

## **Bluegrass Music Hall of Fame & Museum Impact 100 Grant: Brief Project Summary**

### **Driving Bluegrass: A Music Outreach Van**

**Goal:** Provide a bluegrass music outreach program through a mobile music van dedicated to providing the community with an interactive bluegrass music experience to engage a new and diverse audience.

**Purpose and Impact:** To increase the number of individuals involved in bluegrass music programming through outreach via a 15-passenger van equipped to haul equipment, instruments, personnel, educational supplies and other needed necessities. The primary population will be schools, youth groups, “shut-ins”, nursing homes, assisted living facilities, non-profit organizations, etc. This is an improvement to current programming which will enhance efforts to reach underserved populations that may not otherwise have access to music opportunities.

#### **Objectives and Activities:**

1. Improve bluegrass music outreach efficiency and effectiveness by incorporating a mobile music van into programming offered in year one of the grant cycle.

A. Purchase and convert a 15-passenger high top van to transport instruments, sound equipment, cords and cables, tables, banners, historic memorabilia, and other educational materials needed to provide bluegrass music outreach.

B. Seating for 6 passengers to remain in the van. All other seating (back rows) have the option to be removed to retrofit the van with shelving and needed space for instruments and supplies listed above.

2. Increase bluegrass music educational programming and outreach by 25% in year one to nonprofits in the region.

Provide outreach and educational programming to schools, community events such as the Farmer’s Market, festivals, non-profit organizations, hospital, long term care facilities, etc.

3. Raise awareness regarding bluegrass music and Owensboro, KY.

Wrap the van with bluegrass music branding.

Have a presence at state, regional and national events to promote bluegrass music in Owensboro, KY. Examples include the Society for the Preservation of Bluegrass Music (SPBGMA) and the International Bluegrass Music Association World of Bluegrass event.

4. Improve personal safety and gear protection.

A. Convert a 15-passenger van to effectively transport a 5-6 piece band, instruments, sound gear, educational information and other supplies and equipment needed for bluegrass music outreach and/or bluegrass music experiences.

B. Secure a Musician’s Cart (Studio Cart Convertible Hand Truck with Shelves (\$1046.99) or Remin Kartmaster HD-500 with Shelves \$2576.99 through [handtrucks2go.com](http://handtrucks2go.com)

**Impact:** The grant monies will be used to purchase a 15-passenger van; customize the van to transport equipment, instruments, personnel, educational supplies needed to provide educational programming throughout the community and outreach beyond the borders; and purchase other equipment needed to improve educational programming. Outreach will streamline efforts to attract visitors to Owensboro, KY, "The Bluegrass Music Capital of the World", further enhancing the economic growth of the community through tourism dollars.

**Form C**

**Grant Program Request Budget**

**Name of Organization: Bluegrass Music Hall of Fame & Museum/**

**Program: Driving Bluegrass: A Music Outreach Van**

**Time Period: January 1, 2025 through December 31, 2026**

**Revenue**

Impact 100 Grant	\$100,000
Contributions/Donations	\$2,121.79
<b>Total Revenue Support</b>	<b>\$102,121.79</b>

**Expenses**

15 Passenger Ford High Roof Van (per David Moore @ Don Moore Automotive)	\$64,480.00
Van Customization/Jim Ivy (\$4000) including aluminum loading ramp at approximately \$3,472.00 estimated thru Upfit Supply	\$7,472.00
Graphics for Van and Installation (Greenwell Chisholm estimate)	\$7,975.00
Musician's Cart Remin Kartmaster HD-500	\$2,576.99
Fuel/Travel/Maintenance for 2 years (\$3000 per year)	\$6,000.00
Insurance Annual Premium for 2 years (approximately \$1500 per year)	\$3,000.00
Educational and Instrument Supplies (music tablature, tuners, strings, instrument stands, etc.)	\$2,500.00
Instruments (Guitar (10), Mandolin (10), Fiddle (10), Banjo (10), and Bass (1))	\$5,000.00
Sound Equipment (Portable)	\$1,200.00
Cables/Power Cords (will be stored in the van)	\$500.00
10x15 Branded Trade Show Canopy with case/back wall	\$1,417.80
<b>Total</b>	<b>102,121.79</b>

\*The balance of the project, \$2,121.79 to be funded through donations.