



Narrative Questions

1. Provide a brief introduction to your community (location, demographics, economics, etc.). How is it underserved culturally, economically, and/or geographically? What specific underserved population(s) are you attempting to reach with this project?

Anchorage is 2000 miles by road or a nearly four hour flight from the nearest metropolitan center. Our remoteness makes it challenging to present voices onstage as diverse as the community in which we live.

Anchorage has the most diverse census tract in the country. Our school system has the 3 most diverse high schools, 4 most diverse middle schools, and 9 most diverse elementary schools in the country.

While Anchorage has a strong local performing arts community with a local symphony, dance companies, and theatre groups, it lacks accessibility to touring artists because of its isolation from larger cities.

ACA's presentation of Keola Beamer & Henry Kapono is the next step in a continued relationship ACA has built with the Hawaiian and Polynesian community, a group traditionally underserved by the performing arts.

2. Describe the public performance portion of your project, including date(s) and location(s) of the performance(s). How does the public performance address the needs and interests of your targeted underserved audience? Describe the involvement of these individuals and/or community partners in the planning and implementation of the project.

Beamer and Kapono will perform on October 13, 2017 in the Discovery Theatre.

Our programming of Polynesian artists has been one of ACA's most successful examples of presenting voices on stage that resonate with audiences beyond our traditional ticket buying demographics. Following some early successes in presenting this type of music, we sat down for lunch with community leaders. Individuals included the president of Polynesian Association of Alaska and the host of KNBA Radio's Island Style, Robert Kaleopaa. We have maintained the relationship ever since, as ACA has worked with these community members and programed at least one artist to collaborate on each season.

PAoA and Kaleopaa, as well as Na Keiki O Hawaii Hawaiian Civic Club (NKOH) have also served as a sounding board for potential artists we could program. They give us frank feedback on how particular artists will be received in the community and suggest artists we might pursue.

3. What are the outreach activities for the project as they have been planned thus far? Include the expected location for the activities and the anticipated participants. How have these individuals and/or community partners been involved in the planning and implementation of the outreach? Explain the benefit to your community that the outreach will provide.

The duo will attend a community potluck hosted by Na Keiki O Hawaii. The event will likely include a short performance as well as feature local hula dancers.

Beamer and Kapono will also visit with a local halau hula (or hula school). This will be a participatory event, with the locals dancing to the music of the duo. In past projects, this has frequently culminated in the dancers being invited to participate in the public performance.

On Thursday, October 12, Beamer and Kapono will perform a private house concert. These events have grown into something special for ACA over the last few seasons. The evening's guests will be a mix of ACA staff and board, donors and corporate sponsors, and individuals involved in the week's outreach events.

TourWest - TourWest Standard Performance Grant 2017
Anchorage Concert Association
Application #TW20170123



Primary Contact: Mr. James Fredrick
Phone: (907) 272-1471
Email: jfredrick@anchorageconcerts.org

Document Generated: Thursday, January 25th 2018, 12:35 pm

Our conversations and resulting work with PAoA, NKOH, and Kaleopaa led us to realize that participation by this community looks quite different than what much of our outreach traditionally had been. Whether it was community potluck or work shop with hula dancers, the events had a familiar, if not familial atmosphere. There was never a delineation between who was an artist and who was an audience member. Rather we had events where everyone participated in similar ways. It took us further time to realize just how comfortable these types of artists were with this type of outreach.

4. Describe your artistic choice for this project. How was the artist selected (i.e., by community committee, seen at a juried showcase, etc.)? Why is this artist worthy of public funding? How do the performer(s) or their work relate to your targeted underserved community? What is the relevance and potential impact that the artist(s) will have on your community?

Henry Kapono is singer, guitarist, and composer that came to fame in 1970's with the group Cecilio & Kapono. He is joining Beamer for a special series of performances entitled "Legends: Keola Beamer and Henry Kapono." Keola Beamer is a legendary Hawaiian slack-key guitar player who pioneered the fusion of Hawaiian roots music with contemporary music. He is also a multiple Grammy Award nominee.

ACA has had success in concert and outreach programming with Hawaiian artists in recent seasons. This includes a presentation of Beamer in 2013 that nearly sold out. Our community contacts advise us on artists they believe would resonate with their community. We also have an excellent working relationship with Karen Fischer at Pasifika Artists. She specializes in these types of artists and is acutely aware of the challenges facing Alaskan presenters.

Most importantly, we selected these artists after a dialogue with an underserved portion of our community, giving them a voice in what appears onstage and elsewhere in Anchorage. It's our hope that through public presentations and outreach events with artists like Beamer and Kapono, more segments of our community can find relevance, enjoyment and self-actualization through ACA's work.

5. How do you plan to market this event? What strategies will you utilize to evaluate the success of the event and/or your audience development goals?

Promotion of ACA shows happens in two phases. First, every performance is part of the season marketing campaign, targeting regular and lapsed subscribers, and recent ticket buyers. Second, we run a campaign leading up to the show using email, radio, print, and digital advertising.

We will measure success initially by the number of individuals reached at project events and whether they are regular or first time participants. We will also issue a survey to attendees.

Success of the outreach events must be measured on an extended timeline. We will evaluate our ability to follow up and maintain authentic relationships with audiences and partners. We'll meet and discuss with all of our partners after the presentation to see what feedback they have and how the next project can better serve the needs and wants of their community. We will find out if we've built good will for the organization or stronger support from our partners.

6. Is this artist block booked within the western region? Provide information on any block booking activities that you engaged in while coordinating this project. Your explanation should include the efforts undertaken, the extent of your collaboration, and specific partnerships with other presenters and/or presenters' consortia in your region.

Keola Beamer and Henry Kapono are booked for a multi-city tour of Alaska. They have a confirmed date in Valdez and pending offers from Juneau and Skagway. The state consortia holds regular conference calls every 4-6 weeks.