



Sustainable Action Fund Grant Program

SMALL PROJECTS - APPLICATION

For applicants requesting \$500-\$5,000. Application instructions can be found in the Small Grant Application Toolkit located on our website sustain.wvu.edu/saf/apply/. Submit applications by delivering a hard copy AND emailing a scanned version (including signatures) to the SAF Grant Program Coordinator Johnathan Riopelle at Viking Commons Room 24. Email: John.Riopelle@wvu.edu.

1. **PROJECT TITLE:** ESC Night Market

2. **PROJECT TAGLINE:** Student and community night market with performances, activities, food, and shopping

3. TEAM INFORMATION

Project Advisor Information (Faculty or Staff) : Hugo Sanchez, Sarah Hooper, Moya Lojewski, Jude Dacula, Dre' Montgomery, Namgyal Nepali

Project Lead: Millka Solomon

Name	Department/School Students also provide major/minor	Position Faculty/staff/ student. Students provide expected quarter/year of graduation	Phone Number	Email	W#
<i>Project Advisor:</i> Fiugo Sanchez Garcia	Idea Institute, Major: Marketing Minors: Entrepreneurship and Innovation, Education and Social Justice	ESC Night Market Director	5093120519	sancheh@wvu.edu	01274842
<i>Project Lead:</i> Millka Solomon	Business Sustainability	Logistical Coordinator	2062883994	Solomom4@wvu.edu	01249414

* Teams may have two to four people.

4. PROJECT DETAILS

a. Describe your proposed project.

The Night Market is the effort by students from the Ethnic Student Centers to take on a traditional night market. The Night Market brings together student clubs, artists, performers and community vendors together for an evening of cultural exchange and celebration. This is the second year that the Market will be in effect. This year the night market will be held in Red Square on May 19th from 6-9 PM. We anticipate 10 student clubs and 13 community vendors participating in the market.

b. What are the goals and desired outcomes of your project?

The goals of our desired event are to celebrate the unity and strength of the ESC and to come together with the greater Bellingham community in a way that highlights and affirms the community of people of color in Bellingham. Scheduled on Alumni weekend, the market provides visibility for students of color during a weekend that has historically not overlooked us. The event provides an opportunity for ESC clubs to use the Night Market as an opportunity to fundraise for their own projects. The 10 clubs that will be vending food will be selling different foods and items respective to their clubs and cultures. Additionally, clubs that will be performing are getting paid for their performances as well.

c. Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how.

In order to sustain "diversity" and the presence of students of color on campus it is crucial to be able to carve out spaces and increase visibility whenever possible. This project is a direct effort to support the presence of communities of color both on and off campus. As per objective 1.2 in the University's Sustainable Action plan, "All first-year Western students, including transfers, will engage in co-curricular programs around social, economic, and environmental (SEE) justice as part of their first year of experience at Western, beginning fall 2020", the ESC Night Market is a direct response to the lack of visibility of cultural spaces on campus and thus is in its nature a social justice response.

d. Provide a chronological timeline listing the steps and tasks it will take to implement this project. Insert additional rows as necessary.

Step/Task	Completed by who	Estimated Completion Date
Project Director	Hugo Sanchez	May 19th
Logistics	Millka Solomon	May 19th
Entertainment	Dre'an Montgomery	May 12th
ESC Club Liason	Sarah Hooper	May 19th
Community Vendors	Namgyal Nepali	May 10th
Marketing /Graphic Design	Jude Dacula	Completed

d. How will the success of the project be measured? Describe the quantitative and/or qualitative sustainability metrics you will use to measure the success of your project.

Events like these are difficult to quantify because it is an open-air event and there is no way to be precise about tracking how many people attend. Even so, success will be gauged by relative flow of people and monetarily by the amount of revenue raised by the clubs. We also plan to release an e-survey on the Facebook page following the event to gauge overall satisfaction.

e. Describe your project's education, publicity and outreach plan here. Then complete the table below outlining the proposed results of your education, publicity and outreach efforts. Insert additional rows as necessary.

The outreach plan of the Night Market is happening through working with the clubs and their members on the event itself and then again with continuous social media promotion. We also are printing banners and posters to post throughout campus and in the community.

Education, outreach, publicity effort	Who will make this happen?	How will this effort be implemented?	Who is the intended audience?	Frequency of implementation. One-time/daily/weekly?
Outreach through social media	Jude and Namgyal	Through Facebook	WWU Students	Continuous, Multiple times a

				day as the day gets closer
Publicity	Jude		WWU Students	One - Time
Publicity - In town	Night Market Team	The team will contact and deliver posters and flyers to businesses and community that has been involved with the ESC Night Market	Patrons of the Businesses	One-Time

5. PROJECT STAKEHOLDERS

a. How will your project involve students? How many students, or what percentage of the student body, will be affected by the project?

Approximately 80 Students will be either performing or vending. In terms of involvement through attendance we hope to pass the previous year's 400 (estimated) attendance. The event is open to the public and has a lot of walk-by traffic due to the additional Alumni Weekend Events.

b. If your project involves or requires permission from other organizations, departments, individuals, or stakeholders, list them below. Each stakeholder must provide a signature of approval for this project. Insert additional rows as necessary.

Name	Department or School and Position	Involvement in Project	Stakeholder signature of approval
Moya Lojewski	Ethnic Student Center	Contracts	
Hugo Sanchez	IDEA Institute	Hiring of Students involved in planning committee	Hugo Sanchez

**** If your project team is proposing a temporary or permanent facility or property modification, then a *Project Owner Form* must be submitted with the application. Form can be found on SAF website: [sustain, www.edu/saf/apply/](http://sustain.wvu.edu/saf/apply/)**

6. BUDGET

a. Provide an itemized list of the budget items required for this project. Include Equipment and Construction Costs, Education Publicity and Outreach Costs, Personnel and Labor Costs, and any other costs. Insert additional rows as necessary.

Item	Cost per Item	Quantity	Total Request
Copy of 2018 Budget Attached			\$4,616
Labor			\$1500
TOTAL REQUEST			\$6,116

b. If the project is implemented, will there be any ongoing replacement, operational, maintenance or renewal costs? If yes, has a source of funds been identified to cover those costs?

Operational Costs are an ongoing yearly cost. There is no replacement or maintenance costs associated with the event. As space becomes available in the new Multicultural Center we'd like to use excess funds to shift towards buying canopies instead of renting them due to the high cost.

c. Matching Funds. List pending, approved, and denied applications for funding from other sources. List amounts requested from those sources.

\$2,600 - Activities Council - Approved

\$1500 - Leadership Institute - Approved

\$2,000 - SAF - Pending



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PROPOSAL REVIEW

Once your project proposal is complete, you must print and receive hand-written signatures from the individuals listed below. After signatures are received, applications can be delivered as a hard copy to the SAF Grant Program Coordinator, Johnathan Riopelle at Viking Commons Room 24 or by scanning the application and emailing it to Johnathan.Riopelle@wwu.edu

PROJECT TITLE: ESC Night Market

7. Please set an appointment with the Sustainable Action Fund Grant Program Coordinator to review your draft proposal before submitting your application. This appointment should take place at least a week before the proposal due date.

Sustainable Action Fund Grant Program Coordinator, Johnathan Riopelle

Viking Commons, Room 24

Available by appointment

Email: Johnathan.Riopelle@wwu.edu

Phone: (360)650-4501

Signature: _____ **Date:** _____

This signature does NOT indicate that you have received funding, but it does confirm that the proposal has been reviewed and is approved for funding review by the Sustainable Action Fund Committee.

Comments:

8. After meeting with the Sustainable Action Fund Grant Program Coordinator, please set an appointment with the Campus Sustainability Manager who will review and sign your proposal application.

Campus Sustainability Manager, Seth Vidaña

Viking Commons, Room 25

Phone: (360)650-2491

Signature: _____ **Date:** _____

This signature does NOT indicate that you have received funding, but it does confirm that the proposal is approved for funding review by the Sustainable Action Fund Committee.

Comments:

2018 ESC Night Market Budget			
	Details/Notes	Costs	Revenue
Entertainment			
Paco - DJ	1 table	\$300.00	
Taylor Elizabeth		\$300.00	
Eyes of othello		\$250.00	
Guayaba		\$400.00	
Will		\$150.00	
Art Walk - Chloe	4 tables	\$100.00	
Henna		\$100.00	
Threading		\$150.00	
BusyB's		\$200.00	
Total		\$1,950.00	
Publicity			
Banners		\$40.00	
Posters		\$12.00	
Stickers		\$90.00	
Total		\$142.00	
Health Department			
Permit Fee	6x\$52. 1x\$152	\$464.00	
AS Vehicles	\$0.44 per mile	\$40.00	
Commissary Rental	\$40 per hour	\$260.00	
Food Equipment		\$360	
Total		\$1,124.00	
Log istical			
Canopies	\$600 deposit	\$1,200	
Decorations		\$200	
Total		\$1,400	
Funding			
Activities Council			\$2,600
SAF			\$2,000
Total			\$4,600
TOTAL		\$4,616	\$4,600
Balance		-\$16	Pull from last years excess**