PCA Creative Communities
Letter of Interest
Coversheet

Lead Applicant Information

Organization: __Michael F. Sherlock Foundation_____

Address: _____424 West Bridge Street_____

City: _____Morrisville, PA_____ Zip Code: _____19067_____

Municipality: _____Morrisville Borough_____ County: ____Bucks_____

Phone: ____215-630-7887_____

Website: http://www.mfsherlockfoundation.org/M.F._Sherlock_Foundation/Home.html

FEIN: ____20-1457009_____

Contact Name: ____Nancy Sherlock_____

Contact Title: _____President_____

Contact Phone: ____215-630-7887_____

Contact Email: _____mfsherlock@verizon.net_____

Select **Organization Type:** **Non-Profit** Organization

X By checking the box, you are indicating acknowledgment of and intention to comply with the local government resolution requirement, if your community is selected to participate in the Creative Communities Pilot Program. (See full application guidelines for more information on this requirement.)

We welcome the opportunity to address the need to infuse art and cultural events in our diverse town, and would like to submit the following as part of our letter of interest.

Project Narrative:
Our partners would like to propose the idea of summer concert series in Morrisville's Williamson Park for the entire community and to those beyond its borders. Williamson Park is located at 147 N. Delmorr Avenue in Morrisville, Pennsylvania. This is a 40 acre public park path that sits along the banks of the Delaware River with a number of amenities to offer, such as, baseball, tennis, basketball and picnic areas. It also offers a covered stage pavilion which is where the concerts will be held. There is plenty of parking available and has handicap accessible restrooms. We will offer a professional and entertaining venue with bands/ensembles performing.

We encourage attendees to visit our local restaurants and to pack a lunch or dinner and to enjoy the music by the river in our lovely park. An organization called Artists of Morrisville will participate with a Plein Air Gathering in order to bring more art to this event.

Goals and Objectives:
Our goal is to provide quality musical entertainment, while offering a beautiful setting. Everyone is encouraged to bring lunch, dinner, snacks, cards, backgammon, hula hoops and tents. The park is very spacious and offers everyone their own area. This is a family event, as the media coverage indicated, children attend as well as adults. We will be infusing another artistic element by inviting local artists to showcase their work and will have a clothesline display of our local high school students artwork. To measure our goals we will be distributing a survey to attendees with pertinent questions that will help us to measure our success. We also ask for feedback. We have seen most of the attendees return year after year.

Past Events:
Over the years we have had a number of very entertaining and highly professional bands/ensembles and orchestras perform. We look for the highest quality that the budget will allow and have had great success, we also sought out the music department of our local Bucks County Community College. The music professor has been helpful in identifying new and exciting talent. He himself has performed in past years. Some of the past performers include: Eric Mintel Quartet, who has performed at the White House on two occasions. The Arpeggio Jazz Ensemble (where Motown meets Jazz), they have performed at the Annenberg Center, The Brubeck Brothers Quartet, descendants of the legendary artist Dave Brubeck and The Monday Blues Band.

Intended Audience:
Our intended audience is anyone who has a love of music and the arts. Although music is the main focus, many attend for the opportunity to enjoy the outdoor setting in the park. They soon find out that the music is quite a bonus. Morrisville is a very eclectic community with a diverse population. We are not a wealthy community, 48% of our students receive free or reduced lunches. So we look for any opportunity to bring arts

and music to the public. Trenton New Jersey, which is across the river from Morrisville used to have an Annual Jazz Festival and some years ago it ceased. So we have taken the opportunity to reach this audience. Our venues have been diverse, Jazz, Classical, Pop, Swing, Dixieland, Brazilian, Latin, Reggae and Rock. By being so versatile we have attracted many different audiences.

Reaching General Public:
Morrisville is a small diverse town with approximately 8,700 residents in two square miles. Our school population has 48% of our students receiving a free or reduced lunch. The foundations mission is to take the opportunity to offer free events to our citizens whenever possible. The Bucks County Planning Commission has a copy of a demographic and psychographic survey that was done in the fall of 2015 which can be used as a reference. We will advertise and promote many weeks prior to the event. It will be listed on our government channel, posted in our local library and all local shops and businesses. Facebook postings will play a large role in the marketing.

Key Staff Qualifications:
Nancy Sherlock will be coordinating this event and will be responsible for securing the musicians and their contacts. Nancy has a roster of prior musicians, and contacts with the college Music Professor, Pro Line Music and musician Eric Mintel in order to secure the entertainment. She will secure the local graphic designer and the local DJ who are offering their services. Nancy will continue to approach anyone she believes will provide assistance in the form of money or services. As the president of the Michael F. Sherlock Foundation, Nancy has coordinated a number of events for the past 17 years, and has been a key person. She is a past member of the Arts and Events Committee, Landmark Towns Committee and was an elected Borough Council Member for 24 years. She has also worked closely with Bucks County Community College in order to secure their support. Morrisville Borough also works closely with their government officials such as our State Representatives and Senators.

MORRISVILLE ECONOMIC DEVELOPMENT CORP.
35 UNION STREET, MORRISVILLE, PA 19067

Sarah Merritt, Director
Pennsylvania Creative Community
216 Finance Bldg.
Harrisburg, PA 17120

The Morrisville Economic Development Corp. enthusiastically supports the Michael Sherlock Foundation "Arts In The Park" program. This program has brought many new visitors to Williamson Park and downtown Morrisville to enjoy live music and a great diversity in various types of art. One of our major goals is to expand the diversity and infuse art and culture into our historic community. We encourage you to helps us achieve these goals by helping us bring back the successful Michael Sherlock Foundation "Arts In The Park" program in Williamson Park.

The Morrisvile Economic Development Corp. greatly appreciates and supports Nancy Sherlock's efforts to acquire the Creative Communities Initiative Grant.

Please contact me at 267-566-1907 if you have any questions.

With much appreciation,

Judith Frigerio, Chair
Morrisville Economic Development Corp.

Pennsylvania Council on the Arts
Creative Communities Initiative
Sarah Merritt, Special Assistant to the Executive Director and the Council

June 26, 2019

Dear Ms. Merritt,

I am writing this letter of support for Nancy Sherlock and the Micheal F. Sherlock Foundation as they seek grant funds from the Creative Communities Initiative. As Vice President of the Artists of Morrisville community nonprofit, I have had the pleasure of working with the M.F. Sherlock Foundation for several years. We have been invited to and participated in the annual Morrisville Jazz Festival, a free event open to the public in a borough park. Ms. Sherlock is a strong supporter of the arts in Morrisville dating back decades and she has always supported our young group. It is her vision that our group, made up primarily of visual artists, would partner with her group should she be selected for a grant. The M.F. Sherlock Foundation and Artists of Morrisville are both organizations that seek to promote the arts and artists in and around our diverse community, sharing our talent and work with our neighbors. We all believe that this small Bucks County river town has the potential to grow into an art-forward community through a combination of hard work, communication, and community support. Every bit helps, and I feel that we would all benefit greatly from funds that would allow us to showcase our talented community artists.

Thank you,
Joseph Kemp
Vice President
Artists of Morrisville
www.artistsofmorrisville.org

Pennsylvania Council On The Arts
Creative Communities Initiative
Sarah Merritt, Special Assistant to the Executive Director and the Council

Dear Ms. Merritt, 6/28/19

This letter is written in support of Nancy Sherlock and the Michael Sherlock Foundation as they seek grant funds from the Creative Communities Initiative.

I am the former Mayor of Morrisville Borough and am also an active performing musician. During my mayoral tenure (2001-2008) we were able to create a thriving summer arts festival in our town that was quite successful. We attracted large, diverse crowds to our small river town and enjoyed performances by some world-class jazz artists. But unfortunately along came the recession, drying up funding sources. Since that time our Arts In The Park summer series has been struggling to stay afloat. Nancy Sherlock has been our hero – keeping the festival alive single-handedly.

Morrisville is a very diverse community in many ways – racially, economically, and artistically, among others. We are not a wealthy town. Most of our residents are blue-collar, hard working men and women. We have a small school system that struggles to be relevant in these times of unfunded mandates and ever-increasing service requirements. I can tell you quite honestly that this grant would be a wonderful shot in the arm for us. Our residents just love the arts. They turn out in great numbers to support programs. When we were able to bring in well-known artists a few years ago the town bristled with pride. It is difficult for me to overstate the value of the arts to our town, our residents, and our school children.

Morrisville is a classic rust belt river town. We are perched on the brink of either positive redevelopment and rejuvenation…or further backsliding. I believe very strongly that we are just a few "breaks" away from the former. As a musician I know firsthand that one sign of a healthy community is an appreciation of and participation in the arts. This grant would be vitally important to the health of our community.

So I ask that you please strongly consider awarding this grant to the Michael Sherlock Foundation. Nancy has worked tirelessly for many years…struggling to raise money, forging ahead virtually unaided to keep arts programs alive here. I can assure you that nowhere would your money be better spent.

Thank you for your most kind consideration. Please contact me if I can be of further assistance.

Regards,

Thomas R. Wisnosky
Mayor, Morrisville Borough
2001-2008

VISIT BUCKS COUNTY
Pennsylvania

3207 Street Road, Bensalem, PA 19020
215.639.0300 | VisitBucksCounty.com

Dear Pennsylvania Council on the Arts

The purpose of this letter is to ask for your consideration of the Michael F. Sherlock Foundation for your PCA Creative Communities program. Visit Bucks County supports art and cultural events, and we believe that the free and public musical performances to be hosted by the Michael F. Sherlock Foundation will be a dynamic addition to your program.

Visit Bucks County generates economic impact for Bucks County by marketing and promoting the many things to see and do throughout the region. Events are a key driver of visitation that help support the local economy, and visitor spending alone generates nearly $1 billion in economic impact and supports nearly 28,000 local jobs. To this end, we truly believe that this foundation and its events will bring locals and visitors alike to Morrisville, as well as Bucks County.

We thank you for your consideration.

Paul Bencivengo

Paul Bencivengo
President/COO
Visit Bucks County

PERRY WARREN, MEMBER
31ST LEGISLATIVE DISTRICT

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House of Representatives
COMMONWEALTH OF PENNSYLVANIA
HARRISBURG

COMMITTEES

ENVIRONMENTAL RESOURCES & ENERGY
HUMAN SERVICES
INSURANCE
LOCAL GOVERNMENT
TRANSPORTATION

MEMBER

SOUTHEAST DELEGATION, VICE CHAIRMAN

June 28, 2019

Pennsylvania Council on the Arts
216 Finance Building
Commonwealth & North Streets
Harrisburg, PA 17120

Attn: Ms. Sarah Merritt
Special Assistant to the Executive Director and the Council, PA Council on the Arts

Dear Ms. Merritt

I write in support of the Michael F. Sherlock Foundation's application for a Summer Concert Mini Series under the Pennsylvania Council of the Arts Creative Communities Pilot Initiative.

The foundation proposes a Concert Mini Series for the Summer 2020 season to be held in Morrisville Borough's Williamson Park—on the banks of the Delaware River. The park has a storied tradition of bringing together both residents of this historic Borough, as well as its neighboring communities, through its diverse amenities and scenic walkways. It is my belief that a Summer Concert Series would help further that tradition and continue to grow Morrisville Borough's sense of community.

I welcome the chance to work with you and your staff on this important opportunity. Please call my office at (215) 493-5420 with any additional questions.

Thank you for your consideration.

Sincerely,

Perry Warren
State Representative
31st Legislative District

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