

LAKEMETROPARKS



To the attention of: Julie S. Henahan
Executive Director
The Ohio Arts Council
30 East Broad Street, 33rd Floor
Columbus, Ohio 43215-3414

Lake Metroparks
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Lake County Probate Judge
Mark J. Bartolotta

Board of Park Commissioners
Gretchen Skok DiSanto
Dennis E. Eckart
Frank J. Polivka

Executive Director
Paul Palagyi

RE: Arts Programming Support Request - Headlands Beach State Park – July 26, 2014

Members of the OAC Program Support Grant Review Committee:

As we did last year, we are writing again to express our enthusiastic participation and support of Lake Metroparks for the Headlands Beachfest event on July 26, 2014. A similar letter of support was sent last year and we believe the 2013 Beachfest was a very successful event, even in the face of some challenging weather.

Lake Metroparks was formed in 1958 under the authority of Chapter 1545 of the Ohio Revised Code and is a separate political subdivision of the state of Ohio. The park district encompasses a total of 37 parks and 8,700 acres. Its boundaries are coterminous with the boundaries of Lake County, Ohio, located immediately east of Cuyahoga County. Our mission is to continue to provide the citizens of Lake County and the broader region with the clean, safe and outstanding parks and outdoor education programming that they have come to expect from their Lake Metroparks.

The southern shoreline of Lake Erie forms the northern boundary of our park district, and as such we look for ways to promote Lake Erie and this county's relationship with the Lake. Our organization manages and maintains several lakefront sites, including the Fairport Harbor beach, an immediate neighbor of Headlands Beach State Park. Our staff are always looking for new ways and creating new opportunities for people to enjoy their parks. Headlands Beachfest represents an excellent opportunity for Lake Metroparks to collaborate with our counterparts at the Ohio Department of Natural Resources, the City of Mentor, and other partners, to create a new outdoor experience for visitors to the area.

As we did last year, Lake Metroparks will be providing staff and logistics support for the Headlands Beachfest event. In-kind support will include the service of Lake Metroparks programmers, arts projects with a natural theme, watercraft safety demonstrations, and basic kayak instruction. The in-kind labor and equipment for Lake Metroparks involvement is estimated to be in the amount of one thousand eight hundred and eighty dollars.

We sincerely encourage you to support the efforts of the City of Mentor to continue this great summer event that we believe will continue to grow into one of the premier beach events on the Great Lakes.

Sincerely,

Paul Palagyi
Executive Director



Lake County Visitors Bureau
One Victoria Place, Suite 265A
Painesville, OH 44077

March 14, 2014

Dear Ohio Arts Council,

The Lake County Visitors Bureau is happy to partner with the City of Mentor's BeachFest 2014. We are holding an #InstaTour for the weekend of July 25 – 27, 2014 for Instagram users to experience Lake County, Ohio through their mobile devices. Visitors will explore 11 photo locations throughout the county and will use site specific hashtags to enter into the weekend competition. The #InstaTour has been marketed as a one-tank trip in Columbus, Cleveland, Toledo, Akron, and Pittsburgh. Thus far, we have reached over 600 unique online visitors to the event webpage in the past month alone.

When originally planning the weekend event, the bureau researched date possibilities to avoid competition within the county and possible partnerships. When BeachFest expressed interest in pairing up our two events, we immediately jumped at the opportunity. We now feature BeachFest as our Featured Photo Stop on the #InstaTour and have combined marketing efforts to save both organizations financial resources.

BeachFest is a fantastic event for the county, and for visitors from around the state and region. It displays the culture and people of Lake County while preserving our natural resources and conservation. It is a fantastic blend of modern artistic movements and preservation of our marine heritage. One of the huge draws for the weekend is the sand sculpting demonstration. Last year, we received so many favorable calls, emails, and comments that we are thrilled to see the BeachFest expand their artists for this upcoming festival. As far as visitor draw and a marketing partnership, combining our efforts with BeachFest was a win-win opportunity for both our organizations.

We are very excited and proud to support BeachFest 2014 and look forward to the increased visitation and economic development it promises to bring to Lake County.

Thank you,

A handwritten signature in black ink that reads "Elizabeth Connor". The signature is written in a cursive, flowing style.

Elizabeth Connor
Social Media Specialist, #InstaTour Chair
Lake County Visitors Bureau

March 20, 2014

To Whom it May Concern:

I am writing on behalf of Andrews Osborne Academy. We are an independent, coeducational, college preparatory day (grades Pre-Kindergarten through 12th) and boarding (grades 7-12) school located in Willoughby, Ohio.

This year we were presented with the wonderful opportunity to be a part of the Mentor BeachFest. Our group of student dancers, Nach Ballet Bailar, will be performing throughout the day. This is a multicultural dance troupe that consists of students who attend Andrews Osborne Academy. The dance troupe will be performing routines representing the BeachFest theme of wind, water and sand. We are always looking for ways to have our students become involved in our community. Mentor BeachFest is a perfect opportunity for this as it allows our students to be showcased and seen by a much larger audience.

We are thrilled to be a part of this event and are excited to be a part of something that brings this wonderful community together!

Thank you,

Vicki LeVan

Director of Marketing & Communications

Andrews Osborne Academy

38588 Mentor Ave

Willoughby, OH 44094

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Cell 440.749.9313

www.andrewsosborne.org

"100 Years, 20 Countries, 1 Mission"



**Doug Smith . 1649 North Shore Drive
Painesville OH 44077**

Kathie Pohl, Director of Marketing & Community Relations
City of Mentor, 8500 Civic Center Boulevard
Mentor OH 44060

March 18, 2014

Dear Kathie,

Headlands BeachFest at the Headlands Beach State Park is one of those long overdue concepts becoming a reality. Having grown up spending my summer days at Ashtabula Ohio's Walnut Beach, I first acquired a deep love for the beach. That grew through adult years as my communications career allowed me to enjoy beaches in Delaware, New Jersey, the Outer Banks, Hilton Head, San Diego, Florida's East Coast and, among my favorites, Florida's Gulf Coasts.

There's no question that waterfront properties and beach access are more readily available for those with more money. It's part of our reality. Yet, in Ohio, we know that beach fun is widely accessible through Lake Erie's expansive beaches like the Mentor Headlands. So, when it came time to actually settle into a community with immediate beach access for all residents, my wife and I drew our conclusions quickly: It would be NE Ohio!

And here we are - overlooking that daily-changing, beautiful Lake Erie, 75 yards from our own community beach or a couple of miles away from the huge Mentor Headlands Beach.

While I have always encouraged others to find a beach to enjoy, 10 years ago, I became a serious advocate for what I'll call "layman sand sculpting." We see photos on line or visit beaches where we see jaw-dropping sand sculptures, but I want to encourage people to sit around their own sand castle or sand sculpture. Bring in family and friends. Create a huge pile of wet sand, grab some sand molds or plastic cups, and build a turreted sand castle! Sculpt a turtle. Build a fort. Create a racetrack.

Anyone can enjoy sculpting. I've declared it in a book I wrote, entitled: "A Day at the Beach - How Absolutely Anyone Can Successfully Build Sand Castles and Build Even Better Beach Memories." Where better to build friendships and closeness than at the beach with a toy sand shovel as a carving tool?

Headlands BeachFest gives us an opportunity to celebrate our Ohio beaches through a well organized community festival that maximizes our enjoyment by showing us how to create art out of many things - including sand. The event exposes visitors to a variety of visual and performance arts and offers multiple opportunities for an unsuspecting audience to participate and celebrate art at the beach. I'm eager to be there!

A handwritten signature in black ink, appearing to read "Doug Smith". The signature is stylized and cursive.



March 24, 2014

Dear Ohio Arts Council,

I am writing in support of the 2014 Headlands BeachFest. Great Lakes Publishing's *Lake Erie Living Magazine* has been a proud sponsor of the event since its inception and look forward to continuing that effort in 2014 and beyond. Great Lakes Publishing also produces the Annual Mentor City Magazine in both print and digital formats which is delivered to every home and business in Mentor as well as distributing the magazine in our July/August issue of *Lake Erie Living Magazine* as a targeted tourism vehicle to promote the BeachFest event to our subscribers.

For more than 35 years, Great Lakes Publishing has crafted publications and staged events for a wide variety of audiences and needs. Our goal is to make everything we create – from magazines to Web sites to events – exciting and informative. Our knowledge and ideas build brands. Founded as a city magazine group, we have the unique ability to provide superior editorial, design, advertising sales and distribution for our clients. Our dedication to quality makes us unique. Our exceptional staff, coupled with the outstanding reach of our subscription-based publications, establishes us as a leader in custom communications and integrated marketing.

Again, we are proud to support the Headlands BeachFest and understand the value and importance an event like this brings to the community to share and experience the visual and performing arts together on Ohio's longest beach on our Great Lake!

Sincerely,

Paul E. Klein
Publisher

**CLEVELAND MAGAZINE, LAKE ERIE LIVING
INSIDE BUSINESS, OHIO MAGAZINE**

Media One Radio Group

9179 Mentor Avenue
Mentor, OH 44060

March 24, 2014

City Of Mentor
Kathie Pohl
8500 Civic Center Blvd.
Mentor, OH 44060

Dear Mrs. Pohl:

On behalf of Media One Group, we would like to express our strong support for the Mentor Headlands BeachFest. The venue, one of the State's most unique Lake Erie assets, is perfect for an event that is designed to strengthen arts programming within the community. Investment in the arts is a strategic investment in Mentor's future.

As a major partner we will be promoting the event on Mix 97.1, Cougar 93.7 and Magic 102.5. We will promote the event on air in advance with a minimum of twenty five, thirty second commercials on each station; numerous live DJ mentions and live in studio visits with representatives from the BeachFest. Our online promotion will include a link to www.HeadlandsBeachFest.com. We will be on site with three hour live remote broadcasts that include a minimum of four, sixty second breaks.

- Mix 97.1 is a listen at work adult contemporary station playing the best of the 80's, 90's, 2k and today.
- Cougar 93.7 is a hybrid adult contemporary station playing today's latest and greatest.
- Magic 102.5 is the greatest hits station playing the biggest selection of hits from the 60's, 70's and 80's.

Sincerely,



Kim Frustere
General Sales Manger
Media One Group