RECEIVED MAY 18 2016

FERNLEY CONVENTION AND TOURISM AUTHORITY
APPLICATION FOR GRANT OR MATCHING GRANT FUNDS

Project/Event Information

Project Title: WREATHS ACROSS AMERICA 2016

Name of Organization/Company: NORTHERN NEVADA VETERANS COALITION

Mailing Address: PO BOX 415

City: FERNLEY | State: NV. | Zip Code: 89408

Telephone: 775 846-6063 | Email: SERENKO89408@gmail.com

Year Organization/Company Started: 1992 | Tax ID# 88-0290822

Status Please select one: ☒ Non-Profit* ☐ Corporate ☐ Government ☐ Other:

*Attach copy of 501(c) or Federal Non-Profit Certificate

Applicant Information

Applicant/Project Coordinator Name: DOROTHY SMITH

Title: CHAIRMAN | Telephone: 775 980-5874 | Email: ANDYSAMAW@aol.com

Project/Event Details

Has this project/event been funded by the Fernley Convention & Tourism Authority Board in the past? ☒ Yes ☐ No

If yes, please list date of award and award amount: JUNE 2015 $3000.00

Date of Event: 12-17-16 | Date Work Will Begin: FEB 2016 | Date Work Will Conclude: JAN 2017

Project/Event Location: NORTHERN NEVADA VETERANS MEMORIAL CEMETERY

Project/Event Overview

Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): THIS IS OUR 8TH YEAR FOR WREATHS ACROSS AMERICA. OUR PROJECT HAS GROWN FROM 28 WREATHS TO REACHING A GOAL WE THOUGHT WOULD TAKE 20 YRS! FOR THE LAST 2 YEARS, WE HAVE PLACED A WREATH ON EVERY GRAVE AT OUR CEMETERY. WE WOULD HAVE NEVER ACHIEVED THIS WITHOUT THE HELP OF THE FCTA GRANT.

THE MONEY WE RECEIVE FROM THIS GRANT IS USED STRICTLY FOR ADVERTISING – PRINT MEDIA, BROCHURES & BULK MAIL.

WE NOW HAVE OVER 8,900 INTERRED AT THIS VETERANS CEMETERY, A BIT LESS THAN ½ ARE IN GROUND WITH THE REST IN THE COLUMBARIUM WALLS. FOR THE LAST 2 YEARS EVERY IN GROUND GRAVE HAS HAD A WREATH & EACH & EVERY ROW – (VERTICAL ROW) IN THE WALLS HAVE HAD A WREATH. IT LOOKS AMAZING

THE N.N.V.C. RECEIVES NO FINANCIAL BENEFIT FROM THIS PROJECT BUT WE DO IT FOR THE VETERANS & OUR COMMUNITY.

* If previously funded: How many visitors attended? 1610 How many vendors attended? NA

Project/Event Budget:

Total Budget:

Expenses: Itemize all expenses **including** items on which grant monies will be expended

BROCHURES	$2,000.00	FCTA
NEWSPAPER ADS	$3200.00	FCTA
BULK MAIL	$300.00	FCTA
LAPEL PINS	$1500.00	NNVC
REFRESHMENTS	$200.00	DONATED BY NNVC - SILVERADO STARBUCKS
WREATH SPONSORSHIPS	$65,000.00	RAISED FROM VARIOUS EVENTS BEGINNING IN JUNE

WREATH SPONSORSHIPS ARE $15 EACH. WE ARE ON A 3 FOR 2 PROGRAM FOR EVERY 2 WE RECEIVE 3 WREATHS. MOST GROUPS USE THIS AS A FUNDRAISING OPPORTUNITY & RECEIVE $5 FOR EACH WREATH SPONSORED. WE HAVE CHOSEN TO USE MONEY TOWARD MORE WREATHS.

Total: 72,200.00

Revenue: Itemize all revenues **including** requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

$65,000.00 WREATH SPONSORSHIPS FUNDRAISERS
5500.00 FCTA GRANT
THE REST WILL BE COVERED BY NNVC FUNDS

Total: 70,500

Fernley Convention & Tourism Authority Grant Request

Amount Requesting: $5500 | Amount of Matching Funds: N/A

Will you accept less funding than requested? Yes [X] No [ ]

Grant Budget--Advertising

Will requested funds be used for advertising? ☒ Yes ☐ No

If Yes, please designate what you will be advertising: ☐ Resources in Fernley ☐ Accommodations in Fernley ☒ Special Event(s) in Fernley ☐ Other (specify):

Use the categories below to show in detail how grant funds will be disbursed:

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	200.00	200.00
Billboard(s)		
Brochure	1800.00	1800.00
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness	300.00	300.00
Magazine		
Newspaper	3200.00	3200.00
Radio	DONATED	DONATED
Television	DONATED	DONATED
Other (specify)		
Internet/Website	DONATED	DONATED
Social Media	DONATED	DONATED
Website Development	DONATED	DONATED
Website Hosting Fees	DONATED	DONATED
Website Maintenance	DONATED	DONATED
Website Redesign		
Other (specify)		
Other		
Explain in detail:		

Grant Budget--Sponsorship

Are you requesting project/event sponsorship? ☒ Yes ☐ No

Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed): ALL MONIES FROM FCTA GRANT WILL BE USED FOR NEWSPAPER ADS, BROCHURES + REPLACEMENT SIGNS + BANNERS

ALL OF THE OTHER ADVERTISING IS DONATED BY TV + RADIO STATIONS. THERE WILL BE TV COVERAGE ON THE DAY OF THE EVENT.

WE ALSO PLAN TO USE OUR WEB SITES, FACEBOOK + OTHER SOCIAL MEDIA AS WELL AS ASKING PERMISSION TO USE THE CITY READER BOARD + CITY WEBSITE

Will you accept less funding than requested? Yes ☒ No ☐

Economic Impact	
Estimated # of Visitors: 1800	What percentage are 60 % Local* 30 % In-State Visitor 10 % Out of State Visitor
Estimated # of Participants:	What percentage are: ___% Local* ___% In-State Participants ___% Out of State Participants
Explain in detail how attendance/participation will be measured: - LAST YEAR WE PURCHASED TALLY COUNTERS WHICH GAVE US AN ACCURATE COUNT. WE WILL USE THEM AGAIN AT ALL ENTRY GATES.	
Estimate total nights that will be spent in Fernley as a result of this project/event: MINIMAL	
Explain how overnight stays will be measured: THE EVENT ITSELF IS ONLY 1 DAY HOWEVER TIME SPENT IN OUR AREA IS SUBJECT TO WEATHER + ROAD CONDITIONS	
If applicable, # of previous Visitors/Participants for same or similar project/event:	What percentage were: 60 % Local* 30 % In-State 10 % Out of State
Describe method(s) used to measure previous attendance: USED NEW TALLY COUNTERS	
Expected increase (if any) of visitors to Fernley as a result of project/event in comparison with previous years: 10 %	
Estimate and describe the overall economic impact to Fernley as a result of this project/event, using additional sheets as needed: THE ACTUAL ECONOMIC IMPACT OF THE EVENT DAY IS MODERATE AND WOULD MOSTLY BE DERIVED FROM PURCHASES OF FOOD FROM LOCAL MERCHANTS, RESTAURANTS + FUEL. THE GREATER IMPACT LASTS THROUGH JANUARY AS VISITORS COME FROM ALL OVER TO VISIT THE VETERANS CEMETERY. IT IS A REAL DESTINATION POINT FOR FERNLEY	
Does the **actual** project/event create media exposure for Fernley?: ☒ Yes ☐ No HUGE !!	
If yes, what percentage is: 50 % Local* 40 % In-State 10 % Out of State	
Estimated number of people that will be exposed to the **promotion** of this project/event: 500 K	What percentage are: 60 % Local* 30 % In-State 10 % Out of State
Describe the type of anticipated media exposure: THE LOCAL TV STATIONS 2, 4 + 8 WILL GIVE US LOTS OF NEWS TIME AS THEY ALWAYS DO. WE ARE ALWAYS FEATURED ON THE EVENING NEWS STARTING AT 4:30 CHANNEL 4. IT REALLY HI-LIGHTS OUR CITY!!!	
*Local is defined as those being within a 60 mile radius of Fernley	

Will you accept less funding than requested? Yes ☒ No ☐

Project/Event Summary

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley: THIS EVENT SHOWCASES NOT ONLY THE VETERANS CEMETERY IT SHOWS WHAT A WONDERFUL PLACE THIS CITY IS AND HOW MUCH WE CARE FOR OUR VETERANS.

WE BELIEVE THIS EVENT BRINGS THE CITY TOGETHER AND REMINDS EVERYONE JUST HOW MUCH THE VETERANS HAVE GIVEN TO OUR NATION. MOST IMPORTANT, IT IS A GREAT TEACHING MOMENT FOR OUR YOUTH.

EVERY YEAR WE ARE AMAZED AT THE NUMBER OF VISITORS & LOCALS WHO REMARK THAT THEY DID NOT KNOW THE CEMETERY IS EVEN HERE! WE ALWAYS RECEIVE LOTS OF POSITIVE FEEDBACK ABOUT THE CEMETERY & OUR CITY.

Explain how receiving grant funding will impact the project/event:

SINCE WE ARE A NON PROFIT, WE WOULD NOT BE ABLE TO MAKE THE EVENT SUCH A SUCCESS WITHOUT THE FCTA GRANT. WITH THE ADVERTISING WE NOT ONLY PROMOTE THE EVENT WE PROMOTE THIS CITY

WE HOPE THE FCTA WILL CONTINUE TO BACK THIS MOST WORTHY PROGRAM. WITHOUT YOUR HELP WE WOULDN'T BE ABLE TO MAKE THE EVENT GROW.

ALL OF THE MEMBERS OF OUR COALITION WANT TO THANK YOU FOR ALL YOU HAVE DONE FOR US AND WE HOPE WE CAN COUNT ON YOU AS THIS EVENT GROWS YEAR AFTER YEAR

Will you accept less funding than requested? Yes ☒ No ☐

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

THE FUNDS FROM THE FCTA GRANT ARE ESENTIAL FOR THIS PROGRAM. IT IS AN IMPORTANT EVENT FOR THE ENTIRE COMMUNITY. WE DO NOT PROFIT FROM WREATHS ACROSS AMERICA, WE DO THIS AS A COMMUNITY PRJECT TO BENEFIT FERNLEY, THE CEMETERY, ALL OF NORTHERN NEVADA AND TO HONOR OUR VETERANS. MOST OF ALL, WE WANT TO TEACH OUR YOUNG PEOPLE ABOUT THE IMPORTANCE OF PATRIOTISM AND LOVE OF OUR COUNTRY.

THE CITY BENEFITS FROM ALL OF THE VISITORS, THE TAXES RECEIVED BUT MOST IMPORTANTLY IT SHOWS WHAT A GREAT PLACE WE LIVE IN!

I hereby declare that the information provided is accurate to the best of my knowledge.

Applicant: Sharon K Serenko, Treasurer Date: 5-17-16

Will you accept less funding than requested? Yes ☒ No ☐

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077550282
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BODC: TE

NORTHERN NEVADA VETERANS COALITION
% BRETT G PALMER
PO BOX 415
FERNLEY NV 89408

3/407

Employer Identification Number: 88-0290822
Person to Contact: Barb Herald
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your May 14, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in February 1993.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.