire pit; possibly food vendor and possible set up of “screen” to show Ground Hog Day (movie) on a loop during the event.
- **Sanitation:** SaniCans would be needed and would be located behind the barn (lighted area)
- **Attendance Limit:** Tickets would be limited to 150 pp the first time. Goal would be to slowly build on the event and make it something folks look forward to every year.
- **Parking:** On street and/or in field next to barn (weather permitting). Est approx. 40 vehicles for event attendees.
- **Promotion:** Via website, posters, newspapers, one on one, promotions at First Friday/City Hall, Chamber, organizations and possibility of siting a Ground Hog around town at surprise locations during the build up to create interest.
- **Benefit:** We would establish a specific goal/item that the money raised would be used for. This would be something that we cannot spend CAAC funds for, such as an art installation off the City Hall/Plaza area. It was felt that whatever the goal, it should be for the community in general. (Note: Arts Kiosk has funding thru the City Budget for CAAC) *Bottom Line: The Benefit needs to be specific.*
- **Education:** One problem we face is that, as a City commission, the public does tend to think that we have money/funding thru the City. We need to educate the public on what we are doing and what we have City funding for and that does not include off site projects.

This is submitted to the CAAC for consideration for an annual Fundraising Event, starting in 2020.

FUN FACTS AND OTHER IDEAS

Fun Facts:

There appear to be 9 prominent Ground Hog Day celebrations around the US and Canada. Only one has a female. They are:

Punxsutawney Phil in PA (the official one); Chattanooga Chuck (TN); Gen Beauregard Lee (Univ. of GA); State Island Chuck (NY); Jimmy of Sun Prairie, WI; Buckeye Chuck of Marion, OH; Dunkirk Dave of Chautauqua, NY; Wiarton Willie (albino) of Ontario. Thistle the Whistepig of Cleveland, OH is the only female.

If Sequim were to create a fictional ground hog, while we might not be considered one of the recognized celebrations, we would definitely be the only one out this way since all the others are to the east side of the country.

Naming “Her”:

If we can think of a name that allows us to “cross pollinate” with other Sequim events, i.e. the Lavender Festival, we could use it to help promote Ground Hog Eve i.e. having T-Shirts showing our mascot popping up in a field of lavender for sale at the Lavender Festival or ????. Sequim Salty Sal was noted, but it is very close to the Salty Girls Seafood Co and that could be an issue. So some brain storming thoughts: Lavender Lil; Purple Paula; Sequim Serafina; Fuchsia Forina; Clallam Calley; Peninsula Penny.....you get the idea.