

**Cultural and Community Development Grant Application
FY 2013-14**

Event/Project/Organization for which funds are requested: Hangtown Holiday Ice Rink

Event/Project Location: El Dorado County Fair Grounds

Name of Organization: Placerville Drive Business Association

Address of Organization: Hangtown Holiday Ice Rink, 55 Fair Lane, Placerville, CA 95667

Website: hangtownholidayicerink.com

Name of Contact Person: Michael Kobus

Telephone Number: 530-626-6774

E-mail address: koby@directcon.net

Total Amount Requested: \$5000.

C.A.O.
EL DORADO COUNTY
2013 AUG 14 PM 2:36

1. Briefly describe the event/project/organization for which funds are being requested:

- An ice rink for the public's enjoyment during the 2013-14 holiday seasons at the El Dorado County Fair Grounds on Placerville Drive. (Open from December 14, 2013 to January 5th, 2014 from 10AM to 10PM) The 60' x 80' rink will serve approximately 120 skaters at one time. Tickets will be sold for 90 minute skating sessions. We expect to attract many local residents and folks from out of the area who wish to enjoy an El Dorado Holiday experience.

2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.

Bridgett Hartshorn - Affordable Furniture and Blinds *afandb1@aol.com* (530) 621-9566

Gordon Helm - Dry Diggings Distillery *gordon@drydiggings.com* (916) 835-9600

Mike Kobus - Koby Kicks Ants *koby@directcon.net* (530) 626-6774

Pete McQuillen - Team Real Estate *pete@themountainspecialists.com* (530) 620-6000

John Zachry - Minuteman Press *minutemanjohn@mac.com* (530) 919-1306

3. Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:

100% of the CACD funds will be used for this project. We are using a professional vendor, Studio 33, who has been in operation for many years building and operating ice rinks throughout the USA. Studio 33 currently operates the Folsom Ice Rink.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

Opening Date to be December 13, 2013 and run through January 5, 2014. This time-frame corresponds with the local school closures allowing for students to enjoy the rink on many occasions. It is also prime time for out of county visitors to visit and enjoy the Ice Rink. Unfortunately, many visitors to our county during the holiday season never stop in Placerville. An Ice Rink will encourage them to do so. CACD funds will be used to secure the set up and take down of the ice rink.

5. What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):

PDBA has partnered with the Mountain Democrat, The Clipper, and the Windfall to help promote the Ice Rink. We are working with Chambers of Commerce both locally and out of the area to promote the Ice Rink.

- 6. The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

An ice rink located at the fairgrounds will increase the culture and community spirit of El Dorado County through the interaction of people, both local and from out of the area, by giving people an avenue to enjoy an El Dorado Holiday season. Tourists will come from miles away to enjoy this venue and will potentially have a vast economic impact on the county.

- 7. What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

We are expecting 10,000- 15,000 skaters to enjoy the ice rink during it's 24 days of operation. These numbers are supported by Holiday Ice rinks throughout the country. We expect many tourists to come for the day to skate at the ice rink, maybe buy a holiday tree, and visit our local merchants. We have a program in place to offer skaters a coupon book to local vendors. Economic impact will be measured by the return of coupons.

- 8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

If El Dorado County choses to support this event, they will be recognized with the Seal of El Dorado County on all promotional materials, announcements at "Ice Skating Theme Nights", and signing around the inside perimeter of the rink.

- 9. Please provide any information on sponsorships for this event/project/organization:**

El Dorado Foundation-	\$10,000	El Dorado Disposal	\$2,500
Thompson's Auto Group-	\$2,500	Carl Hagen Insurance	\$600
PACT	\$10,000	Breaker Glass	\$600
A T & T	\$2,500	Frank's Auto	\$600
Mell's Diner	\$2,500	Wells Fargo	\$2000
Koby Pest Control	\$2,500	Many other smaller donations	

- 10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

We hope to receive matching funds from the City of Placerville.

HISTORY OF EVENT/PROJECT/ORGANIZATON

1. How long has this event/project/organization been in operation:

The PDBA has been in existence for 7 years. We have facilitated in the Placerville Drive Implementation Plan, The Placerville Drive Multi-model Plan. Highway 50 realignment study. We have also sponsored the "End of the Trail" Wagon Train event for the past 5 years which has been a great success. This is the first year that we will have an ice rink. We have negotiated with the EDC Fairgrounds a 10 year lease at a very minimal cost to house the ice rink.

2. What is the overall attendance (past and future anticipated) of the event/project/organization:

We hope to attract over 10,000 skaters to this inagural event. In the future we plan to grow it even larger.

3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.

We have never received CACD funds before.

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

Source	Amount
See attached	
Total:	

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

Type	Amount
See attached	
Total:	

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

We are working with Joe Vicini Construction to build a permanent platform at the fair grounds for the ice rink. This permanent structure will reduce yearly operating costs by \$15,000

Expenditures

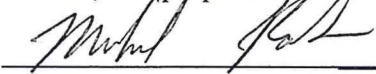
1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
See attached		
Total:	0	

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge.

Advertising funds are awarded, that proposer

Signature: 

Title: Board Member

Applicant Organization: Placerville Drive Business Association

Date: 8-14-13

Return Grant Application No Later than August 16, 2013 at 5:00 PM to:

**Chief Administrative Office
Attn: Economic Development
330 Fair Lane
Placerville, CA 95667**



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3975 Missouri Flat Road #240 Placerville, CA

(530) 621-0682

Hangtown Holiday Ice Rink

Sponsored by the Placerville Drive Business Association

Proposed Budget

Projected Income

Birthday Rental Tent	\$	2,000
Vendors Rental	\$	2,000
Coupon Book Sales	\$	1,000
Counter "ice skate" donations	\$	2,000
Support the Rink Christian Night	\$	1,000
Support the Rink Rock & Roll Night	\$	1,000
Support the Rink Ladies Night	\$	1,000
Support the Rink Zombie Apocalypse Night	\$	1,000
Support the Rink Country Night	\$	1,000
Opening Night Gala Donations	\$	1,000
Ice Rink Counter Containers	\$	1,000
Private Donations to Date	\$	504

Sponsors:

AT&T	\$	2,500
Carls Jr	\$	600
JS West	\$	100
Barsotti Juice Co	\$	200
Waste Connections	\$	2,500
49er Credit Union	\$	200
Breaker Glass	\$	300
Carbon Copy	\$	300
Marshall Medical	\$	600
Frank's Auto	\$	300
Robinson's Pharmacy	\$	600
Goldsmith Gallery	\$	2,000
Thompson Auto	\$	2,000
Koby Pest Control	\$	2,000
El Dorado Savings	\$	200
Carl Hagen	\$	600
The Foundation	\$	10,000
Mel's Diner	\$	2,500
Edward Jones	\$	600
Rotary	\$	600
Delta Bedding	\$	600
	\$	29,300

Total Projected Income \$ **43,804**

Projected Expenses

Rink	\$	45,000
Utilities & Electricity (21 days)	\$	2,000
Fairgrounds, extra labor	\$	1,000
Rental Equipment	\$	1,000
Entertainment Cost	\$	4,000
Insurance Rider	\$	750
Advertising & Signs	\$	4,000
Rink Side Banners 4'x4'	\$	4,000

Total Projected Expenses \$ 61,750

Amount Needed \$ 17,946