



# YORK COUNTY COMMUNITY FOUNDATION

## PART I GRANT APPLICATION SUMMARY FORM

### APPLICANT INFORMATION

Organization: Susquehanna Folk Music Society		EIN #23-235-1355	
Address: 378 Old York Road			
City: New Cumberland		State: PA	ZIP Code: 17070
Phone: 717-932-2348	E-mail: concerts@sfmsfolk.org		Fax: 717-938-9606
Date Received 501(c)3 Status: March 1985		Total Operating Budget: \$107,000	
Major Sources of Operating Funds (%): Ticket Sales, 37%, Donations 30%, Grants, 23% Sponsorships, 10%			
Contact Person's Name & Title: Jessica D. Hayden Executive Director			
Mission and Purpose of Organization: The Susquehanna Folk Music Society (SFMS) is a nonprofit education and arts organization dedicated to the advancement, promotion and preservation of traditional, contemporary and international folk music and folk culture. SFMS presents concerts, dances, workshops and educational programs for the cultural enrichment of South Central Pennsylvania.			

### PROJECT INFORMATION

Type of Application:  Competitive Grants Program;  Other (Describe)

Project Description (25 words or less): SFMS in collaboration with the York County VCB will present a series of traditional arts events that will provide opportunities for the York community to experience the richness and variety of American culture.

Anticipated Project Timetable (month/year format): Start Date: December 2011 End Date: June 2012

Client Group to be Served by Project: The greater York community

Geographical Area to be Served by Project:  
 York City  All York County  Northern York County  Eastern York County  Western York County  
 Southwestern York County  Southern York County  Southeastern York County

List Goals & Objectives Addressed by Project: Our goal for this project is to present traditional arts programming which captures many of the best elements of the National Folk Festival. Through this programming our hope is that the York Community will learn about cross cultural connection between the old and new world, find out how traditions are passed down from generation to generation, discover how traditions help to pull together displaced cultures and build communities and gain satisfaction through participating directly with the traditional arts.

### PROJECT FUNDING

<b>A. COMMITTED To Date From:</b>		<b>B. Additional Funding SOUGHT From:</b>	
National Endowment for the Arts	\$2200	Ticket Sales	\$4012
Pennsylvania Humanities Council	\$6243		\$
<b>A. TOTAL COMMITTED:</b>	<b>\$8443</b>	<b>B. TOTAL ADDITIONAL FUNDS SOUGHT:</b>	<b>\$4012</b>
<b>C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:</b>			\$3000
<b>D. TOTAL PROJECT COST:</b>			<b>A+B+C=D \$15455</b>

### SIGNATURES

Staff Officer Signature: <i>Jessica D. Hayden</i>	Date: 9/1/11
Printed Name: Jessica D. Hayden	
Board Officer Signature: <i>James Richardson</i>	Date: 9/1/11
Printed Name: James Richardson	



## INTRODUCTION.

### Susquehanna Folk Music Society mission and population that we serve:

The Susquehanna Folk Music Society (SFMS) is a nonprofit education and arts organization dedicated to the advancement, promotion and preservation of traditional, contemporary and international folk music and folk culture. SFMS presents concerts, dances, workshops and educational programs for the cultural enrichment of Central Pennsylvania.

The Susquehanna Folk Music Society is one of the leading organizations of its kind in the nation, and among the few who explore folk traditions with such depth. In 2008 and again in 2010 they were recipients of the prestigious National Endowment for the Arts American Masterpieces grant; an initiative designed to acquaint Americans with the best of their cultural and artistic legacy. Also in 2010 the group was nominated for the Nonprofit Innovative Award in recognition of their work with developing partnerships between arts and social service organizations. .

Based in York country, SFMS offers approximately 50 events annually in York, Harrisburg and Lancaster. Our activities in York include a series of family-friendly events held at the Martin Library and a cultural series of traditional folk music held at the Agricultural & Indl Museum and at the York Unitarian Church. Beyond the general population we are able to serve families, students, seniors and low-income patrons through offering many of our events free to the public and reducing fees for students at our ticketed events.

In 2009 the city of York, PA was selected as a finalist in the bid to host the 2011-2013 National Folk Festival, the nation's oldest, longest-running and most diverse festival of the traditional arts. Many members of the York community embraced this opportunity with enthusiasm. Although the city of York did not win the final bid, the Susquehanna Folk Music Society in partnership with the York County Convention and Visitors Bureau decided to build on the momentum created throughout this bidding process by presenting a series of traditional arts programs that capture many of the best elements of the National Folk Festival.

We began this series in February 2011 with support from a sizable grant from the Pennsylvania Humanities Council. This project has given the community opportunities to experience the traditional arts as a means to better understand the richness and variety of American culture. Although the project is only half over, it has already drawn more than 1500 participants and has elicited comments to survey questionnaires such as:

- “You just can’t keep your feet still! --Kulu Mele Dance and Drum Ensemble at Martin Library
- “The excitement was contagious! They interacted brilliantly with the audience and turned us into part of the performance.” --the Acadian band Grand Derangement at the Yorktowne Hotel
- “The French speaking community of York really turned out for this concert. It was good to learn more about the French language and culture--the Quebecois band De Temps Antan at the Yorktowne Hotel
- “The caller was good at getting people off their seats by providing good instruction and a sense of fun!”--the Community Square Dance, Cherry Lane as part of First Friday York
- “Sheila Kay’s charm is that she told stories from her earliest ancestors in the 1700’s on up to her grandpa who taught her to play the banjo. She was an original slice of Appalachia and that was refreshing!” --Appalachian balladeer and storyteller Sheila Kay Adams at the Martin Library
- “The wonder of having multiple generations working side by side at individual projects is always the celebratory atmosphere as people hold up their finished - and extremely varied - works of papercut art” --Jewish Papercutting workshop at the Agricultural & Indl Museum.



The Pennsylvania Humanities Council has a matching grant program and if we raise \$5,000 from outside sources to support these activities, we will be awarded another additional \$3000. A grant from the York County Community Foundation would help us leverage this additional funding \$3,000 in funding .

#### NEED/OPPORTUNITY.

In 2009 when the York County CVB was preparing the bid for the National Folk Festival, they collected over 100 letters of support from individual ranging from local college students to business leaders to active citizens all interested in bringing the National Folk Festival to York, PA. In addition, business leaders stepped forward as sponsors, community volunteers and festival advocates. Local media announced their support via editorial features rallying the community to support the bid effort and outlining York's strengths and opportunities in hosting this major folk event.

In a reaction to this positive community response the York County CVB has developed with assistance from the Susquehanna Folk Music Society has decided to submit a second bid, this time to host the National Folk Festival in 2014-2016. Hosting the festival would heighten national and regional awareness of York's creative heritage resources, garner significant media coverage and have a positive economic impact.

We see this traditional arts series project as an opportunity for the public to become more familiar with folk music, dance, crafts and storytelling, a chance for various York County organizations to strengthen their collaborative efforts and an opportunity for the York County CVB to increase their chances for a successful bid.

#### PROJECT ACTIVITIES

The project features five events and will explore a diverse mix of folk traditions and showcase local and regional artists as well as artists from elsewhere. It will provide opportunities for the community to participate, question and learn and it is intended for people of all ages, races and economic levels. The project will be promoted with the assistance of the York County Convention and Visitors Bureau.

(a) December 4, 2011 Klezmer Music with Elaine & Susan Hoffman Watts & the Fabulous Shpielkehs, York Jewish Community Center, FREE

Elaine & Susan Hoffman Watts are third and fourth generation Klezmer musicians from the Hoffman family musical dynasty –an illustrious family of Klezmer musicians who lived in Philadelphia during the first half of the 20th century. Pioneering Klezmer percussionist Elaine Hoffman, now in her 80s, was the first woman ever to graduate from the Curtis Institute of Music in percussion and is a recipient of the National Heritage fellowship Award. The members of The Fabulous Shpielkehs pride themselves on performing the finest "classic" Klezmer music around. Two 60 minute programs at the Martin Library will feature contemporary and vintage Hoffman family repertoire and traditional Klezmer music from the Ukraine. A talk-back will be moderated by Dr. Simon Bronner, lead scholar of the Holocaust and Jewish Studies Center at Penn State Harrisburg.

(b) January 15, 2012 Traditional Irish Music with the Pride of New York, Unitarian Church, \$20

While paying tribute to the generation of master players who inspired them, the musicians in Pride of New York – Cherish the Ladies leader, flutist Joanie Madden, button accordionist Billy McComiskey, fiddler Brian Conway, and pianist Brendan Dolan, are practically legends in their own right. Joanie Madden, perhaps the best known of the quartet, is the American ever to win a Senior All-Ireland championship on whistle. A moderated talk-back session will be offered at the beginning of the second set.



(c) March 18, 2012 Music from Sweden with the group Väsen Unitarian Church, York. \$20

Sweden's colonization efforts in the 17<sup>th</sup> century were focused on land in the New World along the Delaware River. "New Sweden" included parts of the present-day American states of Delaware, New Jersey, and Pennsylvania. Because of this there are many people of Swedish descent living in Pennsylvania, especially around Philadelphia. With the group Väsen we bring to the community three of the finest acoustic musicians performing in Sweden today including World Champion nyckelharpa player Olov Johansson, five string viola player Mikael Marin and 12-string guitarist Roger Tallroth. The trio will explore traditional dance forms and rhythms through their original and innovative compositions. A moderated talk-back session will be offered at the beginning of the second set.

(d) April 14, 2012 A Survey for Young Audiences of Musical Traditions from the United States with Rani Arbo and daisy mayhem: Martin Library, York. FREE.

Rani Arbo and daisy mayhem are an acoustic string band who's exciting and innovative family-friendly programs offer young audiences a compelling taste of the various musical traditions found in the United States. During their youth oriented programs they switch effortlessly between vintage jazz and ragtime, Zydeco, Appalachian fiddle tunes, bluegrass and gospel. The group plays on traditional instruments such as fiddle, banjo and guitar, but also uses an inventive recycled drum kit comprised of a cardboard box, cat food tins, a Danish butter cookie tin and an old suitcase! The group will give two programs.

(e) June 1, 2012: German Music and Dance Party with the Egerlander German Band as a Part of York's "First Friday" Series Outdoors on Beaver Street, FREE.

First Fridays in York are a time that the community gets together to enjoy the unique arts, culture, dining and shopping that the City of York has to offer. Our intent is to introduce the York community to the music and dance of one of Pennsylvania's most prolific immigrant groups by holding a lively evening of German music and dance with the Egerlander German Band, a fine local band. The group will play authentic marches, polkas, and waltzes using music collected in Germany more than thirty years ago. The White Rose Polka Dancers of York have been invited to demonstrate traditional German dancing. German food will also be available during this festive evening.

ANTICIPATED RESULTS AND ASSESSMENT:

This project will be deemed successful if we are able to capture the most important tenants of the National Folk Festival by presenting programs that explore a diverse mix of folk traditions, are successfully conducted through community partnerships, provide opportunities for the community to participate, question and learn and are accessible to people of all ages, races and economic level. We will determine the success of this project through measuring public reaction collected through on-line surveys and testimonials and by noting attendance numbers, media response and audience engagement during talk-back session

LEADERSHIP

Executive Director Jess Hayden will serve as project director. She has over 25 years experience with developing and executing traditional arts programming. Ms. Hayden has successfully managed eight National Endowment grants, twelve Pennsylvania Council on the Arts grants and multiple Pennsylvania Humanities Council Grants. Additionally, she is a 2007 York Federal Fellow.

She will be assisted on this project by the staff at the York County Visitors and Convention Bureau including Anne Druck, President and Amanda Mills, Destination Marketing Manager. Additional assistance will come from Fran Keller, Marketing Manager at the Martin Library, Amanda Meyers, Events and Communications Coordinator, Downtown Inc and Tiffany Wright, Music Committee at the Unitarian Church.



Because we are adept at community collaborations, the Susquehanna Folk Music Society was nominated for a Non-Profit Innovative Award in 2010. Additionally, we have managed more than 1000 programs in our 26 year history.

**COLLABORATIONS**

Our major partner for this project will be the York County Convention and Visitors Bureau. Under the terms of our partnership the Susquehanna Folk Music Society is responsible for developing and executing programming, while the York County CVB is mainly responsible for promotion. Both organizations have fundraising responsibilities.

It is unusual for a CVB to work in collaboration with an arts organization in this manner. The partnership works because it mutually benefits both groups—the Susquehanna Folk Music Society by drawing more attention to the traditional arts and the CVB because it gives them information and experience that can lead to a successful festival bid, thus leading to greater tourism in York County.

**BUDGET**

Expenses

Artist Fee	10550
Sound	1970
Venue Rental	285
ASCAP	60
Hospitality	435
Lodging	525
Insurance	200
Postage	160
Telephone	110
Printing	160
Administration	1000
	15455

Income

Ticket Sales	4012
NEA Grant (c)	2200
PHC Grant (c)	6243
YCCF	3000
	15455

YOU'VE GOT IT MADE IN

# YORK

COUNTY

FACTORY TOUR CAPITAL OF THE WORLD

August 31, 2011

Ms. Jane Conover  
Vice President of Community Investment  
York County Community Foundation  
14 West Market Street  
York, PA 17040-1203

Dear Ms. Conover,

The York County Convention & Visitors Bureau (YCCVB) strongly supports the Susquehanna Folk Music Society's (SFMS) grant application to the York County Community Foundation. The YCCVB looks forward to partnering with SFMS to plan, promote and host a series of exciting cultural events centered on the folk and traditional arts in York County.

In the winter of 2011, the SFMS was awarded a substantial grant from the Pennsylvania Humanities Council to program traditional arts activities in the city of York. As a member of the YCCVB, we created a partnership to help aid in the development of a unique series called York Folk: Traditional Arts in Action!

York County has a strong base of arts and cultural organizations, from a variety of first-class performing arts centers around the county to an array of heritage and cultural attractions that offered support during our bid to host the 2011-2013 National Folk Festival. Over 40 cities from across the country submitted bids and in June 2009, York County was named one of four finalists to host the 2011-2013 festival. While York County did not win the 2011-2013 National Folk Festival (a very close second to Nashville), we are building on the positive momentum by planning a bid to host the 2014-2016 event. Partnering with SFMS not only garners more exposure for our arts community, but also provides the knowledge to successfully prepare our bid to host the 2014-2016 National Folk Festival.

I urge you to give this application every consideration.

Sincerely,



Anne Druck, President  
York County Convention & Visitors Bureau

York County Convention and Visitors Bureau, Inc. • 155 West Market Street • York, PA 17401  
717-852-9675 • 1-888-858-YORK • 717-854-5095 fax • [www.yorkpa.org](http://www.yorkpa.org)

