

JUNE 24 - 26 WESTERN GATEWAY PARK



DES MOINES

Arts

FESTIVAL

*go where it takes you...*

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

**A. Introduction and background of main event.**

The Des Moines Arts Festival®, Iowa's only free, three-day celebration of the arts, celebrated its 19th-annual Festival June 24-26, 2016 with an exciting line-up of visual art, live entertainment, film, community outreach, interactive activities, eclectic foods, craft beer, and fine wines in Downtown Des Moines' Western Gateway Park, attracting more than 235,000 guests.

At the heart of the Festival is the juried art fair featuring 180 professional artists selected from a competitive process of nearly 1,000 applicants. The commitment to visual art extends to all ages through the Festival's Emerging Iowa Artist program and the Des Moines Art Center's Nurturing a Student's Vision Student Art Exhibition program. Over 450 students in grades Kindergarten through 12th Grade were featured during the Festival.

Adults and children of all ages engaged in a variety of hands-on, arts-related activities that included everything from salsa dancing lessons to marble painting to creating their own t-shirt. MidAmerican Energy's BOOM ART! Mural and Pinot's Palette self-guided painting lessons provided large-scale opportunities for guests to share their art with the community. If guests didn't want to get their hands dirty, exhibiting artists demonstrated their craft with over 25 Artist Demonstrations.

The Interrobang Film Festival celebrated the art of film throughout the three-day weekend. Twenty-six films from thirteen countries were selected to be screened throughout the weekend. Guests also enjoyed talk-backs and workshops with film producers.

The local community engaged with the Festival through several community outreach programs including the Volunteer Program, Patron Program, and the Non-Profit Partner Program. The Non-Profit Partner Program allows local organizations to raise much-needed funds to support arts-related activities year-round. 1,252 volunteers supported the Festival through a variety of opportunities.

The Festival's green program provided guests the opportunity to reduce, reuse, and recycle throughout the event at seventeen custom-designed Zero Waste Stations. The Sustainability Program is in its third year of a strategic plan to achieve zero waste by 2017.

Live entertainment took the stage at three locations. The Community Choice Credit Union Performing Arts Stage showcased a variety of local dance institutions including Des Moines Ballet, Iowa Dance Theatre, and Yaro Dance Company. Headliners Gin Blossoms and Grand Funk Railroad were watched by thousands of guests on the Hy-Vee Main Stage. And the all-new Acoustic Stage featured Midwest singer-songwriters in a relaxed, coffee shop-style setting.

The Des Moines Arts Festival has truly put Des Moines, Iowa on the map, drawing more than 3.2 million guests to the three-day event during the past 19 years. The Festival has something for everyone to enjoy and it's all *free* to attend.

---

## #48 / BEST COMMUNITY OUTREACH PROGRAM

---

### B. Description and Purpose/ objective of Outreach Program

The mission of the Des Moines Arts Festival® is to create an opportunity for people of all ages, cultures, and backgrounds to embrace the arts. By offering the opportunity for fellow non-profit organizations to share their missions and objectives through interactive arts-related activities for our guests, all organizations win, and the Festival fulfills its mission.

The Des Moines Arts Festival and sponsor Prairie Meadows teamed up to present the Prairie Meadows Community Outreach Program. The program offers non-profit organizations the opportunity to participate on-site at the Festival and share their mission to thousands of guests *free of charge*. In exchange for free booth space, each organization offers an interactive arts activity for guests.

In addition to our Prairie Meadows Community Outreach Program, the Festival extended the opportunity for other non-profit arts-related organizations to share their mission including Ballet Des Moines, Co'Motion Dance Theater, Girls Rock!Des Moines, Des Moines Community Playhouse, Yaro Dance Company, Gateway Dance Theatre, Art Force Iowa, Urbandale Community Theatre, and Gateway Dance Theatre. The Festival also partners with several non-profit organizations each year to provide volunteers for beverage booths. These non-profit organizations receive any donations or tips they make and receive a percentage of the net proceeds from their booth. These funds go back to the organization's efforts to place arts in the community. This year's non-profit organizations were Cowles-Montessori, Community Youth Concepts, and Habitat for Humanity.

All participating non-profit organizations are promoted in Festival marketing materials, on the official Festival Web site, and in the official Festival guide. As a fellow non-profit, the Festival understands the significance and the need for offering a program that provides options for local groups to share their mission to a wide audience at no charge.

These organizations are an integral part of the Des Moines community and with support from Prairie Meadows, the Festival is pleased to offer this opportunity. The following 25 organizations participated in the Prairie Meadows Community Outreach Program this year:

AHeinz57 Pet Rescue and Transport, Inc.

Anawim Housing

Animal Rescue League of Iowa, Inc.

Blank Park Zoo

Candeo

Children and Families of Iowa

Community Support Advocates

Des Moines Downtown Chamber of Commerce

Des Moines European Heritage Association

Des Moines Social Club

DMARC's Move the Food

Employee and Family Resources

Eyerly Ball Community Mental Health Services

Food Bank of Iowa

HCI Care Services & Visiting Nurses Services of Iowa

Iowa Dance Theatre

Iowa Donor Network

Iowa Motion Picture Association

Iowa Shares

Living History Farms

One Iowa Education Fund

Pulse 101.7FM

Salsa Des Moines

Susan G. Komen Iowa

Walnut Creek Church

---

## #48 / BEST COMMUNITY OUTREACH PROGRAM

---

### C. Target audience/ attendance/ number of participants

The target audience for this program is first and foremost the families of the Des Moines community, as the interactive activities produced by the non-profit organizations' booths are historically family favorites. Guests of all ages are invited to participate in the interactive arts activities—one of the five main pillars of the arts featured each year at the Festival. Throughout the three days of the Festival, all guests had the opportunity to get creative and hands-on with art, music, dance, and more, offered by the participating twenty-five area non-profit organizations.

Approximately 85,000 guests attended and participated in the Prairie Meadows Community Outreach Program.

Overall attendance to the Festival was 235,000.

### D. Impact program had on the community

Through the Prairie Meadows Community Outreach program, *twenty-five* non-profit organizations had the incredible opportunity to share their mission free-of-charge to an estimated 85,000 guests. Guests enjoyed these great hands-on activities:

**AHeinz57 Pet Rescue and Transport, Inc.** *Create a homemade fleece dog toy.*

**Anawim Housing** *Learn how to help living things grow by planting your own flowers in a decorated flower pot.*

**Animal Rescue League of Iowa, Inc.** *Create a cat toy for the shelter cats at the ARL.*

**Blank Park Zoo** *Color and decorate a Cassowary Casque to attach to a headband to wear.*

**Candeo** *Body glitter Henna-inspired temporary tattoo.*

**Children and Families of Iowa** *Create Make popsicle stick people to represent your family.*

**Community Support Advocates** *Design paper plate animal puppets.*

**Des Moines Downtown Chamber of Commerce** *Create an entrepreneurial coupon book and get your photo taken using the Downtown Chamber's giant scissors to cut the ribbon.*

**Des Moines European Heritage Association** *Make your very own Christmas ornament.*

**Des Moines Social Club** *Participate in a marble painting activity.*

**DMARC's Move the Food** *Craft a MyPlate meal by designing and creating your own food.*

**Employee and Family Resources** *Create a butterfly made of pipe cleaners, tissue paper, and clothes pins.*

**Eyerly Ball Community Mental Health Services** *Spin the wheel, face painting, and bubble painting.*

**Food Bank of Iowa** *Create your own hunger tree to start combatting and finding a solution to hunger.*

**HCI Care Services & Visiting Nurses Services** *Create and decorate a book of memories to honor a loved one.*

**Iowa Dance Theatre** *Dance, color, or complete a small obstacle course.*

**Iowa Donor Network** *Help paint a canvas focused on a daily question on "life," "love" or "legacy," or decorate your own heart with "what fills your heart."*

**Iowa Motion Picture Association** *Act like the inner Hollywood star that you are and walk on a red carpet and watch a festival show reel.*

**Iowa Shares** *Create scratch-off ornaments.*

**Living History Farms** *Color a picture of a farm animal and have it made into a button to wear.*

**One Iowa Education Fund** *Choose your favorite rainbow color and learn how to make an origami heart.*

**Pulse 101.7FM** *Help with a collaborative painting using your thumbprint.*

DES MOINES



FESTIVAL®

western gateway park  
june 24-26

---

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

**Salsa Des Moines** *Take a short dance lesson of salsa, cha cha, and bachata.*

**Susan G. Komen Iowa** *Create a box kite with a paper bag and colorful ribbons.*

**Walnut Creek Church** *Take a selfie with a famous piece of art.*

#### E. Tie-in of program to main event

Interactive Arts Activities are one of five pillars of the arts featured each year at the Festival. Such interactive opportunities help to make the arts accessible and create a better understanding between guests and the artists and artwork, while also providing many guests with a way to feel some ownership of the Festival and its featured art.

The participation of Des Moines-area non-profit organizations is considered by the Festival to be essential, in order to recognize the great contributions that these organizations bring to the community and to involve more and more community members in the production of the Festival. As a non-profit itself, the Festival is proud to partner with these non-profit organizations year after year and to provide them with a free-of-charge way to promote their mission at the three-day event.

#### F. Duration of Program (start to finish) and years program has been a part of event

The program extended the entire duration of the three-day Festival, beginning on Friday, June 24 at 11 a.m. and closing at 5 p.m. on Sunday, June 26. The entire process began in April with an invitation of non-profit organizations to participate, and constant communication was kept between the Festival and the non-profit organizations until the Festival. The program wraps up with the completion of the Festival each year and follow-up surveys to participating organizations. The hours of the Festival included: Friday, June 24, 11 a.m. - 10 p.m.; Saturday, June 25, 11 a.m. - 10 p.m.; and Sunday, June 26, 11 a.m. - 5 p.m. The Prairie Meadows Community Outreach Program has been a part of the Festival since its beginning 19 years ago.

#### G. Overall revenue/ expense budget of specific program

There is no revenue derived *from* the event as it is *free* to participate. The only revenue derived as a result of the event is from the sponsorship of Prairie Meadows (that amount is confidential due to existing agreement and confidentiality clause). Expenses totaled approximately \$4,650 and include banners, staff time, tents, electricity, and additional infrastructure.

**Overall Revenue/Expense Budget:** Revenue \$970,700 / Expenses \$963,665

**Program Revenue/Expense Budget:** Revenue NA / Expenses \$4,650

#### H. Description of sponsor/ charity/ volunteer/ school/ other group involvement with program and benefits to each

Each participating non-profit, its mission statement, and activity are featured in all Festival promotional literature and various items, as well as on the Festival website, throughout the Festival and in the program. The following are the 25 non-profit organizations that participated in the Prairie Meadows Community Outreach Program this year:

*go where it takes you...*

DES MOINES



FESTIVAL®

western gateway park  
june 24-26

---

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

**AHeinz57 Pet Rescue and Transport, Inc.** AHeinz57 Pet Rescue is a unique rescue organization that exists to bridge the gap between traditional animal shelters and no-kill rescue centers. They are committed to saving homeless companion animals, assisting other shelters/rescues through rescue transports, offering in-home training to keep dogs in their current homes, and educating the public on the issues of pet over-population, responsible pet ownership, and puppy mills.

**Anawim Housing** Anawim Housing has been providing safe, affordable, and permanent housing to underserved families for 27 years. Anawim's goal is to get families into quality homes they can afford and help them reach stability.

**Animal Rescue League of Iowa, Inc.** The mission of Animal Rescue League of Iowa is to promote animal welfare, the human animal bond, and prevent the overpopulation of pets

**Blank Park Zoo** The mission of the Blank Park Zoo is to inspire an appreciation of the natural world through conservation, education, and recreation.

**Candeo** Candeo is a non-profit organization supporting Polk County adults with intellectual disabilities, brain injuries, and chronic mental illnesses to work and live independently within their communities. They aspire to build a community empowered by the contribution of all.

**Children and Families of Iowa** Children & Families of Iowa (CFI) is a private, nonprofit, human services organization dedicated to restoring hope, building futures, and changing lives for Iowa's most vulnerable children and families.

**Community Support Advocates** CSA program was formed to assist persons with mental illness, intellectual disabilities, or other developmental disabilities in gaining access to appropriate housing, needed medical services, and interrelated social, vocational, and educational services.

**Des Moines Downtown Chamber of Commerce** The Downtown Chamber of Commerce is a community of businesses and non-profits focused on Downtown vitality.

**Des Moines European Heritage Association** Des Moines European Heritage Association connects Iowans with European traditions, language education and cultural experiences; and they provide cultural heritage organizations with resources and tools to maintain and grow their memberships.

**Des Moines Social Club** The Des Moines Social Club provides a home for local artists, offers unique programming spanning all arts disciplines, and brings people of every age and background together under one roof-all for the purpose of using the arts as a catalyst to create unprecedented community engagement.

**DMARC's Move the Food** MovetheFood is a DMARC-led community initiative to address the entire food system in Greater Des Moines, building on nearly 40 years of food assistance work, catalyzing fresh generations, and engaging new constituencies to further support a vision for a day when everyone in Polk County has enough to eat. In 2013, MovetheFood provided short-term food assistance for about 34,000 people; nearly half of whom were children and youth under 25 years of age.

**Employee and Family Resources** Employee & Family Resources (EFR) is dedicated to helping people manage life's challenges so that they can reach their full potential.

**Eyerly Ball Community Mental Health Services** The goal at Eyerly Ball is to provide excellent behavioral healthcare services that empower individuals and families to live healthy and successful lives in the community. They offer a variety of levels of behavioral health services and have locations in 5 counties

**Food Bank of Iowa** Food Bank of Iowa is dedicated to alleviating hunger through food distribution, partnership, and education. They work with about 400 partner agencies and operate direct service programs designed to provide food to those in need throughout their 55-county service area.

**HCI Care Services & Visiting Nurses Services** The mission of HCI Care Services is to promote dignity, independence, and quality of life for all through education, compassion, and effective community-based care.

*go where it takes you...*

DES MOINES



FESTIVAL®

western gateway park  
june 24-26

---

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

**Iowa Dance Theatre** They are a collective of dance educators who gather together and promote unity in their community through larger stage productions and outreach events.

**Iowa Donor Network** Iowa Donor Network (IDN) is a non-profit organization that operates as the primary contact for organ, tissue, and eye donation services for the state of Iowa. The Centers for Medicare and Medicaid Services have certified IDN to function as the single organ procurement agency in the state.

**Iowa Motion Picture Association** The Iowa Motion Picture Association is a nonprofit 501(3)c professional and educational organization which promotes excellence in the talents and skills of their membership and the entire Iowa production community.

**Iowa Shares** Iowa Shares is a statewide coalition of social change, environmental, and cultural nonprofit organizations raising funds through workplace giving.

**Living History Farms** Living History Farms is an interactive outdoor history museum which educates, entertains, and connects people of all ages to Midwestern rural life experiences.

**One Iowa Education Fund** One Iowa is the state's leading lesbian, gay, bisexual, and transgender (LGBT) organization working toward full equality for LGBT individuals in Iowa through grassroots efforts and education.

**Pulse 101.7FM** Pulse 101.7 is a non-profit Christian music radio station that serves the Des Moines metro area with music with a positive, upbeat message.

**Salsa Des Moines** Salsa Des Moines provides high quality dance education experiences for all ages and levels in order to expand the dancer community through technique and knowledge. They coordinate with local organizations, institutions, and venues to provide social dancing opportunities for the community and the students.

**Susan G. Komen Iowa** The Iowa Affiliate of the Susan G. Komen for the Cure raises funds to support Komen's mission to empower people, ensure quality care for all, and energize science to find the cures. Their mission is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

**Walnut Creek Church** Walnut Creek Church is a vibrant multi-site Christian community that is passionate about Jesus and desires to love people practically and see all grow in a meaningful, rich relationship with God.

#### I. Overall effectiveness/ success of program

The amazed look on each child's face as they participate in the exciting activities at the Festival, the immense gratitude and appreciation of parents, and the excitement of guests who are able to interact with the art and each other lead to the conclusion that the program is a success. On the Festival front, success can be found in whether sponsors are happy and sustain their involvement with the program. It does and they have renewed for 2017. Prairie Meadows has committed to returning as the presenting sponsor of the program. And each of the organizations who participated has indicated in post-event surveys their intent to apply for the program in 2017. Each has reported in a variety of ways the opportunity to connect with our audience provided a significant increase in their awareness, and in some cases, additional revenue by way of ticket and season package sales.

*go where it takes you...*

DES MOINES



FESTIVAL®

western gateway park  
june 24-26

---

#48 / BEST COMMUNITY OUTREACH PROGRAM

---

**Supporting Question**

**What did you do to update/change this program from the year before? Were your updates/changes successful?**

There were no substantive changes to the mission of the Community Outreach Program. It's a successful program that works well on a number of levels, so change for change sake is not progressive in this case. We did, however, change the layout of the space making some minor adjustments to provide more room for the growing number of organizations that are participating.

The Festival featured eleven organizations that had not previously participated. These organizations provided new experiences for our guests as well as offered the Festival the opportunity to extend its mission of community. The new organizations included:

- Candeo
- Children and Families of Iowa
- Community Support Advocates
- Des Moines European Heritage Association
- Employee and Family Resources
- Food Bank of Iowa
- Iowa Donor Network
- Iowa Motion Picture Association
- Iowa Shares
- One Iowa Education Fund
- Pulse 101.7FM

*go where it takes you...*

DES MOINES **Arts** FESTIVAL®  
western gateway park  
june 24-26

#48 / BEST COMMUNITY OUTREACH PROGRAM

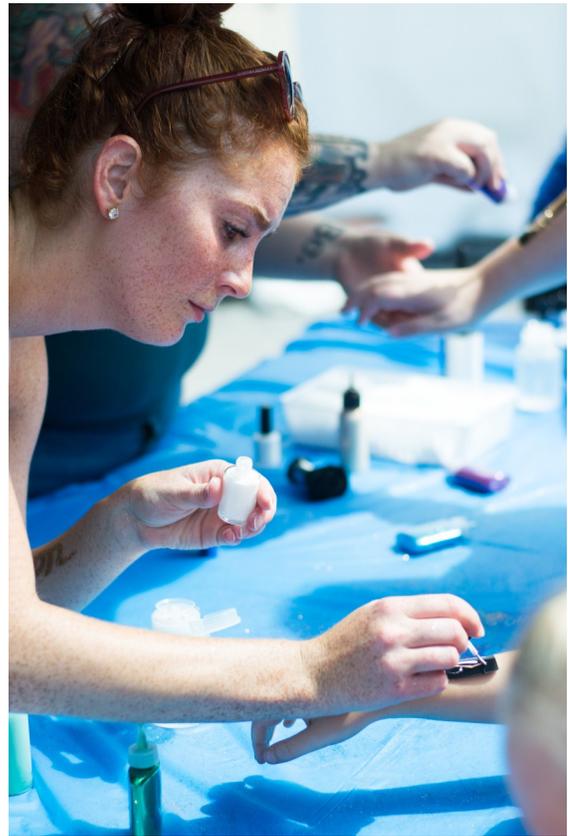


From salsa dancing to marble painting, kids and families had great and creative arts activities to participate in.

*go where it takes you...*

DES MOINES **Arts** FESTIVAL®  
western gateway park  
june 24-26

#48 / BEST COMMUNITY OUTREACH PROGRAM

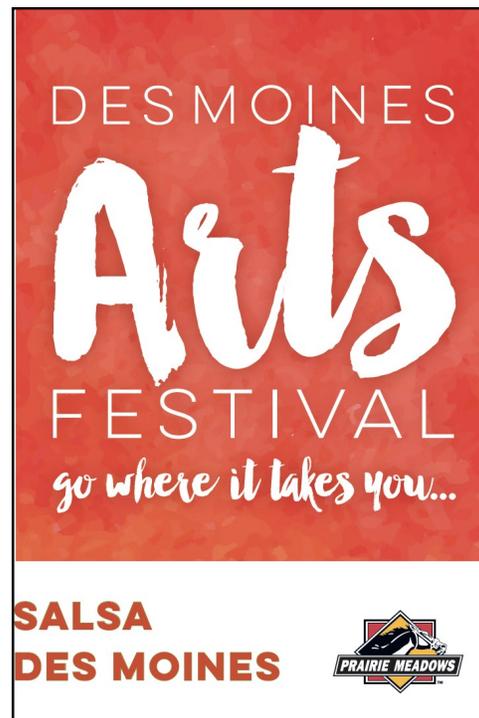
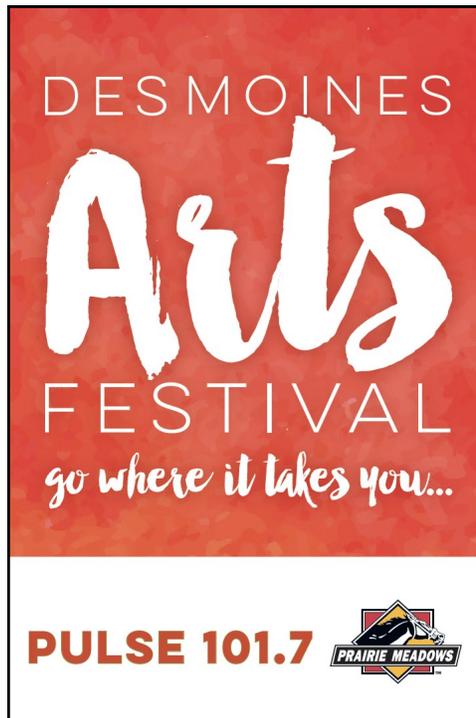


*go where it takes you...*

DES MOINES **Arts** FESTIVAL®  
western gateway park  
june 24-26

#48 / BEST COMMUNITY OUTREACH PROGRAM

**Credentials and Website**



Six credentials were provided to every non-profit organizations to allow for afterhours entry and other special accommodations.



*go where it takes you...*

DES MOINES

Arts

FESTIVAL®

western gateway park  
june 24-26

#48 / BEST COMMUNITY OUTREACH PROGRAM

Program Pages

There were five pages dedicated to the Community Outreach Program in the free Festival Program.

**PRESENTING SPONSOR**



**PREMIER SPONSORS**





**PLATINUM SPONSOR**



**OFFICIAL SPONSORS**










**OFFICIAL MEDIA SPONSORS**





**FOUNDING PARTNER**



**PARTICIPATING SPONSORS**

- Bank of the West
- Dave and Trudy Hurd
- Hubbell Homes
- Iowa Public Radio
- John Deere
- Kum & Go

**SUPPORTING SPONSORS**

- Doll Distributing
- Polk County Board of Supervisors
- Visionary Services

**CONTRIBUTING SPONSORS**

- Adelman Public Relations
- Centro Restaurant
- CenturyLink
- Gateway Market
- Hockenberg Newburgh
- Ruan Foundation
- Torrance
- VolunteerLocal
- Younkers

**EXECUTIVE CIRCLE**

- American Enterprise Group
- Brick Gentry Law
- Bruce and Susan Kelley
- Des Moines Public Library
- Electronic Engineering
- Greater Des Moines Convention & Visitors Bureau
- John G. Pappajohn
- Mercy Emergency Transport Services
- Natalie Tomaras
- NCMIC Group Inc.
- Reppert Rigging & Hauling
- T. Gordon Welton

**FESTIVAL PATRONS**

- E.J. Giovannetti
- Harry Bookey & Pamela Bass-Bookey
- Mark Feldmann & Dr. Teri Wahlig
- Robert & Stephanie Larson
- Robert Josten & Susan Judkins
- Scott & Keaton Pulver
- Ziegler Power Systems

**SPECIAL THANKS TO THE FOLLOWING INDIVIDUALS AND ORGANIZATIONS THAT HELP TO MAKE DES MOINES ARTS FESTIVAL® A GREAT SUCCESS!**

- Hillary Fieldsend
- Brad Hartman
- Brian Hemesath
- Des Moines Park and Recreation
- Friends of Central Iowa Trails
- Western Gateway Businesses & Residents

**COMMUNITY OUTREACH PROGRAM**



The Des Moines Arts Festival® and premier sponsor Prairie Meadows team up to present the award-winning Prairie Meadows Community Outreach Program. This program gives local non-profit organizations the opportunity to participate at the Festival free of charge to share their mission through an interactive arts activity.

Visit these groups on Grand Avenue between 15th and 16th Streets in the **Creative Family Zone**.

**AHEINZ57 PET RESCUE AND TRANSPORT**

AHeinz57 Pet Rescue is a unique rescue organization that exists to bridge the gap between traditional animal shelters and no-kill rescue centers. They are committed to saving homeless companion animals, assisting other shelters/rescues through rescue transports, offering in-home training to keep dogs in their current homes, educating the public on the issues of pet overpopulation and responsible pet ownership and puppy mills.

*Arts Activity: Make a homemade fleece toy for your favorite dog!*

**ANAWIM HOUSING**

Anawim Housing has been providing safe, affordable and permanent housing to underserved families for 27 years. Anawim's goal is to get families into quality homes they can afford and help them reach stability.

*Arts Activity: Learn how to help living things grow and thrive by planting your own flowers in a decorated flower pot.*

**ANIMAL RESCUE LEAGUE OF IOWA**

The mission of Animal Rescue League of Iowa is to promote animal welfare, the human animal bond and prevent the overpopulation of pets.

*Arts Activity: Make a cat toy for the shelter cats at the ARL!*

**BLANK PARK ZOO**

The mission of the Blank Park Zoo is to inspire an appreciation of the natural world through conservation, education and recreation.

*Arts Activity: Color and decorate a Cassowary Casque to attach to a headband to wear.*

**CANDEO**

Candeo is a non-profit organization supporting Polk County adults with intellectual disabilities, brain injuries and chronic mental illnesses to work and live independently within their communities. We aspire to build a community empowered by the contribution of all.

*Arts Activity: Get a body glitter Henna-inspired temporary tattoo.*

DESMOINESARTSFESTIVAL.ORG

go where it takes you...

## #48 / BEST COMMUNITY OUTREACH PROGRAM

COMMUNITY  
OUTREACH PROGRAM

## CHILDREN AND FAMILIES OF IOWA

Children & Families of Iowa (CFI) is a private, non-profit, human services organization dedicated to restoring hope, building futures and changing lives for Iowa's most vulnerable children and families.

*Arts Activity: Create popsicle stick people to represent your family!*

## COMMUNITY SUPPORT ADVOCATES

The CSA program was formed to assist persons with mental illness, intellectual disabilities or other developmental disabilities in gaining access to appropriate housing, needed medical services and interrelated social, vocational and educational services.

*Arts Activity: Make some animal puppets from paper plates!*

DES MOINES DOWNTOWN CHAMBER OF  
COMMERCE

The Downtown Chamber of Commerce is a community of businesses and non-profits focused on downtown vitality.

*Arts Activity: Create an entrepreneurial coupon book or business and get your photo taken using the Downtown Chamber's giant scissors in a mock ribbon cutting ceremony.*

DES MOINES EUROPEAN HERITAGE  
ASSOCIATION

Des Moines European Heritage Association connects Iowans with European traditions, language education and cultural experiences, and provides cultural heritage organizations with resources and tools to maintain and grow their memberships.

*Arts Activity: Make your very own Christmas ornament.*

## DES MOINES SOCIAL CLUB

The Des Moines Social Club provides a home for local artists, offers unique programming spanning all arts disciplines and brings people of every age and background together under one roof—all for the purpose of using the arts as a catalyst to create unprecedented community engagement.

*Arts Activity: Join them for a marble painting activity!*

## DMARC'S MOVE THE FOOD

MovetheFood is a DMARC-led community initiative to address the entire food system in Greater Des Moines, building on nearly 40 years of food assistance work, catalyzing fresh generations and engaging new constituencies to further support a vision for a day when everyone in Polk County has enough to eat. In 2013, MovetheFood provided short-term food assistance for about 34,000 people; nearly half of whom were children and youth under 25 years of age.

*Arts Activity: Craft a MyPlate meal by designing and creating your own food.*



## EMPLOYEE AND FAMILY RESOURCES

Employee & Family Resources (EFR) is dedicated to helping people manage life's challenges so that they can reach their full potential.

*Arts Activity: Create and decorate a butterfly made of pipe cleaners, tissue paper and clothes pins.*

EYERLY BALL COMMUNITY MENTAL HEALTH  
SERVICES

The goal for Eyerly Ball is to provide excellent behavioral healthcare services that empower individuals and families to live healthy and successful lives in the community. They offer a variety of levels of behavioral health services and have locations in 5 counties.

*Arts Activity: Spin the wheel, face painting and bubble painting!*

## FOOD BANK OF IOWA

Food Bank of Iowa is dedicated to alleviating hunger through food distribution, partnership and education. They work with about 400 partner agencies and operate direct service programs designed to provide food to those in need throughout their 55-county service area.

*Arts Activity: Create your own hunger tree to start combatting and finding a solution to hunger.*

HCI CARE SERVICES AND VISITING NURSES  
SERVICES OF IOWA

The mission of HCI Care Services is to promote dignity, independence and quality of life for all through education, compassion and effective community-based care.

*Arts Activity: Create and decorate a book of memories to honor a loved one.*

## IOWA DANCE THEATRE

Iowa Dance Theatre is a collective of dance educators who gather together and promote unity in our community through larger stage productions and outreach events.

*Arts Activity: Dance, color or complete a small obstacle course.*

## IOWA DONOR NETWORK

Iowa Donor Network (IDN) is a non-profit organization that operates as the primary contact for organ, tissue and eye donation services for the state of Iowa. The Centers for Medicare and Medicaid Services have certified IDN to function as the single organ procurement agency in the state.

*Arts Activity: Help paint a canvas focused on a daily question on "life," "love" or "legacy" or decorate your own heart with "what fills your heart."*

DES MOINES



FESTIVAL®

western gateway park  
june 24-26

#48 / BEST COMMUNITY OUTREACH PROGRAM

COMMUNITY  
OUTREACH PROGRAM

IOWA MOTION PICTURE ASSOCIATION

The Iowa Motion Picture Association is a non-profit 501c(3) professional and educational organization which promotes excellence in the talents and skills of their membership and the entire Iowa production community.

*Arts Activity: Act like the inner Hollywood star that you are, walk on a red carpet and watch a festival show reel.*

IOWA SHARES

Iowa Shares is a statewide coalition of social change, environmental and cultural non-profit organizations raising funds through workplace giving.

*Arts Activity: Create scratch off ornaments or some colorful spin art.*

LIVING HISTORY FARMS

Living History Farms is an interactive outdoor history museum which educates, entertains and connects people of all ages to Midwestern rural life experiences.

*Arts Activity: Color a picture of a farm animal and have it made into a button to wear.*

ONE IOWA EDUCATION FUND

One Iowa is the state's leading lesbian, gay, bisexual and transgender (LGBT) organization working toward full equality for LGBT individuals in Iowa through grassroots efforts and education.

*Arts Activity: Choose your favorite rainbow color and learn how to make an origami heart.*

PULSE 101.7FM

Pulse 101.7 is a non-profit Christian music radio station that serves the Des Moines metro area with music with a positive, upbeat message.

*Arts Activity: Help create a collaborative painting using your thumbprint.*

SALSA DES MOINES

Salsa Des Moines provides high quality dance education experiences for all ages and levels in order to expand the dancer community through technique and knowledge. They coordinate with local organizations, institutions and venues to provide social dancing opportunities for the community and the students.

*Arts Activity: Take a short dance lesson of salsa, cha cha and bachata.*



STAGE WEST THEATRE COMPANY

The Stage West Theatre Company seeks to provide high-quality entertainment while increasing the understanding and enjoyment of life, society and the world by cultivating new opportunities for artists and audiences, through the presentation of contemporary theatre.

SUSAN G. KOMEN IOWA

The Iowa Affiliate of the Susan G. Komen for the Cure raises funds to support Komen's mission to empower people, ensure quality care for all and energize science to find the cures. Their goal is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

*Arts Activity: Create a box kite with a paper bag and colorful ribbons!*

WALNUT CREEK CHURCH

Walnut Creek Church is a vibrant multi-site Christian community that is passionate about Jesus and desires to love people practically and see all grow in a meaningful, rich relationship with God.

*Arts Activity: Take a selfie with a famous piece of art!*



Athene is proud to support  
the Des Moines Arts Festival.



ANNUITIES • REINSURANCE • INSTITUTIONAL PRODUCTS  
ATHENE.COM

DESMOINESARTSFESTIVAL.ORG

go where it takes you...



#48 / BEST COMMUNITY OUTREACH PROGRAM

Program Application

**Prairie Meadows Community Outreach Application**

1 Page 1 2 Page 2

**PLEASE TYPE IN THE SPACE PROVIDED. (\*Required Fields)**

Name of Non-Profit Organization: \*

**Contact Information**

Contact Name: \*

Title  First  Last

Address: \*

Address Line 1

Address Line 2

City  State  Zip Code

Phone (Daytime): \*

E-mail: \*

Our online application system allowed for ease in applying while being environmentally aware at the same time!

Description of non-profit organization and its goals: \*

Description of intended use of Festival space (including materials being distributed): \*

Detailed description of interactive arts-related activity (MUST be interactive and engage Festival guests): \*

RETURN COMPLETED FORM BY CLICKING "SUBMIT" BELOW.  
YOU WILL RECEIVE A CONFIRMATION E-MAIL WITH THE DETAILS SUBMITTED.

2 / 2

## #48 / BEST COMMUNITY OUTREACH PROGRAM

## Information Packet

## Prairie Meadows Community Outreach Program 2016

WINNER - Best Community Outreach Program  
- International Festivals & Events Association



## PARTICIPATING ORGANIZATIONS

## AHeinz57 Pet Rescue and Transport, Inc.

AHeinz57 Pet Rescue is a unique rescue organization that exists to bridge the gap between traditional animal shelters and no-kill rescue centers. They are committed to saving homeless companion animals, assisting other shelters/rescues through rescue transports, offering in-home training to keep dogs in their current homes, and educating the public on the issues of pet over-population, and responsible pet ownership and puppy mills.

*Arts Activity: Make a homemade fleece toy for your favorite dog!*

## Anawim Housing

Anawim Housing has been providing safe, affordable and permanent housing to underserved families for 27 years. Anawim's goal is to get families into quality homes they can afford, and help them reach stability.

*Arts Activity: Learn how to help living things grow and thrive by planting your own flowers in a decorated flower pot.*

## Animal Rescue League of Iowa, Inc.

The mission of Animal Rescue League of Iowa is to promote animal welfare, the human animal bond and prevent the overpopulation of pets

*Arts Activity: Make a cat toy for the shelter cats at the ARL!*

## Blank Park Zoo

The mission of the Blank Park Zoo is to inspire an appreciation of the natural world through conservation, education and recreation.

*Arts Activity: Color and decorate a Cassowary Casque to attach to a headband to wear.*

## Candeo

Candeo is a non-profit organization supporting Polk County adults with intellectual disabilities, brain injuries & chronic mental illnesses to work & live independently within their communities. We aspire to build a community empowered by the contribution of all.

*Arts Activity: Get a body glitter Henna inspired temporary tattoo.*

## Children and Families of Iowa

Children & Families of Iowa (CFI) is a private, nonprofit, human services organization dedicated to restoring hope, building futures, and changing lives for Iowa's most vulnerable children and families.

*Arts Activity: Create popsicle stick people to represent your family!*



All the participating non-profit organizations were invited to an Informational Meeting where they received an information packet, giving answers to the important questions.

We provided information about the other non-profit organizations, emergency information, and the important load-in and load-out details.

## Community Support Advocates

CSA program was formed to assist persons with mental illness, intellectual disabilities, or other developmental disabilities in gaining access to appropriate housing, needed medical services, and interrelated social, vocational, and educational services.

*Arts Activity: Make some animal puppets from paper plates!*

## Des Moines Downtown Chamber of Commerce

The Downtown Chamber of Commerce is a community of businesses and nonprofits focused on Downtown vitality.

*Arts Activity: Create an entrepreneurial coupon book and get your photo taken using the Downtown Chamber's giant scissors to cut the ribbon.*

## Des Moines European Heritage Association

Des Moines European Heritage Association connects Iowans with European traditions, language education and cultural experiences; and we provide cultural heritage organizations with resources and tools to maintain and grow their memberships.

*Arts Activity: Make your very own Christmas ornament.*

## Des Moines Social Club

The Des Moines Social Club provides a home for local artists, offers unique programming spanning all arts disciplines, and brings people of every age and background together under one roof- all for the purpose of using the arts as a catalyst to create unprecedented community engagement.

*Arts Activity: Join them for a marble painting activity!*

## DMARC's Move the Food

MovetheFood is a DMARC-led community initiative to address the entire food system in Greater Des Moines, building on nearly 40 years of food assistance work, catalyzing fresh generations, and engaging new constituencies to further support a vision for a day when everyone in Polk County has enough to eat. In 2013, MovetheFood provided short-term food assistance for about 34,000 people; nearly half of whom were children and youth under 25 years of age.

*Arts Activity: Craft a MyPlate meal by designing and creating your own food.*

## Employee and Family Resources

Employee & Family Resources (EFR) is dedicated to helping people manage life's challenges so that they can reach their full potential.

*Arts Activity: Create and decorate a butterfly made of pipe cleaners, tissue paper and clothes pins.*

## Eyerly Ball Community Mental Health Services

Our goal at Eyerly Ball is to provide excellent behavioral healthcare services that empower individuals and families to live healthy and successful lives in the community. We offer a variety of levels of behavioral health services and have locations in 5 counties

*Arts Activity: Spin the wheel, face painting, and bubble painting!*

## Food Bank of Iowa

Food Bank of Iowa is dedicated to alleviating hunger through food distribution, partnership, and education. We work with about 400 partner agencies and operate direct service programs designed to provide food to those in need throughout our 55-county service area.

*Arts Activity: Create your own hunger tree to start combatting and finding a solution to hunger.*

## #48 / BEST COMMUNITY OUTREACH PROGRAM

**HCI Care Services & Visiting Nurses Services**

The mission of HCI Care Services is to promote dignity, independence and quality of life for all through education, compassion and effective community-based care

*Arts Activity: Create and decorate a book of memories to honor a loved one.*

**Iowa Dance Theatre**

We are a collective of dance educators who gather together and promote unity in our community through larger stage productions and outreach events.

*Arts Activity: Dance, color or complete a small obstacle course.*

**Iowa Donor Network**

Iowa Donor Network (IDN) is a non-profit organization that operates as the primary contact for organ, tissue and eye donation services for the state of Iowa. The Centers for Medicare and Medicaid Services have certified IDN to function as the single organ procurement agency in the state.

*Arts Activity: Help paint a canvas focused on a daily question on "life," "love" or "legacy" or decorate your own heart with "what fills your heart."*

**Iowa Motion Picture Association**

The Iowa Motion Picture Association is a nonprofit 501(c)(3) professional and educational organization which promotes excellence in the talents and skills of our membership and the entire Iowa production community.

*Arts Activity: Act like the inner Hollywood star that you are and walk on a red carpet and watch a festival show reel.*

**Iowa Shares**

Iowa Shares is a statewide coalition of social change, environmental and cultural nonprofit organizations raising funds through workplace giving.

*Arts Activity: Create scratch off ornaments or some colorful spin art.*

**Living History Farms**

Living History Farms is an interactive outdoor history museum which educates, entertains and connects people of all ages to Midwestern rural life experiences.

*Arts Activity: Color a picture of a farm animal and have it made into a button to wear.*

**One Iowa Education Fund**

One Iowa is the state's leading lesbian, gay, bisexual and transgender (LGBT) organization working toward full equality for LGBT individuals in Iowa through grassroots efforts and education.

*Arts Activity: Choose your favorite rainbow color and learn how to make an origami heart.*

**Pulse 101.7FM**

Pulse 101.7 is a non-profit Christian music radio station that serves the Des Moines metro area with music with a positive, upbeat message.

*Arts Activity: Help with a collaborative painting using your thumbprint.*

**Salsa Des Moines**

Salsa Des Moines provides high quality dance education experiences for all ages and levels in order to expand the dancer community through technique and knowledge. They coordinate with local organizations, institutions, and venues to provide social dancing opportunities for the community and the students.

*Arts Activity: Take a short dance lesson of salsa, cha cha, and bachata.*

**Stage West Theatre Company**

The Stage West Theatre Company seeks to provide high-quality entertainment while increasing the understanding and enjoyment of life, society, and the world by cultivating new opportunities for artists and audiences, through the presentation of contemporary theatre.

**Susan G. Komen Iowa**

The Iowa Affiliate of the Susan G. Komen for the Cure raises funds to support Komen's mission to empower people, ensure quality care for all and energize science to find the cures. Their mission is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

*Arts Activity: Create a box kite with a paper bag and colorful ribbons!*

**Walnut Creek Church**

Walnut Creek Church is a vibrant multi-site Christian community that is passionate about Jesus and desires to love people practically and see all grow in a meaningful, rich relationship with God.

*Arts Activity: Take a selfie with a famous piece of art!*

## #48 / BEST COMMUNITY OUTREACH PROGRAM

**CONTACT AND COMMUNICATION**

Your direct contact is **Elaina Steenson**. Elaina will serve as your liaison as the Community Outreach Program Manager from this point forward and throughout the three-day event.  
515-286-4982 (w) 515-724-3816 (c)  
[esteenson@desmoinesartsfestival.org](mailto:esteenson@desmoinesartsfestival.org)

**FESTIVAL INFORMATION**

For the most up-to-date information about the Festival now and all days leading up to the Festival, please log on to our website —[www.desmoinesartsfestival.org](http://www.desmoinesartsfestival.org). Also, follow us on Facebook, Twitter, and Instagram.

**FESTIVAL HOURS**

Friday, June 24	11a.m.-10p.m.
Saturday, June 25	11a.m.-10p.m.
Sunday, June 26	11a.m.-5p.m.

**THINGS TO KNOW**

- **The Festival will go on, rain or shine** - With our unpredictable Iowa weather, please remember to dress accordingly and to wear sunscreen. Elaina will always be in touch about weather contingency plans, but as a rule, it's important to stress to your employees and/or volunteers to never leave the site if there is a break in the Festival due to weather because it could start right back up again.

Our communications plan includes a comprehensive texting system. We will record the cell numbers of your choice for our system. These texts will include updates for the weekend as well as any weather/emergency contingency plans. Also, we have included a special message section on the Home Page of our website. Should there be any special message, such as a closure, it will be posted there and on our social media channels.

- **Information Booths** - Information Booths are located inside the entrance on the west end of Locust St., at 12th & Locust, 13th & Locust, and 12th & Grand and 16th & Locust.
- **Lost & Found** - Located in Volunteer Headquarters, east of 13th and Grand, west of the Pappajohn Education Center. Contact Information Booths with any inquiries.
- **Lost Children/Parents** - Time is of the essence with lost children. The key is to find a two-way radio. The closest radio to you is in the Beverage Booth located on 15<sup>th</sup> Street. If you can't find someone with a radio, go to any of the Information or Beverage Booths to report missing children. Information Booth staff will contact Festival staff and security to assist in locating lost people.
- **Disabled Access** - The Festival grounds are handicap accessible. Wheelchairs are available for check out on a first-come, first-serve basis at Volunteer Headquarters.
- **ATM Locations** - ATMs are located on-site at:
  - Locust West Food Court at 15th St.
  - Locust East Food Court at 12th St.
  - 13th & Grand Ave, by the DM Radio Group
  - On Locust, across from the Acoustic Stage

5

DES MOINES ARTS FESTIVAL **SECURITY & CREDENTIALS**

The Des Moines Police Department and Per Mar Security will be providing 24-hour security of the Festival site. Credentials will be *required* to access the site any time the Festival is closed to the public. Credentials will be required to enter the Festival site for set-up, teardown, and any other non-public hours. Anyone without a credential will not be allowed on the Festival site during non-public hours. Credentials are not required to enter the site during regular Festival hours. Credentials are also a good idea to help identify you in your booth. Each organization will be provided six (6) credentials. *Please note: credentials do not provide for Patron amenities.*

**PARKING**

Nationwide Insurance is providing free parking to all volunteers starting Friday after 3:30 p.m. in their ramp at 1100 Walnut Street (between 10<sup>th</sup> and 12<sup>th</sup> streets). During the day on Friday only, the garage will cost \$3-\$5 per car before 3:30 p.m. Parking is free in the garage after 3:30 p.m. Friday through Sunday. (If you enter before 3:30 and depart after 3:30, there will not be a charge) Enter at the south entrance off Mulberry Street. Please carpool if possible, as the streets on and around the Festival site are closed, and it will take you extra time to park on Festival days. Free bike valet service is available at 15th St. and Locust Street. Valet Parking is available at 13<sup>th</sup> St. and Walnut St. Or, encourage your staff to ride DART. A complete Rider's Guide will be available to download from our website as we get closer to the event.

**NON-PROFIT BOOTH INFORMATION**

The Festival will provide:

- One complimentary 10' X 10' tented space.
- A banner displaying your organization's name and logo, along with Prairie Meadows' logo
- Two 8' skirted tables and two chairs.
- Electricity
- Interior tent lighting.

**SIGNAGE**

Each participating organization will be identified with Festival-provided signage over the tented space. This banner is the property of the Festival and should not be removed from the Festival site at load-out. All other signs and banners utilized by the organization must be professionally designed and produced. No handwritten signs will be allowed. Festival management maintains the right to remove any signage during the event.

**ELECTRICITY**

The Festival will provide each organization with electricity. A four-plex power box will be placed on every other tent. In order to utilize the power, you will need to bring your own extension cord that is a minimum of 50 foot long —must be a #12 wire extension cord (orange). If you use multiple outlets, you will need to provide your own power strip. The power strip and connection must be in a manner so it is not lying on the ground (zip ties work great). If you want additional lighting other than the standard overhead tent lighting, you must provide that as well.

**LOAD-IN / BOOTH SET-UP**

Your tent will be set-up in advance of your arrival. Your space is staffed by your organization. Load-in requires some degree of flexibility as you may only park your car while uploading (Friday morning can be a zoo of vehicles)

Set-up begins on Friday, June 24 at 8 a.m.

- Set-up must be completed on Friday, June 24 by 10:30 a.m.

6

DES MOINES ARTS FESTIVAL 

## #48 / BEST COMMUNITY OUTREACH PROGRAM

- All vehicles must be removed from the Festival site by 10 a.m. on Friday, June 24.
- Unload your vehicle along Grand Ave. Please unload your vehicle first, then move vehicle off-site and return to set up your booth.
- Please bring a means of transporting your materials from your car to your booth, such as a cart or two-wheeler to facilitate set-up and teardown of your booth.
- Please follow staff instructions for driving in/out of the Festival site. Enter on 15th St. off of High Street. You will turn right (West) onto Grand Ave. To exit proceed West on Grand.

**BOOTH TEARDOWN**

Festival staff will provide a newsletter to your organization each day. On Sunday morning the newsletter will contain information about load-out. Vehicles and load-out will be on a scheduled basis after your organization has disassembled your booth and after the guests have vacated. This is typically not until after 5:30 p.m. Our staff will provide you with a barricade pass after you have disassembled your booth. You may also cart your belongings off site.

- Booth tear-down begins on Sunday, June 26 after 5 p.m.
- Booth tear-down must be completed on Sunday, June 26 by 6:30 p.m.

**NON-PROFIT EXHIBITING RULES**

- Activities presented must be approved by the Festival.
- Booths are required to be open and attended at all times during the Festival, rain or shine.
 

Friday, June 24	11 a.m.-10 p.m.
Saturday, June 25	11 a.m. -10 p.m.
Sunday, June 26	11 a.m. -5 p.m.
- NO STICKERS OR TEMPORARY TATTOOS ARE PERMITTED.
- No merchandise, novelties, food or drink sales are permitted.
- No tipping is permitted.
- Raffle is restricted and must receive the expressed written consent of the Festival.
- Organizations may solicit memberships and hand out promotional literature and educational materials within your booth space. *The Festival must pre-approve a list of any materials you are intending to distribute.*
- All performances must be pre-approved by the Festival.
- Organizations are responsible for maintaining a clean and orderly tent during all Festival hours. Any damage to the tent, tables, or chairs will be billed to your organization.
- Do not wear caps or other items with logos that advertise any companies that would conflict with our sponsors.
- No storage is allowed outside or behind your booth (some storage is available under the two skirted tables).
- All organizations and their participants must abide by the rules and policies of the Festival.

**RESTROOMS**

Portable restroom facilities are located on the Festival site west of 15<sup>th</sup> St. on Locust St., and north of Grand Ave. on 12<sup>th</sup> St.

**ICE**

Ice is available for purchase for \$5.00 per 20 lb. bag. Contact any Team Captain at any Beverage tent.

**WASTE**

In keeping with our sustainability efforts we ask that you assist us in disposing of waste in the appropriate containers—and encourage others to follow your example. During the Festival hours, dispose of all waste in the correct dumpsters off-site on Walnut Street. Each dumpster will be marked for Recycling, Compostable, or Landfill. As an option, at the end of each evening of the Festival, you may set your waste outside of the tent and the cleaning crew will come by and collect (the cleaning crew is instructed to not enter your tent after it has been secured for the night). If you do this, please make sure to separate the waste into the appropriate one-of-three piles. Please, at no time during the Festival, use containers placed for guests.

**EMERGENCY PREPAREDNESS**

The Des Moines Arts Festival- (DMAF) is subject to all types of emergency situations including, but not limited to, weather, fire and civil disturbance. DMAF is responsible for the safety and protection of its participants and guests. The Festival's role in an emergency situation is outlined in a detailed plan; however it can be said succinctly that the primary role of the Festival staff in an emergency situation is their ability to communicate with Festival participants and patrons.

City officials have ultimate command of any threatening emergency. Festival officials have ultimate command of weather-related emergencies. Specific plans for Police, Fire Department and Emergency Medical Services are developed by the agencies.

The Festival's office will serve as the Command Post or central point of control, coordination, communications, and information for the Festival. Because this office is used to share and strategize next steps based on the information gathered from a variety of sources, we do not allow any persons other than the designated Emergency Team in the office during an emergency briefing session. All public information will be released from the Festival Spokesperson at a location determined by the Festival staff at the appropriate time. *The Festival Spokesperson is the only person who is authorized to speak on behalf of the Festival in an emergency situation or evacuation.*

The Emergency Team will take the necessary steps as detailed within the plan to ensure the safety of all participants and patrons in the event of an emergency. The Team will determine how communications will be distributed throughout the Festival site and what message will be delivered. The Team will also determine what steps are needed to make the Festival ready for operation following an emergency. All communications are authorized by the Executive Director.

The Festival maintains communications with the City Emergency Management office, National Weather Service and continuous weather radar in the event that a weather communication net is established. A phone number for emergency communications is (515) 419-7265 (cell phone). An alternate number is (773) 320-6960 (cell phone).

**TYPES OF POTENTIAL EMERGENCY SITUATIONS**

- Weather
- Firearms Incident
- Fire
- Electrical Accident
- Civil Disturbance
- Chemical Spill
- Bomb Threat

