

Better Middlebury Partnership/Bundle/Lacewing Productions
P.O. Box 853
Middlebury, VT 05753

FIND YOUR WINGS UNDERWRITING OPPORTUNITIES

Find Your Wings (FYW) is an interactive, community-driven public art installation project. FYW's goal is to enhance downtown Middlebury's beauty and appeal while simultaneously serving as an economic driver. Artists and community members will work collaboratively to create public art (between five and ten pieces) for display in various downtown locations. The project is already underway and will finish with artwork installations by June 2021.

Project Imagining:

- Imagine a town-wide event that brings all demographics of our community together for a transformative and impactful event that results in beautiful and engaging public art.
- Imagine a parade of wings as they get installed throughout the town.
- Imagine what our town would look like with a kaleidoscope of colorful wings dotting the landscape.
- Imagine giving a child a sense of pride and ownership of their hometown with the ability to pose in front of a piece of art they helped create.
- Imagine what visitors will say about Middlebury's culture after seeing how much we value our artists.
- Imagine what our schools and playgrounds might look like if each graduating class created a set of wings.
- Imagine a time when new wings are constructed and installed, and past wings are added to a park that holds a menagerie of wings.
- Imagine that Middlebury is known as the town of wings.
- ***We imagine Middlebury emerging from this time of isolation and reconstruction as the town whose wings could not be clipped.***



Project Goals:

- Support local artists in creating works that will enhance the beauty and appeal to the downtown district
- Produce a fun, district-wide activity for all members of our community both online and in-person
- Encourage traffic to downtown businesses
- Give the community a sense of ownership by inviting them to partake in the creation of art and culture in town.

How It Will Be Accomplished:

FYW is a four-phase interactive, community-driven art installation.

Phase 1: Community Art Making—We will bring local artists and the community together on a single day to decorate sets of wings on secured pieces of plywood, canvas and other materials.

Phase 2: Community Art Installation—We will work with a skilled team to cut out and shape three dimensional, interactive pieces of art. Art will be installed throughout the town, in cooperation with town management and private landowners, within walking or short driving distance from each other.

- Placed in areas for safe interaction
- Visible to passing traffic

Phase 3: Community Art Walk—Strategic placement of artwork invites the community to instinctively participate.

- No cost family activity
- Points of interest
- Foot traffic to local businesses
- Artist recognition

Phase 4: Community Engagement—We will create and update online content for the community to engage with wings at home.

- Family-friendly scavenger hunt incorporating businesses and wing locations
- PDF printables for activities at home - art-making and local history/education
- Interactive map of wing locations featuring the significance of the specific location, community members involved in the creation, and lead artist

Marketing Plan:

- Press releases distributed to local and regional media
- Front Porch Forum posts
- Cooperative marketing with Vermont Arts Council and area artists' guilds
- Paid and unpaid promotion on social media sites
- Event calendar listings
- Print advertisements in Addison Independent and Seven Days
- Highly visible banner over Middlebury's Main Street



How Funding Will Be Used:

- Compensate artists for their work
- Reimburse artists for project materials
- Marketing cost such as printed collateral, print advertising, paid social media promotion
- Weatherization and professional installation
- Town permitting
- Project management

About the Organizers

Find Your Wings is a collaboration among Lacewing Productions, Bundle, and Better Middlebury Partnership.

Lacewing Productions is focused on building community through the arts and education. Since its launch in 2018 Lacewing has developed a Kids Camp that focuses on the collaborative design process and two seasonal music series: winter's At Home and summer's Lacewing Music Festival. Each series showcases local musicians and fosters a thriving music scene in Addison County.

Bundle is a revitalization tool bringing urgent programming to encourage community presence downtown, to secure long-term renters of vacant storefronts, and develop resiliency following a three-year Rail and Bridge reconstruction project. Bundle uses grant funds allocated by the Vermont Agency of Transportation via Neighbors, Together to pay property owners a partial rental fee in exchange for creative pop-ups to showcase the possibilities within the physical spaces while also bringing foot traffic to neighboring downtown businesses.

Better Middlebury Partnership (BMP) is a civic organization dedicated to making the Greater Middlebury community a better place to live, work, and play. BMP builds partnerships with the town, Middlebury College, and the business community to promote a vibrant and thriving Middlebury.

Visit the website for more information: www.FindYourWingsVT.com

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Business Underwriting

A project of this scale requires both a creative capital campaign and a financial capital campaign. Ideally, this is a community effort in which local businesses sponsor artists and/or donate materials. Creative capital will come from the community engagement opportunities that this project creates through public schools, senior centers, outreach programs and public libraries.

Financial capital will come from businesses or coalitions of businesses, private donors, and grant funding.

In recognition of your \$2,500 investment, you'll receive:

- Your business name included on a plaque adjacent to each piece of artwork
- Your business logo included in all printed collateral and advertising
- Recognition on FYW's website (www.FindYourWingsVT.com) and in press releases
- Recognition via social media posts

Thank you for considering being a part of this wonderful community event!

