
Green Energy Park and Shepherd Center Art ...

Katie Harmon

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Name of Initiative Green Energy Park and Shepherd Center Art Clinic

Contact Person Katie Harmon

Title Health and Wellness Coordinator

Address 2020 Peachtree Road NW

City Atlanta

State GA

Zip Code 30309

Primary Phone Number 404-350-7465

Email katie.harmon@shepherd.org

Organization Type Non-Profit

Time of Year of Initiative Off Peak (Dec - March) preferred

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

-November-December 2023: construction of adaptive equipment needed for clinic
-March 8-9, 2024- art clinic at Green Energy Park

Describe your initiative	<p>Shepherd Center, which is a non-profit catastrophic care rehabilitation hospital that specializes in spinal cord and brain injuries based in Atlanta, GA, plans to partner with the Jackson County Green Energy Park to offer an art-based clinic to individuals with disabilities in the community. We are hoping to use the funds for this grant to commission a local artisan from the Green Energy Park to make an adaptive seat for individuals in wheelchairs to utilize when glass blowing. We hope to have this done by the end of the 2023 calendar year. We plan to recruit for the event to take place the weekend of March 8-9. We will have participants arrive in the Jackson County area on Friday evening, March 8, then have the activities take place on Saturday March 9. We plan to have dinner Friday evening and lunch Saturday afternoon (covered by Shepherd Center) at local restaurants in Jackson County. Participants will have the option to stay over an additional night or leave after the conclusion of the clinic at 3pm on Saturday at any of the recommended Jackson County hotels. We plan to use the remaining funds to pay for instructor's time and fees as well as the registration/supply fees for participants to be able partake in the activities offered including glassblowing, blacksmithing, hand clay building, and ceramic painting.</p>
Describe what previous experience applicant has in successful execution of similar endeavors	<p>The Shepherd Center offers various health and wellness clinics throughout the year to individuals with disabilities. Health and wellness clinics include but are not limited to the following areas of interest: sports, outdoors, aquatics, horticulture, art, and community outings.</p>
Website	<p>https://www.shepherd.org/patient-programs/sports-recreation/events</p>
Amount of Funds Requested?	<p>\$1500 (Initially; revised to \$2,500 upon clarification)</p>
Date Funds Needed	<p>Nov 1, 2023</p>
Give a narrative description of how this project will increase tourism and visitation in Jackson County	<p>This event will bring individuals to Jackson County from surrounding areas. Our marketing team will target individuals within a three hour radius of Jackson county to recruit for this event. We will provide suggestions for local hotels as well as local restaurants within Jackson County. We will market this event on our website and social media channels following the event to promote the future art based opportunities the Green Energy Park offers.</p>
If this initiative has occurred before, what is new that differentiates it from prior years?	<p>New initiative</p>
What is your advertising and marketing plan for your initiative?	<p>We will market this event on our upcoming events page on our Shepherd Center website. We also have a large mailing list database that we will send an email blast to regarding upcoming events in the two months leading up the event. We also plan to highlight this event on our social media channels.</p>

Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.

Yes

Total anticipated cost of initiative

2000

Total funds your organization will provide toward total cost?

\$450

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

We plan to approach local restaurants to see if they would be willing to donate or provide a group discount for our clinic and/or ask a Shepherd Center donor in the area to assist with funding meals. Participants will cover the cost of their own lodging.

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.



Jackson County Tourism Developmen... .docx

20.84 KB

Anticipated Attendees from Jackson County:

Unknown

Anticipated Attendees from outside Jackson County:

8

Anticipated overnight stays generated:

1-2

How did you determine audience/attendance numbers and where do they come from?

We limited the number of attendees to 10 maximum due to space constraints at the Green Energy Park. We will target any individuals with physical disabilities that would be willing to travel to Jackson County. We plan to market to anyone currently on the Shepherd Center mailing list database as well as specifically targeting individuals within a three hour radius of Jackson County.

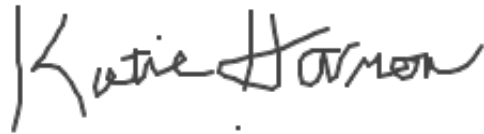
How will you measure success of your initiative?

We send a post event survey after each event we do to measure success. We will continue to conduct post event surveys and will ask for feedback from participants at the conclusion of the event.

Is there anything else you'd like to add?

We were initially contacted by Timm Muth about potentially offering an opportunity for individuals with disabilities to experience the offerings of the Green Energy Park. Timm, being a former Shepherd Center alumni, saw the benefit of being offered an opportunity such as this post injury. We have completed two site visits to measure the feasibility of putting on an event such as this and feel confident we will be able to offer our participants an amazing opportunity to try something they may otherwise not have had the opportunity to try. On our second site visit we brought an individual with a cervical level of injury to assist in problem solving the best set up/plan to modify and engineer a seat for glassblowing for individuals in wheelchairs. We are now working with Kevin McNiff in helping to offer this art clinic to our former patients and other individuals with disabilities in the area.

Signature:

A handwritten signature in black ink that reads "Katie Harmon". The signature is written in a cursive, flowing style. The first name "Katie" is written with a large, looped 'K' and the last name "Harmon" follows in a similar cursive script. The signature is positioned below the "Signature:" label.

Jackson County Tourism Development Authority Grant Detailed Budget

Shepherd Center Art Clinic at Green Energy Park

Items to be Covered by Grant	Quantity	Proposed Cost	Total
Adaptive Glassblowing Seat (which can accommodate wheelchairs)	1	\$1000	\$1000
Registration Fee for Participants (includes supplies for glass blowing and metal smithing)	10	\$125	\$1250
Additional Supplies/ Instructors Time	1	\$250	\$250
			\$2500

Items to be Covered by Shepherd Center	Quantity	Proposed Cost	Total
Clay for Hand building	2 bags	\$50	\$50
Ceramics pieces and paint	10	\$15	\$150
Lunch during clinic	10	\$25	\$250
			\$450

Items to be Covered by Participant	Proposed Cost	Total
Hotel lodging	\$125 per night	\$125-\$250
Dinner	\$30 per person	\$30-\$60
		\$155-\$310