

DESERT CABALLEROS
WESTERN MUSEUM
Arizona's Most Western Museum

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August 27, 2025

Dear Honorable Mayor Bratcher and Council Members,

On behalf of the Desert Caballeros Western Museum, I'm writing to request the Town of Wickenburg to sponsor two of our anticipated cultural events: the 2026 *Cowgirl Up!* Art Exhibition & Sale and the Dave Stamey concert.

Now entering its 21st year, *Cowgirl Up!* has become a nationally recognized celebration of women artists of the American West. It draws collectors, art lovers, and visitors from across the country—bringing both cultural prestige and economic vitality to Wickenburg. Now in its ninth year, the Dave Stamey concert continues to captivate sold-out audiences with his signature Western storytelling through song. Additional details of our sponsorship request are attached.

In addition, we will offer recognition opportunities for the Town's sponsorship, including logo placement, public acknowledgments, and visibility throughout both events. If you would like to discuss this partnership further, please contact me via email klark@westernmuseum.org or via phone at 928-684-2272. We would be honored to have the Town's support in helping us continue to host these events.

Sincerely,



Kathy Clark
Chief Advancement Officer



Smithsonian
Affiliate

Desert Caballeros Western Museum Funding Request for 2026

What is your funding request?

Include the total amount requested and a brief cost breakdown. Eligible proposals may include community services that benefit Wickenburg residents or economic development efforts that support tourism, local businesses, or increased sales tax revenue. All proposals must serve a clear public purpose and provide proportional value to the Town.

Desert Caballeros Western Museum requests \$4,500 to cover essential expenses during *Cowgirl Up! Exhibition and Art Sale* opening weekend on March 27–29, 2026 and the Dave Stamey concert on February 27, 2026. Funds will support off-duty police officers for both *Cowgirl Up!* and Dave Stamey events, as well as the temporary tent permit, portable toilets and handwashing stations, and town-related rentals and services—including barricades, trash cans, and waste removal for *Cowgirl Up!*. This funding ensures that these necessary services are in place to support the operation and safety of the events.

Purpose of the Funding Request:

Provide a concise summary of how the funds will be used. What direct services or benefits will be provided to the Town of Wickenburg or its residents in exchange for the funding?

The funds requested will support the Dave Stamey concert, now in its 9th year at the Museum, and the *Cowgirl Up!* 21st anniversary exhibition, both of which provide direct cultural and economic benefits to the Town of Wickenburg, business owners, and its residents. Off-duty police officers, permits, portable toilets, and town rentals will ensure these events are safe, well-managed, and accessible. The Dave Stamey concert, a sold-out benefit event with 280 attendees from 15 states and one other country, encourages visitors to support local restaurants and hotels. *Cowgirl Up!* opening weekend (March 27-29) welcomes nearly 1,500 attendees from 12 states, including local residents, and will continue to attract visitors through its closing on May 31, 2026. These events foster cultural enrichment, community engagement, and economic activity, with attendees typically spending an average of \$38.46 per person beyond admission, supporting nearby businesses, local jobs, and tax revenue.

What is the anticipated start and end date of the project? Is this a new project or program?

The Dave Stamey concert will take place on February 27, 2026, in the Museum's Cultural Crossroads Learning Center, and set up for *Cowgirl Up!* will begin on March 25, 2026, with take down scheduled on March 30, 2026. Neither represents a new project or program, as *Cowgirl Up!* is celebrating its 21st year and the Dave Stamey concert has been held for 9 years.

Brief Overview of Your Organization:

Describe your agency's mission, programs, services, and how your work impacts the Wickenburg community.

DCWM's mission is to share the diverse stories, cultures, and experiences of the West. Which is fulfilled through exhibitions, educational programs, and special events that celebrate Western art and history. Programs include both temporary and permanent exhibitions, cultural events, and community education initiatives, reflected in approximately 90 events and programs held annually. By hosting events that draw both local residents and visitors from across the country, DCWM supports cultural enrichment, community engagement, and economic growth in Wickenburg.

Alignment with Town Priorities

Which of the [Town of Wickenburg's Strategic Priorities](#) does your program align with? (Reference all that apply and explain how your project supports each selected area.)

Fiscal Sustainability

Explanation: The program leverages ticket sales, sponsorships, and partnerships to generate revenue, helping offset costs while supporting the museum's programs. By promoting financially self-sustaining events, it contributes to the Town's long-term fiscal health.

Infrastructure Assets

Explanation: Hosting events at local venues like DCWM encourages the use and

maintenance of existing cultural and recreational facilities, ensuring these assets remain active and well-utilized.

Safe and Sustainable Quality of Life

Explanation: These events provide safe, family-friendly entertainment and cultural engagement for residents and visitors. They foster community participation, enhance local quality of life, and promote Wickenburg as a welcoming destination.

Innovative and High-Performing Organization

Explanation: By creating collaborative programs with local artists, performers, and organizations, the museum demonstrates innovative event planning and effective community engagement practices.

Economic Growth

Explanation: Events like *Cowgirl Up* and the Dave Stamey concert attract visitors from outside Wickenburg, boosting local business revenues in hospitality, retail, and services, thereby supporting the Town's economic growth objectives.

Total estimated number of individuals to receive services from this program	Total estimated number of Wickenburg residents to receive services from this program	Percent of Wickenburg residents vs. Total number receiving services from this program
1,500	500	33%

Experience, Collaboration, and Capacity

Describe your organization's experience in implementing similar projects or programs.

DCWM has over 20 years of experience planning and producing *Cowgirl Up!*, a nationally recognized exhibition celebrating Western Women Artists and opening weekend events that welcome nearly 1,500 attendees each year. The Museum has also successfully planned and produced a sold-out Dave Stamey concert for the past nine years, demonstrating the capacity to organize and deliver high-quality cultural events that attract visitors locally, regionally, and nationally.

Does your organization collaborate or coordinate with other nonprofits, government agencies, or community partners on this effort? If yes, please list the partners and describe their roles:

Yes. DCWM works closely with the Town of Wickenburg for permitting, road closures, and town equipment rentals; with off-duty Wickenburg police officers to ensure event safety; and with local vendors for sanitation and logistics, including portable toilets, hand-wash stations, and trash services. These partnerships ensure that the events are safe, well-managed, and beneficial to both attendees and the local community.

Budget and Funding

Estimated Total Program Cost: \$4,500_____

Please list all current and anticipated funding sources for this program using the chart below (attach additional sheets if needed):

Funding Source (Federal, State, County/Local, Private, Other)	Funding Source Name	Amount	Status (Pending/Secured/In- Kind)	Percentage of Total Actual Cost
Local (Private Contractor)	Off Duty Management – Police Officers for Dave Stamey Concert	\$800.00	Pending	
Local (Government)	Town of Wickenburg – Tent Temporary Use Permit (Cowgirl Up! Opening)	\$50.00	Pending	
Local (Private Contractor)	Off Duty Management – Police Officers for Cowgirl Up! Opening	\$1,900.00	Pending	

Local (Private Contractor)	Outlaw Septic Pumping – Portable Toilets & Hand Wash Station (Cowgirl Up! Opening)	\$840.00	Pending	
Local (Government)	Town of Wickenburg – Rentals & Road Closure (Barricades, Trash Cans, Trash Pickup)	\$910.00	Pending	
Total Anticipated Funding		\$4,500		
Total Estimated Program Cost		\$594,000		100%
Funding Vs. Cost Difference		0.76%		
Funding Request		\$4,500		

Provide an overview of the funds received from the Town of Wickenburg, focusing on the last five years.

Over the past five years, the Town of Wickenburg has supported marketing efforts for *Cowgirl Up!* through Bed Tax allocations. Additionally, in 2025, the town provided sponsorship funding for both *Cowgirl Up!* and the Dave Stamey concert, assisting with expenses such as police presence, portable toilets, road closures, permitting, and trash removal.

If your organization is not awarded 100% of the requested amount, how will you address the funding shortfall? Is your project contingent upon receiving these additional funds?

Our projects are not contingent upon receiving the funds. However, without full funding, we will experience a shortfall in our overall program budget. This reduction will hinder our ability to fully leverage revenue-generating opportunities, ultimately diminishing the funds we can contribute to the museum. As a result, the broader community may feel the effects through fewer programs, events, and resources that celebrate and preserve our shared Western heritage. While we will continue to move forward and seek out other funding sources, the impact and financial return of the program will be diminished.

Describe how the value of the services to be provided equals or exceeds the funding amount. Include cost per resident or unit of service, if possible.

Wickenburg's population is approximately 8,300. With a funding request of \$4,500, that comes out to just about \$0.54 per resident. For barely more than fifty cents a person, this investment supports two cornerstone events at the Desert Caballeros Western Museum: our nationally recognized *Cowgirl Up!* exhibition and concert by award-winning Western singer-songwriter Dave Stamey. These programs not only bring cultural and artistic value to our residents, but also draw visitors from across Arizona and beyond, generating tourism revenue and boosting the local economy. The impact delivered by these events far exceeds the per-resident cost, making this a strong return on investment for the Wickenburg community.

Provide an anticipated time frame for the funding requests to increase, decrease, or cease as it relates to the organization's long-term financial goals.

As a nonprofit organization, DCWM relies on outside funding as a crucial part of its budget and long-term sustainability. The museum does not anticipate a decrease or cessation in its funding requests, as these resources enable programs like *Cowgirl Up!* and the Dave Stamey concert to continue while remaining accessible to the community. While the museum's long-term financial goals include growing membership, sponsorship, and donor support, funding through grants and partnerships will remain essential to its bottom line. The museum deeply appreciates this continued support, which directly sustains its mission and impact in Wickenburg.

Measuring Impact

How will you measure success for this program or project?

Provide at least one but up to three measurable outcomes. Each outcome should include a specific result, a timeframe, and a measurable target.

Outcome 1: *Cowgirl Up! exhibition*

Timeframe: March 2026 (opening weekend)

Target: 1,220 attendees

Wickenburg Residents Served: 400

Percent Wickenburg Residents: 33%

Measurement Method: Attendance records, in person visitor surveys

Cost Per Resident Served: \$11.25 ($\$4,500 \div 400$)

Outcome 2: Dave Stamey concert

Timeframe: February 2026

Target: 280 attendees

Wickenburg Residents Served: 75

Percent Wickenburg Residents: 27%

Measurement Method: Ticket sales and attendance records

Cost Per Resident Served: \$60.00 ($\$4,500 \div 75$)