

Cultural and Community Development Grant Program - Gold Discovery Park Association

Inbox x

Economic Development <economic.development@edcgov.us>
to marshallgoldgd., bcc: Terri

Sep 18 (2 days ago)



Dear Ms. Steward,

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 responses to the following questions by 5:00 p.m. on Thursday, September 19, 2013.

Of the \$17,300 needed to fund the event, please provide a list of direct expenses that grant funding will be used for if awarded? Additionally, will grant funds be used to expand the current event?

Thank you,
Megan Arevalo



Economic Development <economic.development@edcgov.us>
to goldrush

4:11 PM (22 hours ago)



----- Forwarded message -----

From: **Economic Development** <economic.development@edcgov.us>
Date: Wed, Sep 18, 2013 at 5:13 PM
Subject: Cultural and Community Development Grant Program - Gold Discovery Park Association
To: marshallgoldgdpa@gmail.com

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

Event/Project/Organization

for which funds are requested: Coloma Gold Rush Days - Gold Discovery Park Association

Event/Project Location: Marshall Gold Discovery Park at Coloma

Name of Organization: Gold Discovery Park Association

Address of Organization: PO Box 461

Coloma, CA 95613

El Dorado County

Website: marshallgold.com

Name of Contact Person: Jennifer Steward - President

Telephone Number: 530-622-6198

E-mail address: marshallgoldgdp@gmail.com

Total Amount Requested: \$5,000.00

C.A.O.
EL DORADO COUNTY
2013 AUG 16 PM 4:30

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

Marshall Gold Discovery Park is the site of the discovery of gold that started the rush westward to find a better life. In an effort to teach about the history of the Gold Rush and the profound impact that it had upon the diverse cultures represented by those already here and those that followed their dreams, the park and the association create events to re-enact the everyday lives of those people.

One of our most outstanding events is Coloma Gold Rush Live. This is an event where park staff, volunteers, docents, and re-enactors transform the site into a 1850's tent town. There are demonstrations, music, food, carriage rides and re-enactments to make everyone feel like they have stepped back in time.

Coloma Gold Rush Live this year will be on October 11th, 12th, and 13th. People can bring a picnic and the whole family can spend the day enjoying our beautiful park!

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.

Since 1982, the Gold Discovery Park Association, a non-profit (501(c)(3) organization, has been dedicated to the interpretation and conservation of Marshall Gold Discovery State Historic Park. The association also works in conjunction with the state park to provide funding for the various projects and support a variety of programs for children and adults—as well as projects that help preserve historic buildings and maintain park facilities. The association generates income through the Gold Rush Mercantile at the Park's Visitors' Center, fundraising and special events, grants and donations. This allows the Park to meet the Dept. of Parks & Recreation mission to provide visitors with top-quality educational experiences. It is our mission and goal to develop, encourage and enhance programs of the Park.

The Board of Directors consists of members, chosen by the board, who have shown an interest in being a part of the leadership team. They share the common vision for the park and all of its' many diverse opportunities to present the historical, cultural, and hands on learning activities associated with our wonderful park community. The board consists of the following members: Jennifer Steward (President), Bill Arsenith (Treasurer), Maureen Brown (Secretary), Dennis Amaral, Ed Allen, Gale Nored Tanquary.

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:

The project is to create a living Tent City. Wherein colorful characters of Coloma's wild, rough frontier days tell their stories. There are stories of winners who strike it rich. As well as losers who gamble away their newfound fortunes. Of buyers and sellers. Of those who work and those who play in California's fields of gold.

This will become a permanent part of the park and will be used not only for Coloma Gold Rush Live, but also Christmas in Coloma, Gold Discovery Days (January), and Living History Days, the second Saturday of each month.

The tents will consist of wooden frames with canvas walls, representing the makeup of the actual structures, as they existed in the 1850's. All of the funds received through the grant will be used to help pay for the materials such as lumber, hardware, and canvas. The Gold Discovery Park Association will supply the balance of the funds for the materials. Also, the labor to construct the Tent City will be supplied by the one hundred plus active volunteers. The buildings are going to be built by volunteers (in kind donation), the lumber is being milled out of trees that have fallen down around the park and milled by a local (friend). The GDPA is paying for his services. Volunteers will sew the canvas (in kind) and they will also paint the signs (in kind).

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

Coloma Gold Rush Live is held the second weekend of October each year. Gold Rush Live in 2013 will be held on October 11th, 12th, and 13th. The funds would be used immediately upon approval of our grant application. We have volunteers and staff ready to get started with this new phase in creating a place where people can come and experience the history of our area in a living history way.

5. What is the target market for the advertising/promotional efforts and how will this target market be reached (pleased 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 target market for all of the advertising/ promotional efforts will be all of the population interested in the history of the Gold Rush, as well, as those interested in the beautiful setting in nature in which the park is nestled. All events at the park, but especially the Coloma Gold Rush Live event will be advertised on our website. We also have hotel cards that are placed throughout El Dorado County. The Mountain Democrat will be approached to write a feature on the event, as well as being featured in "Over the Back Fence" column. We will post the details of the event on the El Dorado County Chambers' event calendar on their website. Channel 31's Good Day Sacramento will be invited to broadcast live from the event. If we should receive the grant the county will be recognized in all of these promotions to the extent allowed by the third party. All of the flyers and newsletters pertaining to the Tent City and the various events will carry the El Dorado seal, with the approval of the county.

- 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 contributions that the Tent City and the various events that it will be utilized with, especially the Coloma Gold Rush Live event is multi faceted. Even though its' history is based upon gold, the park and its' events is the diamond of El Dorado County. Community spirit is strong as evidenced by the numerous volunteers that dedicate so many hours not only to preserving the historical aspect, but also the diverse cultures that have contributed to the park. From the original inhabitants, the Nisennen, the 49ers, the Monroes, a prominent, beloved African-American family, to Edwin Markum, the poet, who was also a teacher in Coloma and Superintendent of El Dorado County Schools. Coloma and the Gold Discovery Site Park are a microcosm of different aspects of these various cultures. By presenting the history in a believable and experiential way the people who attend will act as ambassadors for the event and thus increase future participation.

With the positive press, more sponsors will potentially be interested in sponsorships. As more people become aware of the event the widening circle of those people desiring to participate will cause participation to widen to outside of El Dorado County. Regardless of how the park and event are looked at, its' many facets shine and reflect throughout our county. Each the last three years, 500 school children have attended on Friday, while another 3000 visitors have attended the other two days. Two of our docents, husband and wife retired educators, chose to buy a home in El Dorado County because of the proximity of the park and its' many activities.

- 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:**

As mentioned in the previous question our goal is not only to present the history, but also to open it up to an ever-increasing audience. By creating the Tent city it gives a more believable venue and opens the possibilities for more activities based events. By extending the breadth of publicity and promotion the number of participants from beyond the local area will increase to surrounding counties. Hotels, tours, and other businesses based upon tourism will increasingly encourage their clients to come to Coloma beyond this one event. We will measure the extent of increased tourism and overnight stays by using a survey handed out at the event.

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:

As stated in the other answers to other questions, the county will be recognized as a sponsor of Coloma Gold Rush live and the Tent City in our flyers, newspaper articles, and any interviews with other media.

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

The only sponsorships that Gold Rush Live has, is the Gold Discovery Park Association.

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

If the grant is awarded to the association, the grant will actually be exceeded in funds or in kind materials and labor.

HISTORY OF EVENT/PROJECT/ORGANIZATION

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

Coloma Gold Rush Live has had that name for eight years. Prior to this it was known as 49er family Fun for six years. It has gone from a small get together to a major area event in those fourteen years. It is the intent of the association to increase participation and one of the ways it can do this is by making it more believable and fun. As things like the Tent City, more re-enactors will also participate. This creates a win-win situation.

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

Again as stated the Friday is a student day with over 500 students attending. Over the other two days over 3,000 people will attend. The association has the desire to increase participation thus opening our history and the many other positive draws in our county.

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.

No, our organization has not received any funds from Cultural and Community Development funds.

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: Gold Discovery Park Association

Source	Amount
Advertisement, Programs & Mailings	2,000.00
Hospitality (150+ volunteers) 3- day event, Saturday evening Pot Luck Dinner	3,500.00
Entertainment, Music & Camp	1,400.00
Supplies, tents, bricks, signage, children's crafts, gold panning supplies, Wooden structures	9,000.00
Park Staff	1,400.00
Total:	17,300.00

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

Type	Amount
Vendors - \$100 per vendor	\$ 300.00
Silent Auction - Association	\$1000.00
Portrait Studio - Association	\$ 400.00
Total:	\$1,700.00

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 been confirmed or detailed above:

None

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>
Area Newspapers Local Radio Stations Local Printers Motel Cards Computer Applications - Web Pages State Park Web Pages	\$2,000.00	Gold Discovery Park Association
Total:	\$2,000.00	

PUBLIC NOTICE

Marshall Gold Discovery State Historic Park

COLOMA

GOLD RUSH LIVE!

A Bustling 1850's Tent Town



**October 11 through 13, 2013
10 - 4 PM**

Special Invitation to



Schools on Friday

TENT CITY

AS SOON AS THE GOLD RUSH BEGAN IN earnest, "...hundreds of tents whitened the plain" of the Coloma Valley.

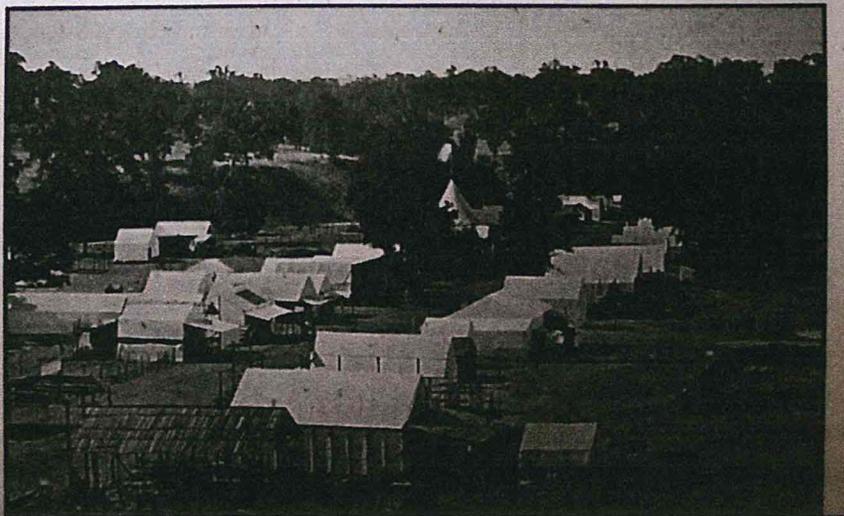
It was by all accounts "...a beautiful hollow... surrounded by lofty mountains," with the sparkling American River rushing through it.

Before more substantial cabins rose, dozens, then hundreds of white canvas tents covered the landscape, sheltering the gold seekers.

Sutter's Fort, Monterey, San Francisco emptied of able-bodied men, followed by merchants, gamblers, saloonkeepers, opportunists. They arrived at Coloma "...by droplets, then rivulets, then torrents," all sheltered by a growing Tent City.

THE PROJECT:

Create a living Tent City wherein colorful characters of Coloma's wild, rough frontier days tell their stories. Stories of winners who strike it rich. Losers who gamble away their new-found fortunes. Of buyers and sellers. Of those who work and those who play in California's fields of gold.



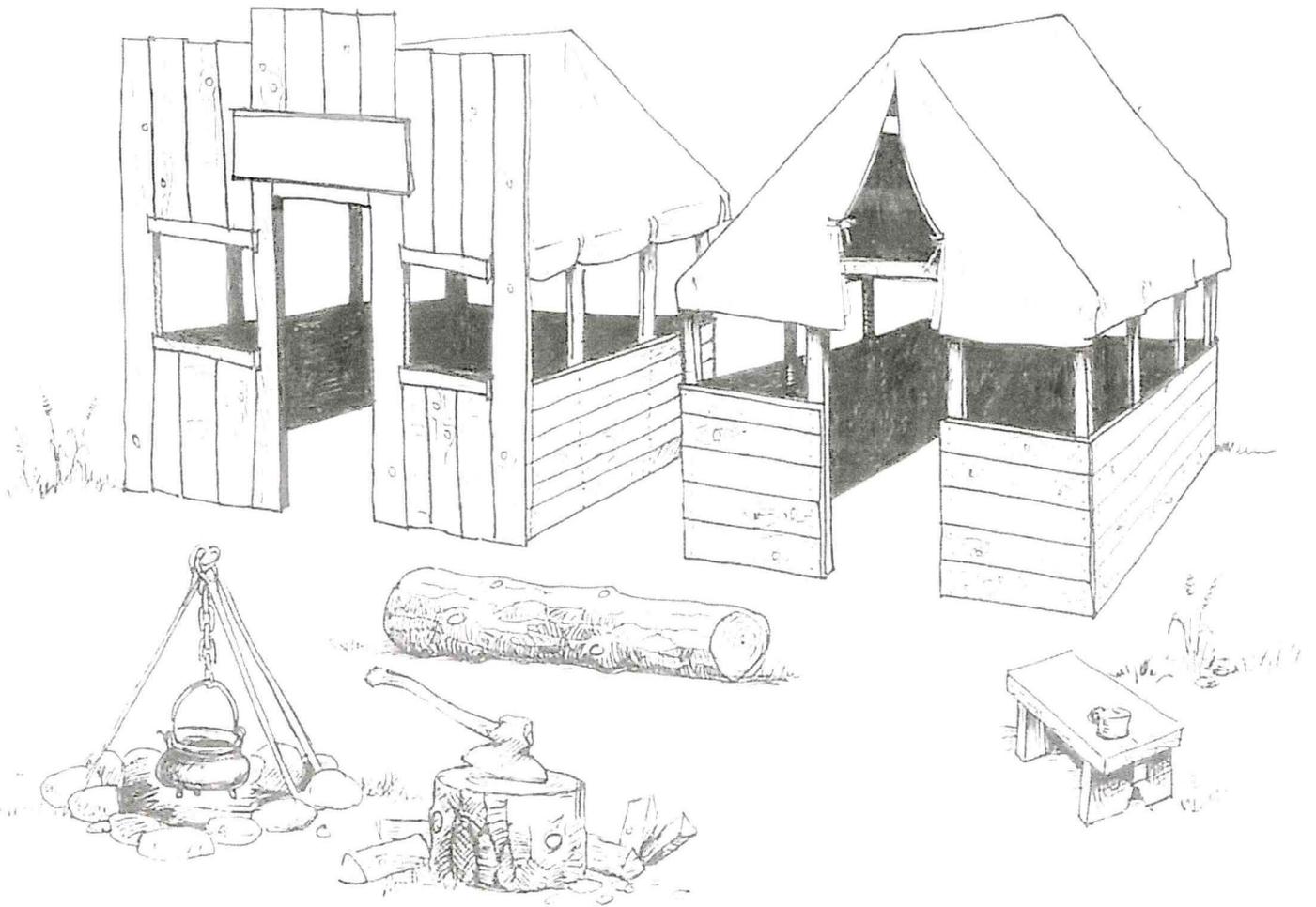
Coloma's Tent City of long ago



Coloma's Tent City of today
Annual Event - Coloma Gold Rush Live



Proposed Buildings
For Coloma's Tent City



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: Jannifer Steward
Title: GDPA President
Applicant Organization: Gold Discovery Park Association
Date: 8-16-2013

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 _____