

# 1 Year of Clark Historic Farm Success

## In one year...

- 4 large events
- 4 small events
- 6000+ visitors\*
- \$17,000 gross revenue not including the latest grant, with zero corporate sponsorship

\*Note: Number of visitors in the first year is equal to 5 times the number of possible burial plots)

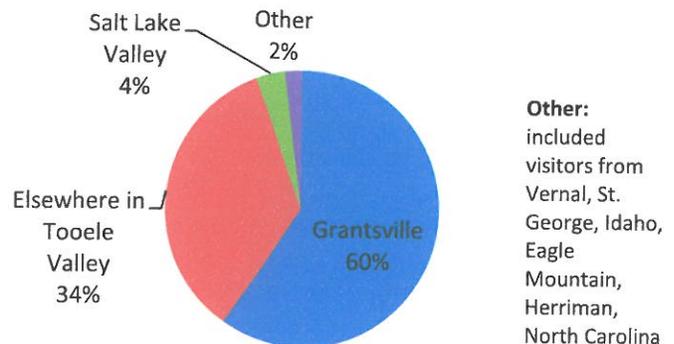


## We have 3 tiers of volunteers:

- Board of Directors (17 people, elected for two and three year terms)
- Volunteer "Army" (70 people who have signed up to be on a "Minute Man" list to help cover shifts at events)
- Clark Historic Farm Youth Guild (12 teens who have volunteered to help with Kids' Camps and other events)



## Where visitors came from, Baby Animal Days 2014



## Grants we have received to date

(We have been awarded 3 out of 4 grants we have applied for, and we are waiting to hear back on the 4<sup>th</sup> one)

**\$3000—Zions Bank Smart Women Grant** for electricity and improvements to Farmers' Square

**\$1600—Utah Arts and Museums, with funding from the State of Utah and the National Endowment for the Arts** (This is a very competitive grant!) for the Grantsville Song Cycle—a heritage musical project involving local musicians who have written a dozen songs about Grantsville that will be absolutely LOVED by our community. To be presented June 21 at the Clark Farm.

**\$10,000—Tooele County Recreation Special Service District** for installation of electricity at the farm **(must be used by November 30, 2014)**

The Grantsville Sociable is a beloved 130 year- old tradition in our town that draws people from everywhere. A successful Sociable attracts between 1500-1700 guests. By comparison, in the last two events at the Clark Historic Farm, the Live Nativity and Baby Animal Days, we brought over **2500** people to the farm. In just the first year of these new beloved traditions, we surpassed the Sociable by almost 50%, and we have every reason to believe that they will continue to grow.

## **100% of our revenues**

**are reinvested in events and improvements to the farm, which is one of Grantsville's most valuable assets. In addition to giving back everything we earn, we pay the city for the opportunity to do this at the farm, \$200 per event, of which \$100 is refundable.**



At the Live Nativity, the GHS National Honor Society and Friends of Clark Historic Farm joined efforts to collect almost **1200 lbs. of food** for our local food pantry.



### **Facebook "Likes"**

Grantsville Clark Historic Farm	<b>689</b>
Grantsville Sociable	<b>348</b>
Benson Grist Mill	<b>240</b>

**Over 240 people have asked to be on our email list to receive updates about Clark Farm events.**

## So far in 2014, volunteers have given---

1200 hours = 30 work weeks = dedication to preserving our heritage  
**...and more to come!**

### Groups who have benefited from the Clark Farm during our 1<sup>st</sup> year:

- GHS Tennis Team (assisted with and split profits of Historic Grantsville 5k to help pay for tennis equipment)
- Grantsville Food Pantry (1200 lbs of donated food from Live Nativity)
- GHS National Honor Society (Opportunity for community service project)
- Tooele 4-H (opportunity for service clean-up project)
- Tooele Historical Society (The farm was on their annual history tour.)
- DUP (has more than doubled visitors at their museum)
- Eagle Scout projects: Kacey Leavitt and Matt Garrard (research and temporary fencing)
- Local craftsmen (sold goods at craft fairs and Farmers' Markets)
- Local food sales (sold food at events)
- Local businesses (Digidocs, Soelberg's, Tooele Transcript, RF Engraving, Williams Video, etc. for the many purchases we make locally)
- Local gardeners and farmers (sold produce at Farmers' Markets)
- Local consumers (purchased local produce and crafts)
- Families, neighbors (attended events)
- Healthy Homesteaders and historic farmers (provided an audience for their self-reliance skills)
- Local beekeepers (sold honey and did demonstrations at fall events)
- Numerous performers (opportunity to perform, sometimes paid)
- Sixty local children (learned about Grantsville history at Kids' Historic Farm Camp)
- City (a positive mark on our town's reputation)
- Local economy—Hard to measure, but certainly has been positively impacted in one year, and could have enormous positive future impact



*But most important, . . .*

**In the Clark Historic Farm the citizens of Grantsville have a place that they are proud of, where they can bring friends and visitors to show them our town's character. It's a place where they can rally together to feel a sense of community, learn about heritage, instill values and educate their children.**



## We're here to help!

This summer, on two Saturdays of your choice, we commit to organize and provide 50 volunteers to help prepare the land for the new phase of the cemetery on the Wootten property.

*Let's do this together!*



## Moving forward

In order to move forward with site improvements, sponsorships, 501(c)3 status and grants, we MUST have commitment and cooperation from the city. We cannot, in good faith, continue to apply for grants with the possibility looming of a cemetery on the historic acreage of the farm.

The \$10,000 grant we have recently received must be used by November 30, 2014. If we are to use it for electrical improvements, we must begin our work no later than July 1, 2014.

### By that date (July 1, 2014), we urge the city council to make and pass the following motions:

1. To designate the land of the Wootten property recently purchased by the city as the next phase of the cemetery where plots will be sold.
2. To redesignate the 3.2 acres of the Clark Historic Farm currently listed on the National Register of Historic Property as historic property, to be preserved as is the land where the city-owned Donner Reed Museum lies, where no cemetery shall be installed, but where cultural heritage activities (and similar) may take place.
3. To allow Friends of Clark Historic Farm to work in conjunction with the city council to build a master plan for an historic district including the farm, cemetery and the general area between the farm (on the west) and the Old Grantsville Church where the original fort stood.

**A cemetery** earns money for plots and burials ONCE. From that point forward, the site becomes a maintenance cost to the city, with no income potential. **Its future is "dead."**

**A historic farm** run by FCHF would cost the city nothing, but would continue to produce sales tax, tourism dollars, a jumpstart to future economic development, a positive reputation, a fun place to make memories with family, an education center, a place of refuge, a source of town pride, and more. **Its future is "contagious and alive."**