

ACA YES! Fest of Louisville

PRESS KIT





ACA YES! FEST 2015

Organization Overview

In 2015, over 100 of the region's diverse and dynamic arts and cultural organizations will unite and use the power of YES to accomplish something greater than any one organization could do on its own. This year-long festival is YES! Fest – A Year of Environment and Sustainability. YES! Fest will provide a platform to explore the important topic of the environment and sustainability. Through collaborative efforts as well as individual organizational programming, YES! Fest will connect the arts, culture and the environment in an innovative way that will engage dialogue and thoughtful conversation throughout our community.

The Arts & Cultural Attractions Council (ACA) is in the planning stages of a year-long "festival" known as The YES! Fest. This topic came out of several brainstorming sessions that were open to all ACA members. The purpose of this festival is to show the community new ways in which arts and cultural attractions can have a broad and meaningful impact on the community. ACA members will develop programming around a topic that is important and perhaps a bit surprising or outside of the realm of the typical arts and culture focus. It also provides opportunities for interesting and unexpected collaborations between the 100-plus members of the ACA and the entire community. The festival will occur throughout the year 2015.

Gill Holland has agreed to be the honorary chair. We have a steering committee with Maria Koetter, director of sustainability for Metro Louisville, Justin Mog, special assistant to the provost at U of L for sustainability issues and many others. Several ACA members are already planning some exciting events for the YES! Fest. This Say YES! Campaign is the first step to get buy-in from local organizations to support this effort.



Arts and Cultural Attractions Council

Chair: Patti Linn – Riverside, The Farnsley-Moremen Landing

Vice Chair: Allison Huff – Walden Theatre

Secretary / Treasurer: Michael Hudson – Callahan Museum

Immediate Past Chair: Madeline Burnside – The Frazier History Museum

YES! Fest 2015 Collaboration Leadership

In addition to their membership with the Arts & Cultural Attractions Council, the following people are in charge of collaboration for YES! Fest 2015.



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FAQs

To learn more about the various levels for participation, click on the link below. Please select one or more of the levels and provide the name and contact information of a person from your organization to serve as the main contact for the YES! Fest. We are excited about you taking the next step by signing your organization to YES! We look forward to receiving your completed information.

Say YES! provides ways for all individuals and organization in the Greater Louisville region to play a role in the 2015 YES Fest! sponsored by the Art & Cultural Attractions Council (ACA).

Organizations and individuals can chose to be an advocate, an ally of a partner.

How do I become an advocate?

Advocates pledge to use their talents, time and resources to raise awareness and visibility for the YES! Fest. The goal for advocates is to keep the vision of the YES! Fest in the forefront of public awareness and help spread the word about getting audience members and other organizations to participate. Advocacy-level actions include sharing promotional information with your list of members / clients / customers; be an ambassador for the event and encourage participation at all levels.

How do I become an ally?

Allies pledge to use their talents, time and resources to provide consistent and sustained support for the YES! Fest. Ally-level actions include serving as a venue for an arts and cultural attraction to perform or display an exhibition during the festival; sponsoring an event for the festival.

How do I become a partner?

Partners pledge to use their talents, time and resources to commit to providing a program for the YES! Fest. This could include providing a performance, art exhibition, speaker or workshop relevant to the topic of the festival.

Example of a partner that ACA members have already committed to:

- Actor's Theatre will commission one of the Humana Festival plays on the topic
- Bernheim Arboretum and Research Forest's CONNECT at Bernheim community event is already a perfect example of showcasing the environment and sustainability, with artists and organizations creating temporary installations centered around art, science and nature. All YES! Fest participants are encouraged to submit a participation form. Bernheim is also committed to creating partnerships centered around other events; possibilities include being a venue for a theatre, dance or music performance and in-town art collaborations.



- The Ohio Valley Energy group will display their artwork around town — they take methane gas from landfills and power artist studios to make blown glass
- Looking for Lillith will commission a play about the environment

How do I become a sponsor?

Sponsors pledge their treasures to ensure that the YES! Fest can provide an insightful and meaningful program that broadens our thinking and moves us all towards a greener, more exciting future. Connect with the ACA to make your pledge.

Where can I find information on events?

To access updated information for the 2015 YES! Fest, please visit our Facebook page, www.facebook.com/acayesfest.

ACA will have several meetings each year leading up to the event for planning and idea generation purposes. It would be helpful to have one contact from your organization to be the main contact regarding the YES! Fest. Please fill out who that main contact will be.

Publicity Materials

ACA www.ACALouisville.com

YES! FEST www.ACALouisville.com/yesfest



Company Membership

Actors Theatre of Louisville, Inc.
The Bard's Town Theatre
Belle of Louisville/Spirit of Jefferson
Bellarmine University Arts Department
Bernheim Arboretum and Research Forest
Bettye Brookfield Galleries
Blue Apple Players
Botanica
Bourbon Baroque, Inc.
Brownsboro Framing Co., Inc.
Bunbury Theatre
Carnegie Center For Art & History
Center for Nonprofit Excellence
Choral Arts Society
Christy Zurkuhlen Gallery and Studio
Clark-Floyd Counties Convention and Tourism Bureau
Clifton Center
Conrad-Caldwell House Museum
Crane House, The Asia Institute, Inc.
Derby Dinner Playhouse
Editorial Services Company / Welcome to Greater Louisville, Kentucky Travel Guide
Falls of the Ohio State Park/Foundation
Farmington Historic Plantation
Filson Historical Society
Floyd County Historical Society Padgett Museum
Frazier History Museum
Fund for the Arts
Galerie Hertz
Greens Science Hall and Rauch Planetarium
Greater Louisville Convention & Visitors Bureau
The Green Building
Hidden Hill Nursery & Sculpture Garden
Historic Homes Foundation
Historic Locust Grove
Howard Steamboat Museum
Integrated Media Corp.
Jane Morgan Studio & Gallery, Inc.
Jefferson Community College Fine Arts
Jewish Community Center
KaLightscope
Kaviar Forge & Gallery
Kentucky Arts Council
Kentucky Author Forum
The Kentucky Center
Kentucky Center for African American Heritage
Kentucky Derby Museum
Kentucky Museum of Art and Craft
Kentucky School of Art
Kentucky Shakespeare Festival
Kentucky Watercolor Society
KET – Kentucky Educational Television
KentuckyShow!
Le Petomane Theatre Ensemble
Lincoln Elementary Performing Arts School
Little Loomhouse



LOOK

Louisville Ballet

Louisville Botanical Garden and Conservatory

Louisville Chorus

Louisville Downtown Management District

Louisville Film Society

Louisville Metro Government

Louisville Orchestra, Inc.

Louisville Public Media

Louisville Science Center

Louisville Slugger Museum & Factory

Louisville Visual Art Association

Louisville Youth Choir

Louisville Zoo

Main Street Association

Mellwood Arts & Entertainment Center

Museum of the American Printing
House for the Blind

Muhammad Ali Center

National Society of the Sons of
the American Revolution

National Jugband Jubilee

Oldham County Schools Arts Center

Olmsted Parks Conservancy

Paul W. Ogle Cultural and Community Center

Paul Paletti Gallery

Portland Museum

Preservation Louisville

River City Drum Corp Cultural Arts
Institute, Inc.

Riverside, the Farnsley Moreman Landing

Sacred Heart School for the Arts

Sarabande Books

Schimpff's Confectionery, LLC

STAGE ONE

St. James Court Art Show

Speed Art Museum

Theatre Alliance of Louisville

Thomas Edison House

21C Museum Hotel

21st Century Parks, Inc.

University of Louisville — Allen R. Hite Institute

University of Louisville —
College of Arts & Sciences

University of Louisville — School of Music

University of Louisville — Theatre Arts

Walden Theatre

Waterfront Development Corp.

Weber Gallery

Whitehall House & Gardens

Yew Dell Gardens