

De-Anne Hooper
to me

10:24 AM (1 hour ago)



Dear Ms. Arevalo,

Please excuse my ineffective efforts to demonstrate how the funds will be used. See the changes below. I coupled the food and catering expense into one line item which made it difficult to understand fully. The expense is now on two line items to better demonstrate what the proposed funding will cover.

Regards,

De-Anne Hooper, ED

South Lake Tahoe Family Resource Center

530-542-0740

Expenditures	Cost:	Funded By	Item or service
Site fees	\$300	Heavenly/LTCC	discounted/ in-kind LTCC
Flyers	\$300	County	
Banner	\$500	County	
Tickets	\$600	County	
Thank you notes	\$200	County	
Health Permit	\$100	Park Cattle	
Restrooms	\$300	Park Cattle	
Liquor License	\$150	Park Cattle	
Food and Catering	\$1400	County	
Food and Catering	\$900	Lakeside Inn	
Beverages	\$1000	Grocery Outlet	
Linens/Utensils	\$500	Ticket Sales	
Music/audio	\$2000	County	
Event Stage Décor	\$200	Ticket Sales	
Clean up	\$200	Ticket Sales	
Disposal Service	\$200	Ticket Sales	
Total:	\$9050		

On Wed, Sep 18, 2013 at 5:19 PM, Economic Development <economic.development@edcgov.us> wrote:

Dear Ms. Hooper,

We have reviewed your application for El Dorado County's Cultural and Community Development Grant Program and would like to make a request for clarification. Please provide a response to the following question by 5:00 p.m. on Thursday, September 19, 2013.

Funding is requested in the amount of \$5,000.00 but only \$3,600.00 is accounted for in the expenditure list. Please provide details of how the remaining \$1,400.00 requested will be spent.

Thank you,
Megan Arevalo

—
El Dorado County Economic Development
Business Relations Office
330 Fair Lane
Placerville, CA 95667
Main (530) 621-5595
Fax (530) 642-0301
www.edcgov.us/economic
Economic.Development@edcgov.us

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□

—
De-Anne Hooper Consulting
P.O. Box 7622
South Lake Tahoe, CA 96158
530-318-4174

In our every deliberation, we must consider the impact of our decisions on the next seven generations. -Iroquois Nation Maxim

Cultural and Community Development Application

FY 2013-14

C.A.O.
EL DORADO COUNTY
2013 AUG -9 AM 11:33

Event/Project/Organization for which funds are requested: Cinco de Mayo Celebration

Event/Project Location: Vail Echo Heavenly Ski Resort and the Lake Tahoe Community College

Name of Organization: South Lake Tahoe Family Resource Center

Address of Organization: 3501 Spruce Ave, Ste B South Lake Tahoe, CA 96150

Website: www.familyresourcecenter.org

Name of Contact Person: De-Anne Hooper

Telephone Number: 530-542-0740

E-mail address:

Total Amount Requested: \$5000

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

The South Lake Tahoe Family Resource Center presents a cultural event for the benefit of the community at large, and particularly for the families of children who are enrolled in the Lake Tahoe Unified School District. This Cinco De Mayo celebration (the fifth of May) is significant to Californians in general, and to Mexicans in particular. The day exemplifies the courage and the subsequent liberation of the Mexican people from France. This date is celebrated as a victory over suppression throughout California and resonates across cultural boundaries. The evening event is held at Heavenly Valley Ski Resort with food and fun for everyone and highlights the best of the Mexican culture with ethnic food, authentic dance troops and professional musicians.

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.

The South Lake Tahoe Family Resource Center(FRC) has operated at Bijou Elementary School since 1992 and provides a variety of valuable programs to families in the South Shore area. The mission of the Family Resource Center is to enable individuals and families to achieve self-sufficiency and economic stability, to develop resilience in both parents and children, and to allow families to become a contributing part of the community. The Center has offered this popular celebration for ten years. It continues to provide the community agency with a strong

fundraising component, and an enriching cultural opportunity. The FRC is a nonprofit public benefit corporation and is governed by a nine member Board of Directors. The By-Laws of the organization are attached.

3. Briefly describe how Cultural and Community Development funds will be used, if awarded:

The funds requested will be used to enhance the family focused cultural exchange component of the Cinco de Mayo event. We intend to enhance the current event outline to include a larger component with an additional day of celebration; one evening for adults only and a day-long event for families. Funds requested will help us to attract additional sponsorship and will help augment the cost of operating the additional day. It currently costs the agency approximately \$5000 to offer the evening event. The funds will help us to enhance the cultural aspect by adding a children's program with participation from all the elementary schools and possibly the Middle and High Schools as well. A show with dance and music of the Mexican culture will be presented to the public by the various school groups who wish to participate, and an adult soccer tournament will take place at the same location. The FRC already has in place the relationships to create this proposed program augmentation. This new event will integrate all of the school projects into one location, and will to enhance the experience by bringing children and families together to share in an enriching cultural exchange.

The evening event will be open to adults, where alcohol is sold and the focus will be a dance with live music. The Saturday family focused event will feature the sale of ethnic food, local dance troop performances, art expression opportunities, a soccer tournament with local soccer teams, and more music highlighting the children's understanding of the Mexican culture. We will ask each school to participate in whatever form they see fit. We will be sharing the proceeds generated by the event with each school that participates to help the schools enrich their cultural programs.

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

The Cinco de Mayo event for the adults will be celebrated on the 3rd, the first Friday of the month of May, at Heavenly. The family focused event will be held on Saturday, the fourth of May at the Lake Tahoe Community College. We will use the funds for advertising, materials and supplies, and contracting with the musicians about six weeks prior to the events.

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):

The desired market audience for this event is families with children, grandparents, youth, and the general public, targeting locals specifically. Festive flyers are created and distributed in the windows of all the Latin restaurants, and in all the Lake Tahoe Unified School district facilities at the community college, and other business sponsors. A Public Service Announcement is distributed to the newspapers and to the local radio stations four weeks in advance. The Board of Directors is responsible for ticket sales prior to the event and they generate a tremendous amount of enthusiasm with their colleagues and community contacts. A small portion of the requested funds will be used to purchase a banner hung at the Chamber of Commerce to promote the event to the general public. We will also promote through the Chamber newsletter and the school and community college newsletters.

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.

The Cinco De Mayo celebration is a well-established event that supports the cultural sharing and exchange of Mexican music, dance, food, and language. The event is always well attended by the community in general and the Latino population in particular. The event cultivates a strong community spirit and a sense of camaraderie amongst participants, performers, restaurateurs and the general public. Separating the event into two dynamic and different cultural opportunities that focus on different demographics will enhance the impact of the holiday and open new avenues to grow the event. The new approach will increase the cultural exchange across different age groups and ethnicities and will enhance the understanding of the significance of the holiday in modern times.

7. What benefit is expected 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:

The funding requested will help us to increase the understanding of the diversity of cultures in our community, increase solidarity within and attachment to the school community, help to increase the presence of the FRC in the school community, and build stronger alliances amongst our partner agencies. By adding the college participation and the increased participation of all the schools we will better showcase the imagination and spirit of all the children and youth. This will help to increase the positive stride that the school district has started with the Spanish emersion program within the school district. We will celebrate the first class to graduate to the Middle school this year. Increased local advertising will help strengthen the new component of these fundraising and friend raising events, and will enhance participation of families throughout the school district. We anticipate the new focus and additional day will be

successful and will eventually become a magnet for tourists outside of the area. We will substantiate the expected benefits through word of mouth by teacher and parents, students and the general public through a short online survey on our website. We will gather comments and concerns and review the results just after the event takes place.

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:

The County seal will be displayed on all promotional materials, the County's support will be mentioned in all PSA's, and newsletters. It will appear on the banner and on the flyers as a primary supporter and promoter of the two day cultural event.

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

Our main supporter has been the Heavenly Lake Tahoe ski resort, local Latino restaurants provided the food, and we had tremendous support from the Lakeside Inn and Casino, and Lake Tahoe Unified School District. We also receive monetary support and in-kind product and services from local merchants, Park Cattle Company, residents, and longtime supporters of the FRC. The Lake Tahoe Board of Realtors provides start-up funds and local grocery stores contribute with goods and supplies. We anticipate that the two day event will draw additional support, including in-kind use of the facility at the Lake Tahoe Community College, in-kind security from the Lake Tahoe Police Department, program support from the El Dorado County Health and Human Services agency, and possibly additional monetary support from the Casino corridor.

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

The in-kind support and services we have received over the past ten years is approximately worth \$3000 per year. We believe that an award of County funds will help us to attract an additional \$5000 in community support from the invested supporters and from new supporters such as the Lake Tahoe Community College, the City of South Lake Tahoe, the Chamber of Commerce, the Lake Tahoe Police Department, and other businesses who want to support a cultural arts day that infuses the community with pride.

HISTORY OF EVENT/PROJECT/ORGANIZATON

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

We have presented the evening event combining attractions for the adults and children at the Heavenly Valley facility for ten years. The event has provided the Family Resource Center with much needed operating funds, generates good will in the community, promotes the Latin

restaurants with our Salsa Contest, and provides a great opportunity for cultural exchange. The Board of Directors of the FRC decided after this year, that in order to continue with the momentum already generated, another approach was needed. Their desire is to alter the event to infuse more enthusiasm and participation across cultures. The proposed two day event will be the first year of this type of programming. We are taking this opportunity of this proposal to open the event to attract a broader audience and divide the event into child/family focused and adult focused activities.

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

The attendance in the past has been as many as 500 paid participants. With the new focus of a two day event, we believe we could initially attract an additional 1000 paid participants for a total of 1500 the first year.

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 submitted a grant proposal for this or any other event or program.

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: Project revenue is

1. Funding/Contributions:

Source	Amount
Park Cattle Company	\$500 cash
Heavenly Ski Resort	\$1200 in-kind
SLT Police Department	\$300 in-kind

Grocery Outlet	\$400 product
LTUSD	\$200 in-kind
Lakeside In and Casino	\$500 product
Total:	\$3100

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

Type	Amount
Ticket Sales	\$18000
Alcohol Sales	\$3000
Total:	\$21000

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 will be requesting the use of the Lake Tahoe Community College, and expect to be invited enthusiastically, but this is not yet certain due to the fact that we need more startup funds to be able to proceed with the Saturday child focused event. If we should receive funds from the County, we will seek out additional assistance and sponsorships from local businesses and other entities not yet identified totaling at least \$3000. Coupled with the support we already receive, it totals about \$6000.

Expenditures

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

Expenditures	Cost:	Funded By	Item or service
Site fees	\$300	Heavenly/LTCC	discounted/ in-kind LTCC
Flyers	\$300	County	
Banner	\$500	County	
Tickets	\$600	County	
Thank you notes	\$200	County	
Health Permit	\$100	Park Cattle	

Restrooms	\$300	Park Cattle
Liquor License	\$150	Park Cattle
Food and Catering	\$2500	Lakeside Inn/County
Beverages	\$1000	Grocery Outlet
Linens/Utensils	\$500	Ticket Sales
Music/audio	\$2000	County
Event Stage Décor	\$200	Ticket Sales
Clean up	\$200	Ticket Sales
Disposal Service	\$200	Ticket Sales
Total:	\$9050	

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: De-Anne Hooper



Title: Executive Director

Applicant Organization: South Lake Tahoe Family Resource Center

Date: 8/8/13