

Parks, Arts & Recreation Commission Agenda



April 13, 2016

6:00 p.m.

City of Turlock, Yosemite Room
156 S. Broadway, Turlock, California



Commission Chair
Brent Bohlender

Commissioners
Michelle Morse Lakneshia Diaz
Larry Yeakel Hannah Noonan
Michael Foster Nicole Larson

Department Director
Allison Van Guilder

SPEAKER CARDS: To accommodate those wishing to address the Commission and allow for staff follow-up, speaker cards are available for any agenda item or any other topic delivered under Public Comment. Please fill out and provide the Comment Card to the Secretary or Staff.

NOTICE REGARDING NON-ENGLISH SPEAKERS: The Parks, Arts & Recreation Commission meetings are conducted in English and translation to other languages is not provided. Please make arrangements for an interpreter if necessary.

EQUAL ACCESS POLICY: If you have a disability which affects your access to public facilities or services, please contact the City Clerk's Office at (209) 668-5540. The City is committed to taking all reasonable measures to provide access to its facilities and services. Please allow sufficient time for the City to process and respond to your request.

NOTICE: Pursuant to California Government Code Section 54954.3, any member of the public may directly address the Parks, Arts & Recreation Commission on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during the Parks, Arts & Recreation Commission consideration of the item.

AGENDA PACKETS: Prior to the Parks, Arts & Recreation Commission meeting, a complete Agenda Packet is available for review on the City's website at www.cityofturlock.org and in the Parks, Recreation and Public Facilities Office at 144 S. Broadway, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Commission after distribution of the Agenda Packet are also available for public inspection in the Parks, Recreation & Public Facilities Office. Such documents may be available on the City's website subject to staff's ability to post the documents before the meeting.

1. **CALL TO ORDER**

2. **APPOINTMENTS, ANNOUNCEMENTS & CORRESPONDENCE**

3. **CONSENT CALENDAR:**

Information concerning the consent items listed herein below has been forwarded to each Commissioner prior to this meeting for study. Unless the Chair, a Commissioner or member of the audience has questions concerning the Consent Calendar, the items are approved at one time by the Commission. The action taken by the Commission in approving the consent items is set forth in the explanation of the individual items.

A. **Motion: Accepting Minutes of Regular Meeting of February 10, 2016**

B. **Motion: Accepting April update on Parks, Recreation & Public Facilities Report (Staff)**

4. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:

5. STAFF UPDATES: None

6. PUBLIC PARTICIPATION:

This is the time set aside for members of the public to directly address the Parks, Arts & Recreation & Commission on any item of interest to the public, before or during the Commission's consideration of the item, that is within the subject matter jurisdiction of the Parks, Arts & Recreation Commission. You will be allowed five (5) minutes for your comments. If you wish to speak regarding an item on the agenda, you may be asked to defer your remarks until the Commission addresses the matter.

No action or discussion may be undertaken on any item not appearing on the posted agenda, except that Commission may refer the matter to staff or request it be placed on a future agenda.

7. PUBLIC HEARING: None

8. SCHEDULED MATTERS:

A. Action: Evaluate and score the 2016/2017 Community Events and Activities Grant funding requests for the following organizations: 2017 Central Valley Brewfest, Bring on the Ruckus Car and Concert 2017, 4th of July Parade, Turlock 4th of July Fireworks, Children's Book Fair, 2017 Monster Truck Spring Nationals, 2017 Monster Truck Fall Nationals, 50th Assyrian State Convention, Central Valley Senior Showcase, Assyrian Festival, Tournament of Champions, Stanislaus County Fair and transmit the scoring sheet information to the City Council for action – Erik Schulze

9. COMMISSION COMMENTS

Commissioners may provide a brief report on notable topics of interest. The Brown Act does not allow discussion or action by the legislative body.

10. ADJOURNMENT



Minutes
 Park, Arts & Recreation Commission Meeting
 Wednesday, February 10, 2016
 6:00 P.M. City Hall, El Capitan Room

COMMISSIONERS PRESENT: Brent Bohlender, Michelle Morse, Larry Yeakel, Nicole Larson, and Michael Foster.

COMMISSIONERS ABSENT: Hannah Noonan and Lakneshia Diaz

STAFF PRESENT: Mark Crivelli and Carla McLaughlin

1. CALL TO ORDER

Meeting called to order by Commission Chair Bohlender at 6:00 p.m.

2. ANNOUNCEMENTS / INTRODUCTIONS / CORRESPONDENCE:

Introduction and welcome the new Commissioners, Nicole Larson and Michael Foster.

3. CONSENT CALENDAR:

Motion was made to accept the minutes of the December 9, 2015 Regular Meeting by Larry Yeakel and a 2nd by Michelle Morse. Motion passed unanimously.

4. DECLARATION OF CONFLICT OF INTEREST AND DISQUALIFICATION: None

5. STAFF COMMENTS:

A. Sports and Recreation Facilities Prioritization and Feasibility Study – Mark Crivelli

The Sports and Recreation Facilities Prioritization and Feasibility Study was approved by Council on February 9, 2016. The Sports Management Group will have until June 1, 2016 to complete and get back to the City.

B. Community Events and Activities Grant Update – Mark Crivelli

The new grant funding applications will open up on March 1, 2016 and are due back to the City by April 1, 2016. The completed applications will then be put on the April 13, 2016 agenda for Commission recommendation to Council.

Larry would like to know when the Commission will be getting feedback on the last funding.

6. PUBLIC PARTICIPATION:

Stan Grant, would like to address the issue of leaves at Crane Park that are blowing into his yard. The month of December there were a lot of leaves down in the park due to the recent storms and they were not picked up on a regular basis causing the leaves to blow into his yard. He would like to make sure in the future that the City takes care of the leaves before they become an issue for the neighborhood.

7. **PUBLIC HEARING:** None

8. **SCHEDULED MATTERS:**
Discussion / Action Items

A. **Discussion: 2015 Parks, Recreation and Public Facilities Annual Report – Mark Crivelli**
The 2015 Parks, Recreation and Public Facilities Annual Report gives a comparison of 2014 vs. 2015 numbers.

Brent asked which facility had the largest increase. Mark responded that the rental numbers also includes park rentals, but that most rentals are at the Senior Center, not the War Memorial. Larry asked when the City will be replacing all of the trees that we lost this last year. Mark responded that the trees will be replaced this spring.

9. **COMMENTS BY COMMISSIONERS:**

- Larry – Lakneshia and I met with Erik to look at the sign bulletin artwork (mural project) ordinance. We will be meeting again in the future to work on this.
- Brent – I will not be able to attend the March meeting. We do not have a Vice Chair so we need to address this.
- Michelle – I would like staff to find more opportunities for high risk student vouchers similar the pool pass. I would like to see us work toward increasing health and activities opportunities and decreasing the opportunities for getting into trouble.

10. **ADJOURNMENT:** Motion to adjourn the meeting at 6:25 p.m.



ERIK SCHULZE
MANAGER

PARKS, RECREATION & PUBLIC FACILITIES
ESCHULZE@TURLOCK.CA.US

3B
million acts of kindness

144 S. BROADWAY | TURLOCK, CALIFORNIA 95380 | PHONE 209-668-5594 | FAX 209-668-5619
TTY 1-800-735-2929

April 13, 2016

TO: Allison Van Guilder, Parks, Recreation and Public Facilities Director
FROM: Erik Schulze, Parks, Recreation and Public Facilities Manager
RE: Parks, Recreation & Public Facilities Report

Summer Camp / Prevention / Aquatics

Afterschool Programs

Staff continues to do an amazing job of creating a fun, educational environment for the children to be in and above all they are safe! They also continue to take advantage of the training opportunities through the Stanislaus County Office of Education to help them not only better themselves but also the program that they work. We continue to offer afterschool programs at 13 sites, with close to 1500 youth participating regularly. The ASES sites participated in 3rd Quarter Evaluations during March. All of these sites did a great job, meeting their goals from 2nd Quarter in addition to adding new programs to their daily schedule.

Aquatics

Planning has begun for the 2016 Aquatic Season. Staff has been busy attending meetings and workshops pertaining to the newest developments in the area of aquatics. Interviews will be held for lifeguards and swim instructors in mid-April.

Marty Yerby

The Marty Yerby Center provides recreation, arts/crafts and homework assistance Monday through Friday from 3 – 6pm. The Yerby Center is Averaging 19 youth per day and is funded through a contract with the Housing Authority of Stanislaus County. The students who attend this Center live in the neighborhood and feel a sense of trust and a bond with the two part-time staff at the Center. These staff help provide tools to guide these students in the right direction. One of the part-time staff members has worked at this center for over 12 years.

Youth and Adult Sports Programs / Enrichment Classes

Adult Softball League

Spring league softball began in the middle of February and is coming to a close in April. Spring league is six weeks long followed by playoffs for the top for teams in each league. There are thirteen different leagues

playing this spring. Summer league sign-ups are ending with games starting middle of April depending on weather.

Youth Soccer

Winter class have ended and the numbers were really good again for this session. This program is a skill development program using fun activities to teach the game and skills of soccer for children age 2 up to 10. Registrations are being accepted for the next session that will start in April. This is a contract class with Kidz Love Soccer.

Youth Self Defense

The March session, which runs through the middle of May, has started on the typical Monday night at the Senior Center. Participants have multiple levels for advancement. Beginners will start with the white belt and can test to advance up to higher colored belts with the instructor. This program is offered year round and is run through a contract with Dragon Sports. The next class will begin in June.

Dance, Etc.

The Winter/Spring class is completing the session and the dancers are preparing for recital; this class is offered every Wednesday and Thursday. Classes were full and our instructor was very busy with all the students and various classes. Classes are offered for participants from 2 years to 18 years. Participants can choose from Ballet, Tap, and Pointe for the experienced dancers. The next session will start registration in April at the Carnegie Arts Center.

Teen Advisory Council (T.A.C.)

TAC has started meeting for the 2015/2016 school year. This year we are helping to organize a new Mayor's Youth Conference day to teach the teens about local government processes. TAC has assisted with the Christmas Parade by handing out candy to onlookers down Main Street. The teens also spent an afternoon at Paramount wrapping Christmas gifts and singing carols to the residents. TAC is comprised of junior high and high school children in the Turlock area. Our membership consists of Pitman, Turlock and Denair High School students. TAC meets the 4th Monday of every month. The members discussed the calendar of events at our last meeting setting dates and time frames to complete some of the volunteer activities that they will work.

Kid Time Fitness

The spring session with Kid Time Fitness has started and classes are doing well. Registrations have been very good for these programs. These classes include Hip/Hop Dance, cheernastics and super-hero in training and gym-fit gymnastics. This is a great opportunity to open new programs within the community. The next session will begin in early June.

Line Dance

This on-going class meets every Tuesday at the Senior Center to dance, exercise or just to have fun. There are three levels of dance, introductory, beginning and intermediate.

T'ai-Chi Ch'uan

Come out and learn the art of T'ai Chi, from our instructor Anne Robinson. T'ai Chi meets every Wednesday in the Rube Boesch Center. This exercise class focuses on the mind, joints, muscles and bones. The class is set up in four week sessions.

Sports Facilities

Pedretti Park hosted four tournaments in March. The Sports Complex hosted no tournaments in March; Sundays are primarily rented hourly. The complex is currently renting just two fields weekly so maintenance can stay on top of the field issues.

Parks / Facility Maintenance

Parks - Staff are prepping parks for the upcoming rental season and replenishing the soft-fall cushioning material in all City parks.

Assessments - Staff have been pruning trees/shrubs, spraying, removing mistletoe, irrigation repairs, mowing, graffiti removal and sidewalk repairs.

Buildings - Staff have been maintaining the areas and grounds around buildings, removing graffiti, pruning trees/shrubs, spraying and painting as needed.

Pedretti Park - Staff have been doing general maintenance and field preps for City league games and tournaments.

TRSC - Staff have been doing general maintenance and making sure the facility is ready for weekend tournaments.



DARLENE COULTER
 Staff Services Assistant
dcoulter@turlock.ca.us

PARKS, RECREATION AND PUBLIC FACILITIES DEPARTMENT

144 S BROADWAY | TURLOCK, CALIFORNIA 95380 | PHONE 209-668-5594 EXT 4607 | FAX 209-668-5619

DATE: April 13, 2016
TO: Parks, Recreation and PFM Director, Allison Van Guilder
 CC: Parks, Recreation and PFM Director, Erik Schulz
FROM: Darlene Coulter
RE: Monthly: Mar-16

	# of Rental		# Hours		Attendance		Income	
	Mar-15	Mar-16	Mar-15	Mar-16	Mar-15	Mar-16	Mar-15	Mar-16
Senior Center	1	3	11	28	100	465	\$ 880.00	\$ 2,240.00
Rube Boesch	1	2	3.5	5	10	25	\$ 60.00	\$ 125.00
Totals	2	5	14.5	33	110	490	\$ 940.00	\$ 2,365.00

	Mar-15	Mar-16	Mar-15	Mar-16	Mar-15	Mar-16	Mar-15	Mar-16
Donnelly Park	31	26			1295	860	\$ 1,762.00	\$ 1,512.00
Crane Park	35	32			1665	1129	\$ 1,623.00	\$ 1,474.00
Broadway Park	0	0						
Pedretti Park	7	9			460	450	\$ 539.00	\$ 693.00
Bounce Houses	5	5					\$ 175.00	\$ 175.00
Totals	78	72			3420	2439	\$ 4,099.00	\$ 3,854.00

Activity Registrations	# Registered		Total Income	
	Mar-15	Mar-16	Mar-15	Mar-16
	2827	2199	\$ 166,496.80	\$ 151,037.00

Scholarships	Total Served		Total Funds Used	
	Mar-15	Mar-16	Mar-15	Mar-16
	31	10	\$ 1,749.60	\$ 596.80

Garage Sales:	Total Permits		Total income	
	Mar-15	Mar-16	Mar-15	Mar-16
	130	95	\$ 1,950.00	\$ 1,425.00

3/28/2016 AT
8A

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. **All applications must be completed as described. Incomplete applications will not be considered for funding.**

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: MD Event Production

Is the Sponsoring Organization: Non-Profit For Profit **Hybrid Event Both Profit and Non-Profit**

Name of Event: 2017 Central Valley Brewfest

Funds Requested: \$5,000.00 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Radio and Social Media Advertising, Rate Increase for Facility Rental, Additional Security and Additional Restrooms needed.

Please see detailed information below ...

- Radio advertising with Cumulus Communications. Goal is to increase promotions from 1 station for 2 weeks to 2 stations for 3 weeks. Each commercial ad being 30 seconds in duration. With hopes for a live on-air tasting the week prior to the event.
- Print advertising. Goal to print (6) 4ftx6ft banners to be placed in and around the fairgrounds. These banners will act as a guide for attendees to follow to venue. Event parking is in a new location.
- Increase poster and flier quantities from 400 in 2016 to 500 (+) in 2017.
- Purchase and rent supplies needed to produce event. Higher number of attendees require more wristbands, sampling mugs, restrooms, water, ice, event radios, and security.
- Increase media advertising. Ad purchase on Facebook, online beer focused publications, and local publications. Such as new Stockton Record publication Current Magazine.

Date(s) of Event/Activity: May 13, 2017 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds

Description of Event (please attach additional pages if necessary):

Nominated for a MAMA award for best large event, the fifth annual Central Valley Brewfest will take place May 13th at the Stanislaus County Fairgrounds. The event promises to be an amazing experience in taste, art, and music with over 125 brews to sample. VIP Admission ticket is \$45. General Admission is \$35 in advance and \$40 at the door.

Contact Person: Veronica Camp

Mailing Address: 1233 Spyglass Ct., Ripon CA 95366

Telephone: 209.614.8148 Fax: N/A

Email: cvbrewfest@gmail.com Event Website: www.cvbrewfest.com

How long has the event been held in Turlock?: Four years, this will be our fifth.

How has the event grown since its inception?: It is difficult the projection of the 2016 event due to the application date. Please note the information below is on the 2015 CVBF.

The 2015 Central Valley Brewfest once again exceeded all expectations. Projected overall attendance was 1,200. Estimated total attendance in 2015 was 1,850. Stats include Brewfest attendees, volunteers, and charity (Peer Recovery Art Project) staff.

Estimated Economic Impact

Economic Impact		This Figure is:	
Expected Total Attendance:	<u>1,850</u>	<input checked="" type="checkbox"/> Estimated	<input type="checkbox"/> Actual
Admission/Gate fee?	\$ 35 in advance/40 at the door	<input checked="" type="checkbox"/> Actual	
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>2</u> out of 5	<input checked="" type="checkbox"/> Estimated	<input type="checkbox"/> Actual
Number of Rooms Booked:	<u>15</u>	<input checked="" type="checkbox"/> Estimated	<input type="checkbox"/> Actual
Number of Nights Booked:	<u>1</u>	<input checked="" type="checkbox"/> Estimated	<input type="checkbox"/> Actual
Has the CVB previously funded this event?	X Yes <input type="checkbox"/> No		
Direct Economic Impact: (Based on \$70/person/day visitor)	\$ Estimated \$30,000 - \$40,000		
Direct Economic Impact: (Based on \$150/person/overnight visitor)	\$ Estimated \$8,000 - \$12,000		
Total Event Budget: (Please attach copy)	\$ 26,917	<input type="checkbox"/> Estimated	<input checked="" type="checkbox"/> Actual
Total Amount of Funding Requested From CVB:	\$ 5,000		

How do you measure the above actual or estimated statistics? Please see the attached document showing impressions and number of samples poured.

(Please provide any available documentation to support these statistics.)

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$6,650

What is your marketing plan (When and where will you advertise?)

- Print materials (posters, fliers, and banners) to be distributed to Stanislaus County, Merced County, Fresno County, and San Joaquin County locations and all CV Brewfest event partners.
- Current radio partner is Cumulus Radio – Turlock/Modesto/Stockton. Radio promotion includes on-air ticket giveaways, promotional spots, PSA's and onsite presences.
- Social media promotion consists of Instagram, CV Brewfest Facebook site, The Hawk 104.1 Facebook/website, and Twitter.

- The Stanislaus County Fairgrounds will promote event on LED billboard and Facebook site
- We have also begun utilizing local advertisers such as the Stockton Record's Current Magazine.

Does your event have a dedicated web site? X Yes No URL www.cvbrewfest.com

How do you market your web site to drive traffic? The number one driver is mobile social media. 76% of our website views come from a mobile device.

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: Local Advertisers and Publications |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community?

The most significant benefits from The Central Valley Brewfest to the city of Turlock is the immediate economic benefit derived from income and profit of local business and restaurants in addition to cultural and professional exchanges between event vendors and/or attendees. Social events lead to repeat tourism with event attendees returning to Turlock at a later time for a leisure vacation/one day outing or bringing new people to the event.

Not only will attendees be able to sample some of the finest hops around, the CV Brewfest will also highlight amazing art work from a local charity in Stockton. Art Expressions will feature innovative, creative, and fresh art pieces for purchase. Proceeds will help promote and showcase the works of committed and talented artists who do not have a dedicated store front in the Central Valley.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



_____ 3.28.16 _____

Signature of Organization Representative

Date

Projected 2017 CVBF Budget

ITEM	Actual
Insurance	\$1,200
Radio Spot	\$2,500
Ad Buy	\$1,150
Location	\$4,000
Radio Rental	\$200
Charity Fee	\$1,250
License	\$50
Security	\$1,400
Police Dept.	\$40
DJ	\$650
Porta Potties	\$252
Ice	\$1,600
T-shirts	\$2,000
Décor	\$500
Table Cloth	\$75
Staffing	\$650
Sound	\$800
Band	\$2,750
Beer	\$1,450
Mugs	\$3,250
Misc.	\$150
Bread	\$600
Printing	\$400
Total	\$26,917



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

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Organization: **MD Event Production**
Project: **2017 Central Valley Brewfest**
Requested \$: **5,000.00**

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____
*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3/29/16

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Illicit Car and Truck Club

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Bring The Ruckus Car and Concert 2017

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: location and entertainment

Date(s) of Event/Activity: April 8th 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds Turlock Ca

Description of Event (please attach additional pages if necessary): Custom car show, live music, stereo comp, hop comp, food, vendors, kids corner, and more

Contact Person: Yeshi Wisneiwski

Mailing Address: 139 W. Minnesota Ave #J203 Turlock Ca 95382

Telephone: 209-818-3295 Fax: 209-667-5384

Email: cherrytree@buckinghampm.com Event Website: illicitcarandtruckclub.net

How long has the event been held in Turlock?: 2 years

How has the event grown since its inception?: yes

Estimated Economic Impact

Expected Total Attendance:	<u>500 plus</u>
Admission/Gate fee?	\$ <u>spectatores are free, 25 dollar registration for vehicles to show</u>
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>100 plus</u>
Number of Rooms Booked:	<u>5-10</u>
Number of Nights Booked:	<u>1-2</u>
Has your organization received funding previously for this event?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Direct Economic Impact: (Based on \$70/person/day visitor)	\$ <u>35,000</u>
Direct Economic Impact: (Based on \$150/person/overnight visitor)	\$ <u>1500</u>
Total Event Budget: (Please attach copy)	\$ <u>10,000</u>
Total Amount of Funding Requested:	\$ <u>5,000</u>

How do you measure the above estimated statistics?

Based on previous years documents

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ \$500

What is your marketing plan (When and where will you advertise?) social media, various magazines and websites, flyers, Turlock Journal, possible radio

Does your event have a dedicated web site? Yes No URL www. illicitcarandtruckclub.net

How do you market your web site to drive traffic? all social media, business cards, word of mouth

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|---|--|---------------------------------------|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Flyers/Brochures | <input type="checkbox"/> Facebook Page | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? People coming from out of town and out of state who will eat at our eaterys, stay in hotels and shop at our local shops

Promotional Opportunities

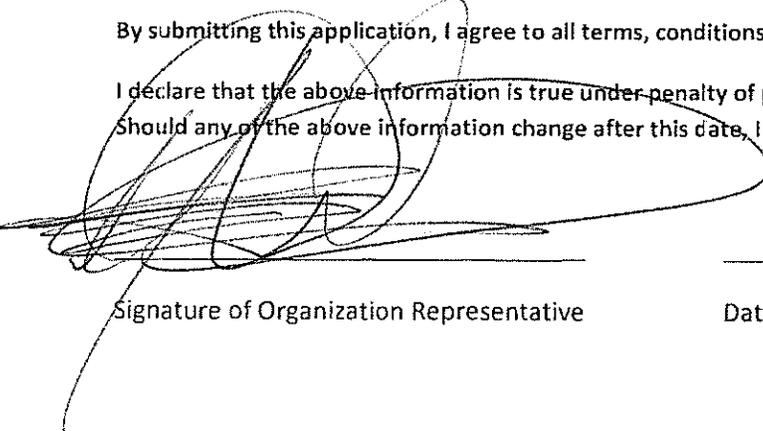
Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative

3-29-16
Date

Budget for Bring The Ruckus requested funds!

We are requesting funds for Bring The Ruckus 2017 which will be held April 8th 2017 at The Stanislaus County Fairgrounds. This funding will only be used for advertising, payment for location, and entertainment. Everything else will be supplied by myself and my car club.

Budget as follows:

Advertising: \$500 (flyers, newspaper, radio,)

Location: \$2500 (Stanislaus County Fairgrounds)

Entertainment: \$2000 (Live bands)

Total..... \$5000

Other Expenses:

Trophies: \$1200

Forms, pens, clipboards etc: \$200

Tshirts: \$1500

3rd party security: \$1,000

Window stickers: \$150

Sound Tech: \$300

Signs: \$75

Magazine coverage: \$600

Total.... \$500

Upper: \$5000

Lower: \$5000

Total event budget \$10,000

This funding is crucial to our club to be able to keep this growing event in Turlock!



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

--

Organization: Illicit Cars & Truck Club
 Project: Bring the Rukus Car & Concert 2017
 Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	<input checked="" type="radio"/>	8	9	

1. Funding Requested*	Do Not Agree						Strongly Agree	Points				
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	10	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10	
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10	
2. Economic Impact	Do Not Agree						Strongly Agree	Points				
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	10	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10	
3. Sponsor Recognition	Do Not Agree						Strongly Agree	Points				
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	10	
4. Leveraging of Funds	Do Not Agree						Strongly Agree	Points				
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	10	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10	
5. Management Capability of Organization	Do Not Agree						Strongly Agree	Points				
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	10	
6. Marketing	Do Not Agree						Strongly Agree	Points				
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	10	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____
 *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3/23/2016

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Turlock Downtown Property Owners Association

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: 4th of July Parade

Funds Requested: \$ 4000.00 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: KID ZONE ACTIVITIES + ENTERTAINMENT, INCLUDING PRIZES + GIVEAWAYS. Promotional Items, & Live Music

Date(s) of Event/Activity: July 4th 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: DOWNTOWN TURLOCK

Description of Event (please attach additional pages if necessary): _____

4th of July Parade

Contact Person: Gina Loretti

Mailing Address: 200 WEST MAIN STREET ST F

Telephone: 209-380-6126 Fax: _____

Email: director@turlockdowntown.com Event Website: turlockdowntown.com

How long has the event been held in Turlock?: 10 yrs with TDPOA

How has the event grown since its inception?: From 25 to 75 entries increased by over 1000 attendees each year

Estimated Economic Impact

Expected Total Attendance: 12,000
 Admission/Gate fee? \$ Free
 Number of Out-of-Town Attendees: 2,400
 (50 miles away or farther)
 Number of Rooms Booked: 800
 Number of Nights Booked: 1
 Has your organization received funding previously for this event? Yes No
 Direct Economic Impact: \$ 168,000
 (Based on \$70/person/day visitor)
 Direct Economic Impact: \$ 360,000
 (Based on \$150/person/overnight visitor)
 Total Event Budget: (Please attach copy) \$ 14,800
 Total Amount of Funding Requested: \$ 5,000

How do you measure the above estimated statistics?

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 10,000

What is your marketing plan (When and where will you advertise?) WEB BASED

media, Radio, promotional commemorative items Hotels, schools, other organizations

Does your event have a dedicated web site? Yes No URL www.

How do you market your web site to drive traffic? our website is on all banners throughout downtown + is top rated

What type of marketing material will you produce for this event/activity? (Check all that apply) on google

- Posters
- Flyers/Brochures
- Invitations
- T-Shirts
- Facebook Page
- Website
- Other: Commemorative cups to be used at both parade + fireworks
- Other: _____

Please describe how your event/activity benefits the community?

This is a free community event for venture families to celebrate independence day

Promotional Opportunities

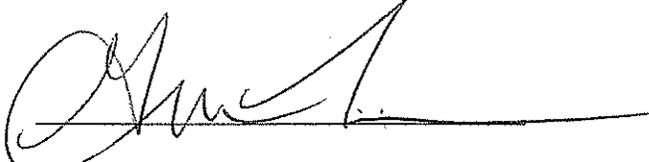
Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: D.J. + M.C
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other Logo on commemorative promotional cup

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.


Signature of Organization Representative

3-31-16
Date



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

--

Organization: Turlock Downtown Property Owners Association

Project: 4th of July Parade

Requested \$: 4,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points	
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	10	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10	
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10	

2. Economic Impact	Do Not Agree					Strongly Agree					Points	
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	10	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10	

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points	
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	10	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points	
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	10	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10	

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points	
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	10	

6. Marketing	Do Not Agree					Strongly Agree					Points	
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	10	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____

*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

4 11 2016 AH

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: TURLOCK CHAMBER OF COMMERCE

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: TURLOCK 4TH OF ~~July~~ July

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: MARKETING AND PROMOTION OF EVENT

Date(s) of Event/Activity: July 4, 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: CITY OF TURLOCK 4TH OF JULY

Description of Event (please attach additional pages if necessary): _____

FAMILY-ORIENTED FUN AND FIREWORKS

Contact Person: KARIN MOSS

Mailing Address: 115 S. GOLDEN STATE BLVD.

Telephone: (209) 632-2221 Fax: _____

Email: KARIN@TURLOCKCHAMBER.COM Event Website: _____

How long has the event been held in Turlock?: Annual EVENT

How has the event grown since its inception?: _____

Estimated Economic Impact

Expected Total Attendance: 20,000
 Admission/Gate fee? \$ _____
 Number of Out-of-Town Attendees: _____
 (50 miles away or farther)
 Number of Rooms Booked: _____
 Number of Nights Booked: _____
 Has your organization received funding previously for this event? Yes No
 Direct Economic Impact: (Based on \$70/person/day visitor) \$ _____
 Direct Economic Impact: (Based on \$150/person/overnight visitor) \$ _____
 Total Event Budget: (Please attach copy) \$ _____
 Total Amount of Funding Requested: \$ 5000

How do you measure the above estimated statistics?

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ SEEKING \$5000

What is your marketing plan (When and where will you advertise?) POSTERS, FLYERS, GRAPHICS, BAGSTUFFERS. Will Develop RADIO STATION MEDIA PARTNERSHIP AND POSSIBLE TV. Chamber of City

Does your event have a dedicated web site? Yes No URL www. _____

How do you market your web site to drive traffic? _____

What type of marketing material will you produce for this event/activity? (Check all that apply)

- Posters
 Flyers/Brochures
 Invitations
 T-Shirts
 Facebook Page
 Website
 Other: RADIO
 Other: Cable TV

Please describe how your event/activity benefits the community? _____

THIS IS AN ANNUAL FAMILY EVENT THAT IS ATTENDED BY LOCALS

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: VIP EVENT
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other DEVELOPING OPPORTUNITIES FOR INCREASED EXPOSURE

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

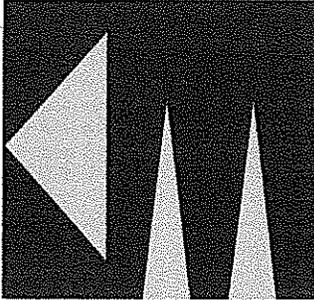
By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

Kevin M. Woods
Signature of Organization Representative

March 24, 2016
Date

karin m. moss



marketing & promotion

karinmoss@ymail.com
704-813-5510

**PROPOSED PROMOTIONAL PLAN
TURLOCK 4TH OF JULY**

Special logo and graphics developed

**Flyers – distributed at high traffic areas
e-blasted to Chamber members
bagstuffers at retail outlets, downtown businesses
Distributed through local agencies – insert in water bill?**

Posters – Distributed at high traffic locations

**Print Advertising – Chamber Business News Article (June issue)
Regular print ads – Turlock Journal (June)
Turlock Journal (special themed insert)**

**Radio Campaign –
Kat Country, I Heart Radio stations, Merced stations**

Cable TV – depending on budget

Sponsors to tag their media in print, radio, television -

**Publicity: Event promoted regionally to areas that don't have
their own fireworks**

Budget: \$5000 minimum



**City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017**

Application Number

Organization: Turlock Chamber of Commerce
 Project: Turlock 4th of July
 Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree	Strongly Agree	Points
	0 1 2 3 4 5 6 7 8 9 10		7

1. Funding Requested*	Do Not Agree	Strongly Agree	Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0 1 2 3 4 5 6 7 8 9 10		
b. Absent the funding, would the program be cancelled/moved to a different city?	0 1 2 3 4 5 6 7 8 9 10		
c. Is the amount of funding requested appropriate for the program?	0 1 2 3 4 5 6 7 8 9 10		

2. Economic Impact	Do Not Agree	Strongly Agree	Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0 1 2 3 4 5 6 7 8 9 10		
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0 1 2 3 4 5 6 7 8 9 10		

3. Sponsor Recognition	Do Not Agree	Strongly Agree	Points
a. Will the program prominently promote that it is City sponsored?	0 1 2 3 4 5 6 7 8 9 10		

4. Leveraging of Funds	Do Not Agree	Strongly Agree	Points
a. Are there additional funding sources allocated to this event?	0 1 2 3 4 5 6 7 8 9 10		
b. Is the budget clear, detailed, and reasonable?	0 1 2 3 4 5 6 7 8 9 10		

5. Management Capability of Organization	Do Not Agree	Strongly Agree	Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0 1 2 3 4 5 6 7 8 9 10		

6. Marketing	Do Not Agree	Strongly Agree	Points
a. Does the program increase the visibility of Turlock beyond city borders?	0 1 2 3 4 5 6 7 8 9 10		

Total Points
(Maximum 100)

100-88	<i>Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.</i>
87-70	<i>Event has the potential to positively impact the community but may be lacking in some areas.</i>
Below 69	<i>Event does not align with the goals of the Community Grants Program.</i>

Modified Amount: \$ _____
 *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received

4.11.2016 AH

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. **All applications must be completed as described. Incomplete applications will not be considered for funding.**

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Carnegie Arts Center

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Children's Book Fair

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: To support advertising, author/speaker fees, and related expenses for Book Fair

Date(s) of Event/Activity: November 5-6, 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Carnegie Arts Center

Description of Event (please attach additional pages if necessary): see attached

Contact Person: Lisa McDermott

Mailing Address: 250 N. Broadway, Turlock, CA 95380

Telephone: 209-632-5761, x101 Fax: 209-250-0070

Email: lisa@carnegieartsturlock.org Event Website: www.carnegieartsturlock.org

How long has the event been held in Turlock?: first time

How has the event grown since its inception?: _____

Estimated Economic Impact

Expected Total Attendance:	<u>500-800</u>
Admission/Gate fee?	<u>\$ none</u>
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>50</u>
Number of Rooms Booked:	<u>10</u>
Number of Nights Booked:	<u>1</u>
Has your organization received funding previously for this event?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Direct Economic Impact: (Based on \$70/person/day visitor)	<u>\$ 3,500</u>
Direct Economic Impact: (Based on \$150/person/overnight visitor)	<u>\$ 1,500</u>
Total Event Budget: (Please attach copy)	<u>\$ 8,200</u>
Total Amount of Funding Requested:	<u>\$ 5,000</u>

How do you measure the above estimated statistics?

We anticipate 30 authors participating; at least some from more than 60 miles away. Most event attendees will be local, but will spend the day in the downtown area.
(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 3,000

What is your marketing plan (When and where will you advertise?) Print ads in Modesto Bee, Turlock Journal, Merced County Times; social media ads on Facebook; banners; fliers to public schools in Turlock.

Does your event have a dedicated web site? Yes No URL www. Will be featured on Carnegie Arts Center website

How do you market your web site to drive traffic? Via Twitter, Instagram, Facebook links, Wordpress blog, and on school fliers.

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> Shirts | <input checked="" type="checkbox"/> Other: <u>Banners</u> |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input checked="" type="checkbox"/> Other: <u>Tote bags</u> |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? The event will bring families to interact with authors of

children's books and encourages reading. We will promote through literacy programs and the schools to get young children to the event. Encouraging reading and owning books (which will be available for purchase) benefits the community and Countywide education priorities. Combining this educational experience with fun activities and a festival atmosphere makes children more likely to enjoy and pursue reading. The event will draw audience to Downtown Turlock to spend the day, providing economic benefits as well.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: with funding we will host a reception for featured authors. City staff and government officials will be invited.
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other Sponsor logos will be included on tote bags and T-shirts

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative

3/31/14

Date

CARNEGIE | ARTS CENTER

250 N. BROADWAY, TURLOCK, CA 95380 CARNEGIEARTSTURLOCK.ORG | (209) 632-5761

come experience art & culture in the San Joaquin Valley

Children's Book Fair

- Date: November 5-6, 2016
- Time: Saturday 10 am – 5 p.m.; Sunday 1-5 p.m.
- Number of Attendees: 500-800 estimated
- Targeted Audience: Families with school-aged children; artists; writers
- Admission: Free to the public; authors would pay a modest participation fee.
- Description of event: In conjunction with the CAC's major Fall exhibition, *Childhood Classics: 100 Years of Original Illustration from the Art Kandy Collection*, and working with faculty and students in the English Department at CSU Stanislaus, a book fair featuring authors and illustrators of children's books is proposed. Knowing that art from children's books is an extremely popular subject, the CAC expects to attract a large audience for the exhibit. Multiple events around the theme of children's literature are planned for the Fall of 2016, with the book fair one of the key components. Artists and authors from throughout California will be invited to attend a 2-day event, open to the public, to display and sell their books.
- Schedule:
 - Loft & Gemperle Gallery
 - As many as 30 authors & illustrators of children's books will be on hand to promote and sell their books, sign copies, and engage with the public.
 - At least one, and possibly two, keynote speakers will present illustrated talks in the Loft; these speakers would be well-known authors/illustrators who would draw an audience.
 - At the close of the event on Saturday, a reception to honor the keynote speaker(s) and all the participating authors will take place from 5-7 p.m.
 - Additional opportunities for participating authors to present short "spotlight" talks will be scheduled throughout both days.
 - Garton Studio
 - Storytime readings will take place hourly throughout the event, featuring books by the authors participating in the book fair.
 - Bethel Studio
 - Art activities will be ongoing, with themes related to books and illustration.
- Marketing plan:
 - Print ads will be taken out in at least three local newspapers to promote the event.
 - Facebook advertising (boosted posts) will promote the event on line; CAC currently has 1,890 followers.
 - Event will be included in CAC's Season Program, Calendar of Events (600 mailed to members; 400 distributed on site), and bi-weekly email newsletter (2,400 contacts).
 - Promotional fliers will be distributed through all Turlock elementary schools, and posted in libraries and businesses throughout the regional area.
 - Event listings will be sent to author websites, Library websites, and other on-line event calendars; participating authors will be encouraged to share the information with their fans and followers as well.
 - Light pole banners with event information will be placed on N. Broadway for the weeks leading up to the event dates.
 - T-shirts and tote bags featuring sponsor logos will be created for the event and will be on sale.

- Budget items:

Honoraria for speakers	\$2,000	
Travel & hotel for speakers	\$900	Mileage, hotels, meals
Author reception	\$500	
Art activity supplies	\$250	
Advertising	\$1,500	Turlock Journal, Modesto Bee, Merced Times, Facebook,
Marketing	\$1,200 \$300	School fliers Banner
Promotional items	\$200 \$250	T shirts Tote Bags
Rentals	\$300	Linens for author tables
Volunteer refreshments	\$100	
Additional staffing	\$600	2 staff for 12 hours @ \$25/hour
Security	\$100	2 guards for 2 hours during reception @\$25/hour
EXPENSE BUDGET	(\$8,200)	
Book/Shop sales	\$500	
Sponsors	\$1,000	
Author fees	\$750	30 authors @ \$25 each for booth space
Tote bag and T-shirt sales	\$750	
Donations at the door	\$200	
REVENUE BUDGET	\$3,200	
PROJECT BALANCE	(\$5,000)	Requested From City of Turlock Community Events and Activities Fund



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

--

Organization: Carnegie Arts Center
Project: Children's Book Fair
Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree				
	0	1	2	3	4	5	6	7	8	9

1. Funding Requested*	Do Not Agree					Strongly Agree					Points	
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	10	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10	
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10	

2. Economic Impact	Do Not Agree					Strongly Agree					Points	
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	10	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10	

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points	
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	10	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points	
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	10	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10	

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points	
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	10	

6. Marketing	Do Not Agree					Strongly Agree					Points	
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	10	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$

*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3/31/2016 *AI*

(Revised 3/31/16)

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. **All applications must be completed as described. Incomplete applications will not be considered for funding.**

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: WGAS Motorsport Entertainment, LLC

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Events: 2017 Monster Truck Spring Nationals

Funds Requested: \$3,500 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Funding will be used to help cover cost of promoting motorsport events, and the City of Turlock.

Date(s) of Event/Activity: May 12 & 13, 2017 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds (Main Arena), Turlock, CA

Description of Event (please attach additional pages if necessary): WGAS will be returning to the Stanislaus County Fairgrounds with our 2017 Monster Truck Spring Nationals in October, featuring Monster Trucks, Free Style Moto X, Tuff Truck Racing, and much more.

Contact Person: Sharlene Borba

Mailing Address: PO Box 216, Cool, CA 95614

Telephone: 530-745-0100 Fax: _____

Email: info@wgasmotorsports.com Event Website: WGASmotorsports.com

Community Events and Activities Grant Application (Continued)

How long has the event been held in Turlock? These event started in 1975 as a part of our Super Pull May Series. The date was later changed to October. In 2012 the May date was also added to our schedule again. Last Fall we added our 2015 Monster Truck Fall Nationals in October. We have been continuing to successfully produce and promote these events ever since.

How has the event grown since its inception?: These events have morphed in both attendance and from local Truck & Tractor Pulls to nationally recognized events with world class performers competing in a variety of extreme sports.

Estimated Economic Impact

Expected Total Attendance: 5,000
Admission/Gate fee? \$15.00 ATP
Number of Out-of-Town Attendees: 500
(50 miles away or farther)
Number of Rooms Booked: 50
Number of Nights Booked: 3
Has your organization received funding
previously for this event? Yes No
Direct Economic Impact:
(Based on \$70/person/day visitor) \$315,000.00
Direct Economic Impact:
(Based on \$150/person/overnight visitor) \$22,500.00
Total Event Budget: (Please attach copy) \$75,740.00
Total Amount of Funding Requested: \$3,500.00

How do you measure the above estimated statistics? We have compared actual figures obtained from our previous events, national exposure through our electronic media (TV, radio and internet), and customer/spectator surveys and comments (Online, phone and emails).

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$19,350.00-Hard Costs (\$35,000.00-Soft Cost with all media trades, tags and conversions).

What is your marketing plan (When and where will you advertise?) Beginning in July, 2016, we plan to have TV, Internet, Radio, Posters, Flyers and Onsite Monster Truck Displays.

Does your event have a dedicated web site? Yes URL www.WGASmotorsports.com

How do you market your web site to drive traffic? We promote our Web Site through all our direct event promotions: media campaigns (Radio, Posters, Flyers, Onsite Displays, TV); live PA announcements at our events; and on the Internet through the usual search engines.

What type of marketing material will you produce for this event/activity? (Check all that apply)

Posters T-Shirts Other: Talent Displays (Monster Trucks and FMX)
 Flyers/Brochures Facebook Page Other: Electronic (TV and Radio)
 Invitations Website

Estimated Economic Impact (Continued)

Please describe how your event/activity benefits the community? These events help promote Turlock as a nationally recognized area for World Class Motorsports by providing quality, affordable motorsport entertainment suitable for the entire family. Local businesses continue to be excited with the community involvement with our shows, which includes the Lions Club Fundraisers. Not only do we bring local paying customers through their door, WGAS encourages the influx of many new out-of-town visitors. This tradition is reinforced by preshow, cross-state promotions and post event TV exposure.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: Pre Show Pit Parties
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other Recognition at WGAS events (i.e. Stanislaus County Fair, WGAS Monster Truck Fall Nationals, and much more).

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

Sharon Balle

Signature of Organization Representative

3-31-16

Date



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

--

Organization: **WGAS Motorsports Entertainment LLC**
 Project: **2017 Monster Truck Spring Nationals**
 Requested \$: **3,500.00**

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree						Strongly Agree				7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree						Strongly Agree				Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree						Strongly Agree				Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree						Strongly Agree				Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree						Strongly Agree				Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree						Strongly Agree				Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree						Strongly Agree				Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____
 *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3/31/2016 AH

(Revised 3/31/16)

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. **All applications must be completed as described. Incomplete applications will not be considered for funding.**

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: WGAS Motorsport Entertainment, LLC

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Events: 2016 Monster Truck Fall Nationals

Funds Requested: \$3,500 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Funding will be used to help cover cost of promoting motorsport events, and the City of Turlock.

Date(s) of Event/Activity: October 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds (Main Arena), Turlock, CA

Description of Event (please attach additional pages if necessary): WGAS is returning to the Stanislaus County Fairgrounds with our 2016 Monster Truck Fall Nationals this October. We are also planning to provide 5 days of motorsport entertainment for the 2016 Stanislaus County Fair in July, as well as bringing back our 2017 Monster Truck Spring National, all of which will be featuring Monster Trucks, Free Style Moto X, Tuff Truck Racing, Mud Drags, Truck & Tractor Pulling, and much more.

Contact Person: Sharlene Borba

Mailing Address: PO Box 216, Cool, CA 95614

Telephone: 530-745-0100 Fax: _____

Email: info@wgasmotorsports.com Event Website: WGASmotorsports.com

Community Events and Activities Grant Application (Continued)

How long has the event been held in Turlock? These event started in 1975 as a part of our Super Pull May Series. The date was later changed to October. In 2012 the May date was also added to our schedule again. Last Fall we added our 2015 Monster Truck Fall Nationals in October. We have been continuing to successfully produce and promote these events ever since.

How has the event grown since its inception?: These events have morphed in both attendance and from local Truck & Tractor Pulls to nationally recognized events with world class performers competing in a variety of extreme sports.

Estimated Economic Impact

Expected Total Attendance:	<u>5,000</u>
Admission/Gate fee?	<u>\$15.00 ATP</u>
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>500</u>
Number of Rooms Booked:	<u>50</u>
Number of Nights Booked:	<u>3</u>
Has your organization received funding previously for this event?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Direct Economic Impact: (Based on \$70/person/day visitor)	<u>\$315,000.00</u>
Direct Economic Impact: (Based on \$150/person/overnight visitor)	<u>\$22,500.00</u>
Total Event Budget: (Please attach copy)	<u>\$75,740.00</u>
Total Amount of Funding Requested:	<u>\$3,500.00</u>

How do you measure the above estimated statistics? We have compared actual figures obtained from our previous events, national exposure through our electronic media (TV, radio and internet), and customer/spectator surveys and comments (Online, phone and emails).

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$19,350.00-Hard Costs (\$35,000.00-Soft Cost with all media trades, tags and conversions).

What is your marketing plan (When and where will you advertise?)Beginning in July, 2016, we plan to have TV, Internet, Radio, Posters, Flyers and Onsite Monster Truck Displays.

Does your event have a dedicated web site? Yes URL www.WGASmotorsports.com

How do you market your web site to drive traffic? We promote our Web Site through all our direct event promotions: media campaigns (Radio, Posters, Flyers, Onsite Displays, TV); live PA announcements at our events; and on the Internet through the usual search engines.

What type of marketing material will you produce for this event/activity? (Check all that apply)

<input checked="" type="checkbox"/> Posters	<input checked="" type="checkbox"/> T-Shirts	<input checked="" type="checkbox"/> Other: <u>Talent Displays (Monster Trucks and FMX)</u>
<input checked="" type="checkbox"/> Flyers/Brochures	<input checked="" type="checkbox"/> Facebook Page	<input checked="" type="checkbox"/> Other: <u>Electronic (TV and Radio)</u>
<input checked="" type="checkbox"/> Invitations	<input checked="" type="checkbox"/> Website	

Estimated Economic Impact (Continued)

Please describe how your event/activity benefits the community? These events help promote Turlock as a nationally recognized area for World Class Motorsports by providing quality, affordable motorsport entertainment suitable for the entire family. Local businesses continue to be excited with the community involvement with our shows, which includes the Lions Club Fundraisers. Not only do we bring local paying customers through their door, WGAS encourages the influx of many new out-of-town visitors. This tradition is reinforced by preshow, cross-state promotions and post event TV exposure.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: Pre Show Pit Parties
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other Recognition at WGAS events (i.e. Stanislaus County Fair, WGAS Monster Truck Fall Nationals, and much more).

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

Sharon B. Bobb

Signature of Organization Representative

3/31/16

Date



**City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017**

Application Number

Organization: **NGAS Motorsports Entertainment LLC**
 Project: **2016 Monster Truck Fall Nationals**
 Requested \$: **3,500.00**

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					Points
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	<i>Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.</i>
87-70	<i>Event has the potential to positively impact the community but may be lacking in some areas.</i>
Below 69	<i>Event does not align with the goals of the Community Grants Program.</i>

Modified Amount: \$ _____
 *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3/30/2016

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: ASSYRIAN AMERICAN CIVIC CLUB

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: 50TH ASSYRIAN STATE CONVENTION

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: RESERVE PARKS, PAY FOR TRANSPORTATION, RENT GYMNASIUM FOR ATHLETIC TOURNAMENT

Date(s) of Event/Activity: MAY 26TH TO MAY 29TH (Shall not exceed 14 consecutive days)

Location of Event/Activity: ASSYRIAN AMERICAN CIVIC CLUB & PITMAN HIGH SCHOOL

Description of Event (please attach additional pages if necessary): CULTURAL PROGRAMS, LECTURES ATHLETIC TOURNAMENTS, SOCIAL GATHERINGS & PICNIC

Contact Person: SAM DAVID

Mailing Address: P.O. BOX 2721, TURLOCK, CA 95381

Telephone: (209) 678-0101 Fax: (888) 777-4351

Email: SAM-DAVID@ATT.NET Event Website: AACCOT.NET

How long has the event been held in Turlock?: APPROX. 49 YEARS

How has the event grown since its inception?: YES

Estimated Economic Impact

Expected Total Attendance: 4000
 Admission/Gate fee? \$ Varies
 Number of Out-of-Town Attendees: 2000
 (50 miles away or farther)
 Number of Rooms Booked: 75
 Number of Nights Booked: 3
 Has your organization received funding previously for this event? Yes No
 Direct Economic Impact: \$ 280,000
 (Based on \$70/person/day visitor)
 Direct Economic Impact: \$ ~~300,000~~ 67,500.00 At
 (Based on \$150/person/overnight visitor)
 Total Event Budget: (Please attach copy) \$ _____
 Total Amount of Funding Requested: \$ 5000 -

How do you measure the above estimated statistics?

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 5,000 -

What is your marketing plan (When and where will you advertise?) OUR TV PROGRAM, OUR Radio Station, Web site & Social Media

Does your event have a dedicated web site? Yes No URL www. AUUC50th.net

How do you market your web site to drive traffic? Google, Yahoo

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: <u>TU</u> |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input checked="" type="checkbox"/> Other: <u>Radio</u> |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? This event brings large number of people to Turlock. OUR HOTELS, BARS & Restaurants Benefit

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

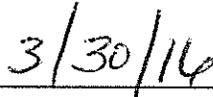
Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative



Date

ASSYRIAN AMERICAN CIVIC CLUB OF TURLOCK
CONVENTION BUDGET
May 26, 2017

Estimated Attendance		4000
Estimated Revenue	\$	<u>50,000.00</u>
Estimated Expenses		
Hall Rental	\$	6,000.00
Entertainment	\$	7,500.00
Decoration	\$	5,000.00
Insurance	\$	246.00
Printing	\$	725.00
Park Rental for Picnic	\$	2,500.00
Security	\$	7,200.00
Food	\$	25,500.00
Utilities	\$	850.00
Total Estimated Expenses	\$	<u>55,521.00</u>
 Grant from City Of Turlock	 \$	 <u>5,000.00</u>
 Funds needed	 \$	 (521.00)



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

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Organization: Assyrian American Civic Club
Project: 50th Assyrian State Convention
Requested \$: 2,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____

*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received

4 11 2016 AT

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Turlock Journal

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Central Valley Senior Showcase

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: See attachment

Date(s) of Event/Activity: April 13, 2017 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Turlock High School

Description of Event (please attach additional pages if necessary): See attachment

Contact Person: Frankie Tovar

Mailing Address: 138 S. Center Street, Turlock, CA 95380

Telephone: (209) 637-9141 Fax: _____

Email: ftovar@turlockjournal.com Event Website: _____

How long has the event been held in Turlock?: Two Years

How has the event grown since its inception?: See attachment.

Estimated Economic Impact

Expected Total Attendance: 1,037
 Admission/Gate fee? \$ 5
 Number of Out-of-Town Attendees: 124
 (50 miles away or farther)
 Number of Rooms Booked: _____
 Number of Nights Booked: _____
 Has your organization received funding previously for this event? Yes No
 Direct Economic Impact: \$6,391.0
 (Based on \$70/person/day visitor)
 Direct Economic Impact: _____
 (Based on \$150/person/overnight visitor) *unclear.*
 Total Event Budget: (Please attach copy) \$18,763.56
 Total Amount of Funding Requested: \$5,000

unclear how many out of town visitors will stay in a hotel.

How do you measure the above estimated statistics?

See attachment

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 13,013

What is your marketing plan (When and where will you advertise?) See attachment.

Does your event have a dedicated web site? Yes No URL www. _____

How do you market your web site to drive traffic? _____

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: <u>Print</u> |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input checked="" type="checkbox"/> Other: <u>web/Social media</u> |
| <input checked="" type="checkbox"/> Invitations | <input type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? See attachment.

Promotional Opportunities

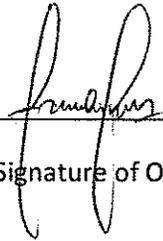
Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other All video and social media posts

Please note: All promotional materials containing the City of Turlock's logo **MUST** be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative

3-30-16

Date

How Funds Will Be Used: Funds will be used to organize and hold the Third Annual Central Valley Senior Showcase, a pair of exhibition basketball games featuring senior All-Stars from local high school basketball teams.

Description of Event: The Central Valley Senior Showcase is an annual event created for the benefit of the community and its members, bringing together the best senior boys and girls basketball players from the area so that they can showcase their skills and be rewarded for their hard work and dedication in front of those who matter most: family, friends, school staff, and college scouts. The pair of games are a way for these seniors to celebrate the end of their high school basketball careers, but it's also an opportunity to help prepare for their futures. In addition to bringing players and coaches together from different schools in the spirit of competition, we also provide a handful of scholarships for select players so that they can get a head start on their college careers, be it academic or athletic. The event consists of a girls All-Star game and a boys All-Star game and includes raffles, halftime contests, dance performances and more. This event has grown from its first to second year and we plan to cement it as an annual tradition the community can look forward to each year.

How has the event grown since its inception? : From the first year to the second the Central Valley Senior Showcase has greatly grown. We were able to include two more area high schools and plan to add more in the years to come. Most importantly, however, we were able to give away \$2,700 worth of scholarships in 2016 compared to \$700 in 2015. We saw a 22% increase in attendance (12% of which came from out of town) and we received support from 26 local businesses in the form of donations and services. We plan to continue this trend of growth with the 3rd Annual Central Valley Senior Showcase and have already been contacted by local businesses who are impressed with the event and its impact on the community.

How do you measure the above estimated statistics? : These numbers are based on the comparison between our 2015 and 2016 events. We experienced a 22% increase in ticket sales at the 2nd Annual Central Valley Senior Showcase and have applied that percentage to the 850 ticket sales from the event to come up with estimate of 1,037 attendees for 2017. We also polled attendees as they entered the gym about whether or not they were from out of town and saw that 12% were from out of town. With those numbers in hand, we have estimated that 124 attendees will be from out of town in 2017 for the 3rd Annual Central Valley Senior Showcase.

What is your marketing plan (When and where will you advertise)? : We will market the 3rd Annual Central Valley Senior Showcase in multiple MNC newspapers, on multiple MNC websites, and on multiple MNC social media platforms with print and web ads and video promotions. The Turlock Journal, Ceres Courier, and Oakdale Leader are MNC properties that will run ads and others may as well, depending on which schools are added to the event. We will also print flyers and posters and distribute them throughout the community and we plan on creating a Facebook page for the event as well.

How do you market your web site to drive traffic? : We hit all fronts when marketing: print, web, social media, and video.

Please describe how your event/activity benefits the community? : The Central Valley Senior Showcase benefits the community in a number of ways. The event benefits the community's athletes by giving them a platform to compete and a way to earn scholarship money. It also motivates younger athletes to excel so that they can play in the games when they become seniors. Along with the athletes, we are also

able to show support for the coaches and schools in the area who put so much time and effort into each basketball season. As an annual event, these games also give the community something to look forward to each year where they can not only enjoy two All-Star basketball games but also win a multitude of prizes. Along those lines, this event provides opportunities for local businesses to give their brand and products exposure. Attendees not only give business to Turlock when visiting with regular patronage, they also get exposed to businesses by winning raffle prizes and seeing their presence at the games. We've also partnered with Turlock Unified School District to cater our dinners as well as the Pitman FFA program to provide floral arrangements, which supplies them with revenue. This is an event the community hasn't had before. With so many talented athletes playing in the area, many of which are from smaller schools, few are considered for the limited number of All-Star basketball games in Northern California. Ultimately, this is an event that the community can own as a long standing tradition.

Central Valley Senior Showcase III

Projected Expenses

Banner	\$	63.21
Tickets	\$	100.00
Misc.	\$	136.20
Refs	\$	180.00
Gift Cards	\$	225.00
Shirts	\$	906.15
Catering	\$	1,140.00
Scholarships	\$	3,000.00
Marketing	\$	13,013.00
Total	\$	18,763.56



**City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017**

Application Number

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Organization: Turlock Journal
 Project: Central Valley Senior Showcase
 Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					Points
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	<i>Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.</i>
87-70	<i>Event has the potential to positively impact the community but may be lacking in some areas.</i>
Below 69	<i>Event does not align with the goals of the Community Grants Program.</i>

Modified Amount: \$ _____
 *If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received

3/22/2016

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. **All applications must be completed as described. Incomplete applications will not be considered for funding.**

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Assyrian Church of the East

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Assyrian Festival

Funds Requested: \$ \$5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: To help promote the Assyrian Festival through radio, print, online, and social media campaigns.

Date(s) of Event/Activity: August 27-28, 2016 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds

Description of Event (please attach additional pages if necessary): To promote and educate the public about the Assyrian community through historical exhibits; Assyrian authentic foods; Vendors, carnival, and a Kids Zone.

Contact Person: Adrenna Alkhas

Mailing Address: 1457 Mable Ave, Modesto, CA 95356

Telephone: 209-484-2683 Fax: _____

Email: adrenna.alkhas@sbcglobal.net Event Website: www.cvassyrianfestival.com

How long has the event been held in Turlock?: This will be its 2nd year.

How has the event grown since its inception?: We will have an increase in attendance this year.

Estimated Economic Impact

Expected Total Attendance:	<u>20,000</u>
Admission/Gate fee?	\$ <u>FREE</u>
Number of Out-of-Town Attendees: (50 miles away or farther)	<u>5,000</u>
Number of Rooms Booked:	<u>20</u>
Number of Nights Booked:	<u>3 nights</u>
Has your organization received funding previously for this event?	X Yes <input type="checkbox"/> No
Direct Economic Impact: (Based on \$70/person/day visitor)	\$ 15,000 <u>525,000</u> ^A
Direct Economic Impact: (Based on \$150/person/overnight visitor)	\$ 5,000 <u>9,000</u> ^A
Total Event Budget: (Please attach copy)	\$ <u>80,000</u>
Total Amount of Funding Requested:	\$ <u>\$5,000</u>

How do you measure the above estimated statistics?

We are estimating based on numbers from last year and will be increasing our marketing efforts to increase attendance.

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 25,000

What is your marketing plan (When and where will you advertise?) Marketing efforts have started through social media and talking to the media about our event. We will start our full advertising campaign at the end of June through print, radio, social media, and online ads.

Does your event have a dedicated web site? X Yes No URL www. cvassyrianfestival.com

How do you market your web site to drive traffic? Through all advertisements, radio promos and social media efforts, and highway billboards

What type of marketing material will you produce for this event/activity? (Check all that apply)

X Posters	X T-Shirts	X Other: <u>Highway Billboards</u>
X Flyers/Brochures	X Facebook Page	X Other: <u>Satellite TV</u>
X Invitations	X Website	

Please describe how your event/activity benefits the community? Turlock and the Central Valley in general has a huge Assyrian population. This festival will be promoted for all non-Assyrians and Assyrians to join as we strive to promote the Assyrian culture. We will

be promoting this event through our Satellite KBSV channel that is telecasted internationally and Nationally. The 2015 Assyrian Festival proved to be a success with many attending the festival to see our culture. Thousands flocked inside the Fairgrounds and Turlock was the forefront of topic from Assyrians in Los Angeles, San Jose, Chicago, and Middle East as the LIVE Satellite on KBSV promoted Turlock and the Fairgrounds.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site **(required)**
- Logo with promotional material **(required)**
- City of Turlock Banner displayed at event (Must Provide Banner to us to display)
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

Adrenna Alkhas _____

March 18, 2016 _____

Signature of Organization Representative

Date

<u>Assyrian Festival</u>		
	Item	Proposed Costs
PRINT ADVERTISING:		
highway billboards		5,000.00
Modesto Bee		4,000.00
	<ul style="list-style-type: none"> •100,000 Banner ads modbee.com/mobile •94.50 inches Modesto Bee 	
	<ul style="list-style-type: none"> •(1) B1 strip 6 columns by 2 inches (limit space) 	
	<ul style="list-style-type: none"> •63 inches TMC advertiser choice of zone. 	
Morris Newspapers	two weeks of ads twice a week (paper only runs Wed. and Saturday. Online ads for all papers (\$624 for three weeks)	1,804.00
SOCIAL MEDIA:		
Facebook and Twitter ads		
Facebook - daily status updates - 3x day		0.00
Twitter - Daily "tweets"		0.00
Twitter - KHOP, KAT, HAWK "tweets"		0.00
MOBILE MARKETING:		
KAT, KHOP, HAWK Eblasts (5,000 members for a total of	Daily during the 10-day (except closing day) (Funded on	0.00
RADIO PROMOTIONS		
KAT		3,800.00
KHOP		2,200.00
Sunny 102		3,200.00
RADIO ADVERTISING:		

	See radio contract commercials	
<u>PUBLICITY:</u>		0.00
Press release - weekly publications	July 20- August 28th	0.00
Press release - daily publications, radio, TV, online news sites	July 20- August 28th	0.00
<u>Food</u>		30,000.00
<u>Entertainment</u>	Singer, dancers, workshops	15,000.00
Kids Zone		15,000.00
		0.00
<u>Total</u>		80,004.00



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

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Organization: Assyrian Church of the East
Project: Assyrian Festival
Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$ _____
*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received

3/23/16-H

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: Stanislaus State

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Tournament of Champions

Funds Requested: \$ 5,000 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Equipment, Programs, Advertising, Hospitality for volunteers

Date(s) of Event/Activity: March 31-April 2, 2017 (3 days) (Shall not exceed 14 consecutive days)

Location of Event/Activity: Pedretti Park

Description of Event (please attach additional pages if necessary): One of the largest Collegiate Softball Tournaments - West

Contact Person: Mike Matoso

Mailing Address: Stanislaus State, 1 University Circle, Turlock 95382

Telephone: 619-921-7596 Fax: 209-667-3084

Email: mmatoso@csustan.edu Event Website: www.warriorathletics.com

How long has the event been held in Turlock?: 16 years

How has the event grown since its inception?: Grown to 26 teams

Estimated Economic Impact

Expected Total Attendance: 1200 #
Admission/Gate fee? \$ 600.0
Number of Out-of-Town Attendees: 1100 +
(50 miles away or farther)
Number of Rooms Booked: 300
Number of Nights Booked: 900
Has your organization received funding
previously for this event? Yes No
Direct Economic Impact:
(Based on \$70/person/day visitor) \$ 14,000
Direct Economic Impact:
(Based on \$150/person/overnight visitor) \$ 150,000
Total Event Budget: (Please attach copy) \$ 23,500
Total Amount of Funding Requested: \$ 5,000

How do you measure the above estimated statistics?

Previous years financials

(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 300

What is your marketing plan (When and where will you advertise?) Splash page
on website, Ad in Madesto Bee, Turlock Journal

Does your event have a dedicated web site? Yes No URL www.warriorathletics.com

How do you market your web site to drive traffic? on various athletic websites

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Posters | <input type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: <u>twitter</u> |
| <input type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input checked="" type="checkbox"/> Other: <u>Instagram</u> |
| <input type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? Brings over
1,000 visitors to the event and town. Promotes
Turlock's restaurants, hotels and businesses.

Promotional Opportunities

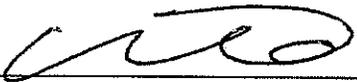
Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
- Logo with promotional material (required)
- City of Turlock Banner displayed at event
- Recognition at reception or banquet – please describe: _____
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other _____

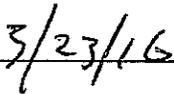
Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative



Date



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

--

Organization: Stanislaus State
Project: Tournament of Champions
Requested \$: 5,000.00

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	<input checked="" type="radio"/>	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

- 100-88 *Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.*
- 87-70 *Event has the potential to positively impact the community but may be lacking in some areas.*
- Below 69 *Event does not align with the goals of the Community Grants Program.*

Modified Amount: \$ _____
*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.

Office Use only
Date Application Received
3 124 12016 AI

Community Events and Activities Grant Application

The City of Turlock is pleased to award grant funds to organizations that can demonstrate a return on investment that supports economic development and visibility for the City of Turlock. All applications must be completed as described. Incomplete applications will not be considered for funding.

Please submit a copy of your completed application. (Typed or printed neatly)

Sponsoring Organization: 38th District Agricultural Association (38th DAA)

Is the Sponsoring Organization: Non-Profit For Profit (Please Circle One)

Name of Event: Stanislaus County Fair

Funds Requested: \$ 5,000.00 (Up To A Maximum Of \$5,000)

How Funds Will Be Used: Marketing/promotion, attractions/exhibits, entertainment, etc.

Date(s) of Event/Activity: 7/8/16 to 7/17/16 (Shall not exceed 14 consecutive days)

Location of Event/Activity: Stanislaus County Fairgrounds: 900 N. Broadway Ave., Turlock, CA 95380

Description of Event (please attach additional pages if necessary): Providing a positive environment for the community by bringing together local businesses and consumers to experience agriculture/livestock, education, food, technology, and entertainment (live bands, motor sports, etc.).

Contact Person: Rochele Roura-Foster, Sponsorship & Events Coordinator

Mailing Address: 900 N. Broadway Ave., Turlock, CA 95380

Telephone: 209-668-1333 x 339 Fax: 209-668-0410

Email: sponsors@stancofair.com Event Website: www.stancofair.com

How long has the event been held in Turlock?: Since 1911, 105 years

How has the event grown since its inception?: Increased attendance, brand recognition, return patronage, generational growth.

Estimated Economic Impact

Expected Total Attendance: 240,000
Admission/Gate fee? \$12 (adult)
Number of Out-of-Town Attendees: 40,000
(50 miles away or farther)
Number of Rooms Booked: 250
Number of Nights Booked: 250
Has your organization received funding previously for this event? Yes No
Direct Economic Impact: \$ 1,050,000 14,000,000.00 AI
(Based on \$70/person/day visitor)
Direct Economic Impact: \$ 37,500
(Based on \$150/person/overnight visitor)
Total Event Budget: (Please attach copy) \$ 2,600,000
Total Amount of Funding Requested: \$ 5,000

How do you measure the above estimated statistics?

Ticket sales, online ticket sales with zip codes and out of area vendors and entertainers
(Please provide any available documentation to support these statistics).

Marketing (Print, Radio, TV, Social Media, Website, Special Promotion)

What is your marketing budget? \$ 195,000

What is your marketing plan (When and where will you advertise?) Local and county newspapers, radio, television (Fox40 & local), online, social media, website, LED sign. Marketing campaigns vary from year-round to up to 6 month periods. (See attached)

Does your event have a dedicated web site? Yes No URL www.stancofair.com

How do you market your web site to drive traffic? Social media, links from advertisements, brochures, newspaper, radio, TV, ticket purchase promos, SEO, and mobile app.

What type of marketing material will you produce for this event/activity? (Check all that apply)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Posters | <input checked="" type="checkbox"/> T-Shirts | <input checked="" type="checkbox"/> Other: <u>Social Media Outlets</u> |
| <input checked="" type="checkbox"/> Flyers/Brochures | <input checked="" type="checkbox"/> Facebook Page | <input checked="" type="checkbox"/> Other: <u>Radio/TV</u> |
| <input type="checkbox"/> Invitations | <input checked="" type="checkbox"/> Website | |

Please describe how your event/activity benefits the community? Communities gather together to experience the county's cornerstone family-friendly event. As the "Highlight of the Summer," the Fair symbolizes the annual tradition of good-times with arena sports, live music, fair food, exhibits, carnival, vendors, and livestock competitions.

Promotional Opportunities

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Event & Activities Program. (Check all that apply)

- Logo with link to the City of Turlock web site on event web site (required)
 - Logo with promotional material (required)
 - City of Turlock Banner displayed at event
 - Recognition at reception or banquet: Sponsor Appreciation Dinner
 - Speaking opportunity for City representative
 - Recognition in event newsletter
 - Recognition in press release(s)
 - Other Complimentary Fair Admission Passes
-

Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Director of Parks, Recreation and Public Facilities prior to distribution.

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.



Signature of Organization Representative

3/24/10

Date

	<u>Budget</u>
OPERATING REVENUE:	
Attractions	200,000
Commercial Space	35,000
Concessions	950,000
Exhibits	70,000
Grounds Admissions	1,069,181
Horse Show	12,098
JLA/Heifer Commissions	0
JLA/Heifer Other Revenue	0
Miscellaneous Fair	500,000
Total Operating Revenue	<u>2,836,279</u>
OTHER REVENUE:	
State Allocations	0
Project Funds	0
Total Other Revenue	<u>0</u>
TOTAL REVENUES	2,836,279
OPERATING EXPENSES:	
Administration	415,000
Attendance	310,000
Attractions	855,427
Exhibits	275,000
Horse Show	25,000
JLA/Heifer Expense	0
Maintenance and Operations	375,000
Miscellaneous Fair	128,000
Premiums	90,000
Publicity	195,000
Cash Over/Under	0
Total Operating Expense	<u>2,668,427</u>
Depreciation Expense	84,000
Capital Expenditures - F & E Funds	<u>0</u>
TOTAL EXPENSES	2,752,427
PROFIT(LOSS) OPERATIONS	83,852

TICKETS GO ON SALE April 30- MARKETING CAMPAIGN			
	Item		
DIRECT MAIL:			
ONLINE ADVERTISING:			
www.stancofair.com	Ongoing		
modbee.com	March - June- box ad		
modbee.com	Daily:March - July 3 Screen Takeover- Rich Media		
modbee.com	mod bee interstitial		
modbee.com	retargeting March- June		
facebook.com ad (226,820 users age 14-55); charged .26 per click through with pre-set maximum			
facebook.com ad (226,820 users age 14-55); charged .26 per click through with pre-set maximum			
myturlock.com - home page banner ad - tickets on sale May 2 (22,000 unique visitors)			
turlockcitynews.com - home page banner ad - tickets on sale May 2 (25,000 unique visitors)			
Cumulus			
KAT, Hawk & KHOP	Leaderboard (Tix go on sale: 1 week / 7 days - April 16 - April 30)		
SOCIAL MEDIA:			
Facebook promotion - Win It Before You Can Buy It (weekly status updates of contest details)			
Twitter - weekly "tweets" of Win It Before You Can Buy It derby contest details			
Blogs (MySpace, Facebook, modbee.com)			
MOBILE MARKETING:			
StanCoFair Mobile Text Club viral marketing promotion - Win It Before You Can Buy It			
StanCoFair Text Message: Tickets go on sale tomorrow and Tickets go on sale in 15 minutes			

eMARKETING:				
Fair Friends eBlast "Win It Before You Can Buy It" derby contest to DERBY eBlast database				
Fair Friends eBlast to 6,000 members - Tickets go on sale Saturday				
Fair Friends eBlast to 6,000 members - Tickets go on sale tomorrow				
Cumulus marketing campaign fees				
KAT Country 103. eBlast to 10,389 member				
104.1 The Hawk eBlast to 9,878 members				
KHOP eBlast to 26,173 members				
Clear Channel				
b931.com eblast to 8,367 listeners registered				
Sunny 102 eblast to listeners				
RADIO PROMOTIONS:				
KAT Country motorsports give-away promotion and text "FAIR"				
HAWK motorsports giveaway promotion and text "FAIR"				
KHOP motorsports giveaway promotion and text "FAIR"				
RADIO ADVERTISING:				
PUBLICITY:				
Press release - weekly publications				
Press release - daily publications, radio, TV, online news sites				
OTHER ADVERTISING:				
LED sign				
Posters at Valley First Credit Union				
PRINT ADVERTISING:				
Modesto Living (New magazine from Turlock)	Full Back Page Jan/Feb issue			
Modesto Living (New magazine from Turlock)	Full Back Page March/April issue			
Ceres Living	Full Back Page Jan/Feb issue			
Ceres Living	Full Back Page March/April issue			
Turlock Living	Full Back Page Jan/Feb issue			
Turlock Living	Full Back Page March/April issue			
Mattos Newspapers	4 x 6 ad... 2x per week			
Morris Newspapers	4 x6 ads with Turlock Journal and Oakdale leader... 2x per			
The Modesto BEE- A-1 section	Thursday, April 23, 2015(Tix go on Sale Sat)			
The Progress				
Stanislaus Farm News - 4x6"				

Tickets ARE on Sale
Mid May-June 15

TICKETS ARE ON SALE - MARKETING			
CAMPAIGN= Mid May-July 14th			
	Item		
ONLINE ADVERTISING:			
www.stancofair.com (28,350 visits this period 2009)			
facebook.com ad (54,840 users age 14-55); charged .30 per 1,000 impressions through with pre-set maximum			
Oakdale Leader			
Turlockjournal.com and Oakdale Leader.com	May 27 - June 27; June 27 -July 4;		
turlockcitynews.com - home page banner ad - (25,000 unique visitors)	Tickets on sale - May 2016		
FaceBook.com (discount deadline approaching)			
Citadel			
KAT, Hawk, KHOP,	Leaderboard: May 7-14; May 21-May 28; June 4-11; June 18-25		
SOCIAL MEDIA:			
Link to "buy tickets" page in every eBlast concert announcement	Estimated 10 eBlasts / 60,000 emails		
Link to "Buy tickets" on MySpace page and ad			
Link to "Buy tickets" on Facebook page and ad			
Link to "Buy tickets" on every concert announcement via text message	Estimated 10 text messages (2,000 recipients per message)		
MOBILE MARKETING:			
StanCoFair Mobile Text Club - 7,000 members	Assorted carnival and admission promotions with link to www.stancofair.com		
eMARKETING:			
Fair Friends eBlast to 6,000 members	Various eBlasts to announce concerts, exhibit deadlines, etc. all with link to Buy Tickets page of www.stancofair.com - May, June, July		

Tickets ARE on Sale
Mid May-June 15

RADIO ADVERTISING:				
No paid radio advertising				
RADIO PROMOTIONS				
KHOP "Enter to Win" contest with prize give-away (text "FAIR" on all contest entry responses)				
KAT Country all live and recorded promotions - text "FAIR"		May, June, July		
HAWK all live and recorded promotions - text "FAIR"		May, June, July		
KHOP all live and recorded promotions - text "FAIR"		May, June, July		
PRINT ADVERTISING:				
No paid print advertising				
PUBLICITY:				
Ticket paragraph in every press release / concert announcement		Estimated 10 press releases		
Articles in Valley First Credit Union newsletter (51,000 households)		Inserted in May bank statements of Valley First customers		
Articles in Valley First Credit Union newsletter (51,000 households)		Inserted in June bank statements of Valley First customers		
OTHER ADVERTISING:				
LED sign				
Ceres Living		May/June Issue		
Turlock Living		May/June issue		
Modesto Living		May/June Issue Back Page		
Valley First Credit Union		Posters: Beginning April 2016; Visitors Guides beginning last week in June 2016		
Horse West Coast Horseman magazine		June/ July issue quarter page ad		

Buy Discount Tickets - Plan to Come
June- July 2016

BUY YOUR DISCOUNT TICKETS NOW / PLAN FOR THE FAIR - MARKETING CAMPAIGN			
	Item		
DIRECT MAIL:			
MVP Insert	Save at the Fair- June 27		
ONLINE ADVERTISING:			
www.stancofair.com			
facebook.com ad (226,820 users age 14-55); charged .26 per click through with pre-set maximum	Hurry! Discount Deadline 7-15: June 1 - July 5 (or sooner, depending on when 2,500 clicks is achieved)		
pattersonirrigator.com	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
westsideconnect.com (7,000 unique visitors per month)	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
turlockjournal.com	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
vidaenelvalle.com	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
Oakdaleleader.com	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
turlockcitynews.com - home page banner ad (25,000 unique visitors)	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
KHOP.com (38,280 unique visitors per month)	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
KATM.com (41,345 unique visitors per month)	Hurry! Discount Deadline: Home Page box ad - June-July 7, 2016		
HAWK			

Buy Discount Tickets - Plan to Come
June- July 2016

PRINT ADVERTISING:			
Modesto Bee B-1 Section	June 16 and 23		
Mid Valley Publications - All owned papers - 4x6"	July 5 - Discount Ticket deadline soon		
Morris Newspapers combo buys: Turlock (Wed & Sat), Ceres, Oakdale, Riverbank and Escalon (4x6")	July 5 - Discount Ticket deadline soon (Note: Same rate as 2010!)		
Patterson Irrigator - 4x6"	July 5 - Discount Ticket deadline soon		
Mattos Newspapers (combo buy - 2x per week) - 4x6"	July 5 - Discount Ticket deadline soon (2x per week)		
Stanislaus Farm News - 4x6"	July 5 - Discount Ticket deadline soon		
Vida en el Valle 4x6"	July 5 - Discount Ticket deadline soon		
SOCIAL MEDIA:			
Facebook promotion - Discount deadline approaching	Status updates 1x week beginning June 1st		
Facebook promotion - Discount deadline			
Facebook promotion - Discount deadline	Input money towards promoting the status updates		
Twitter - "tweets" regarding discounts			
eMARKETING:			
eBlast to Fair Friends (6,000 members) - Discount deadline next week			
eBlast to Fair Friends (6,000 members) - Discount deadline tomorrow			
KHOP eBlast to 15,000 members			
KHOP exclusive eBlast to 15,000 members	Thursday, July 5 re: discount deadline (part of Baby & Me sponsor trade)		
KHOP exclusive eBlast to 15,000 members	Wednesday, July 15 re: closing weekend (part of Baby & Me sponsor trade)		
MOBILE MARKETING:			
StanCoFair Mobile Text Club text message - Discount deadline next week (7,000 members)			
StanCoFair Mobile Text Club text message - Discount deadline tomorrow (7,000 members)			

Buy Discount Tickets - Plan to Come
June- July 2016

StanCoFair Mobile Text Club text message - Discount deadline tonight at 7 p.m. (7,000 members)			
KAT Country Mobile Text Club text message - Discount deadline tonight at 7 p.m. (5,000 members)			
KHOP text message - July 14	Re: Discount deadline (part of Baby & Me sponsor trade)		
RADIO PROMOTIONS:			
All concert and motorsports promotions begin - See "Fair Week - 10-Day" detail next page.			
Citadel stations: KAT, HAWK, KHOP -all recorded and live promotions include text "FAIR"	mid-june through fair closing day		
RADIO ADVERTISING:			
MIP Advertising	Production Fees		
Radio ad buys	Stations in primary and secondary market - June 1 through July 10,2015		
Cable ad buys	Television		
PUBLICITY:			
Press release - weekly publications			
Press release - daily publications, radio, TV, online news sites			
OTHER MARKETING:			
LED sign	Discount deadline countdown ads beginning Monday, July 4 through Thursday, July 7, 2016		
Billboard	May 19-July 21		
Taco Bell Weeknight Discount Promotion - \$3 off adult weeknight admission. (300,000 quantity - 1 color/2 sides)	Distribution begins at all Stanislaus County restaurants on Monday, June 27, while supplies last. <i>Needs to come out of Sponsorships</i>		
Posters and Visitors Guides at Oak Valley Community Bank	Posters: Beginning April 2016; Visitors Guides beginning June 1st		
Total			

Fair Week and 10 Days

OPENING WEEK & 10 DAYS OF FAIR - MARKETING CAMPAIGN			
	Item		
DIRECT MAIL:			
ONLINE ADVERTISING:			
www.stancofair.com (43,168 visits during 10-day run in 2008)	July 8-July 17		
Twitter Ads	Leaderboard: June 22 - July 15 (or sooner depending on when 1,000 clicks is achieved)		
facebook.com ad (54,840 users age 14-55); charged .20 per click through with pre-set maximum	Box Ad: July 6 - July 30 (or sooner, depending on when 1,250 clicks is achieved)		
pattersonirrigator.com	Home Page box ad - July 8-July 17		
westsideconnect.com (7,000 unique visitors per month)	Home Page box ad - July 8-July 17		
turlockjournal.com	Home Page box ad - July 8-July 17		
vidaanelvalle.com	Home Page box ad - July 8-July 17		
oakdaleleader.com	Home Page box ad - July 8-July 17		
turlockcitynews.com (25,000 unique visitors)	Mid June through closing day		
Citadel stations online advertising (see below):			
	KAT Country 103	July 8-July 17 Leader board (funded Discount Tix campaign)	
	KHOP 95.1	July 8-July 17 Leader board (funded Discount Tix campaign)	
	HAWK 104.1	July 8-July 17 Leader board (funded Discount Tix campaign)	

Fair Week and 10 Days

PRINT ADVERTISING:			
Visitors Guide - Modesto Bee - (57,250 insertions)	8-page tab / 57,250 subscribers in Stanislaus County and Hillmar area. <i>Note: Printed on regular newsprint/20% recycled</i>		
Visitors Guide Overruns			
The Modesto Bee A-1 Strip	Sunday, July 10th		
B-1 ads with the BEE	Sponsorship trade-out totaling \$6184		
Modesto Bee Opening Day Sponsor trade-out	123 column inches trade (\$1,000 credit also in sponsor budget for a total of \$6184 trade out)- There is NO trade out, we have to use the dollar amount towards extra ads		
The Modesto Bee- Spadea	Stanislaus County and Escalon- July 7, 2016...day before fair, promoting to bring canned food items to opening day of		
Vida en el Valle (non-profit rate - \$11.80 per inch per Greg)	July 10 and July 17		
Mid Valley Publications - All owned papers - 4x6"	1 x per week @ \$378 per week x 2 runs (fair opens and fair closes)		
Week of Aug. 3: Morris Newspapers combo buys: Turlock (Wed & Sat), Ceres, Oakdale, Riverbank and Escalon (4x6")	4x6 - Fair closes ad		
Patterson Irrigator (1x per week) - 4x6"	1 x per week @\$156.00 per week x 2 runs (fair opens and fair closes)		
Mattos Newspapers (combo buy - 2x per week) - 4x6"	2x per week @\$211.20 per week x 2 runs (fair opens and fair closes)		
Stanislaus Farm News - 4x6"	1 week only (fair opens ad only--no paper fair week)		
<i>Note: Schedule and line items above does not include</i>			
SOCIAL MEDIA:			
blogs, bulletins	Daily bulletins beginning Monday of opening week and continuing during 10-day run of the fair		
Facebook - daily status updates - 3x day	"Status updates" - 3 x a day during beginning Monday of		
Twitter - Daily "tweets"	"Tweets" - 3 x a day during beginning Monday of opening week and continuing during 10-day run of the fair; nightly at		
Twitter - KHOP "tweets"	2x per day for 10-day run (part of Baby & Me sponsor trade)		
MOBILE MARKETING:			
StanCoFair Mobile Text Club text message - (7,000 members): Today at the Fair	Every mid-morning July 8 - 17, 2016		
StanCoFair Mobile Text Club text message - (7,000 modbee.com	Nightly between 6:30 and 7:30 p.m. with prizes to be claimed		
	Daily blogs beginning Monday of opening week and continuing during 10-day run of the fair		

Fair Week and 10 Days

YouTube videos	Produce and upload videos daily beginning opening week and continuing through closing night (post to www.stancofair.com ,		
KAT Country Mobile Text Club text message - Today at the Fair. (5,000 members for a total of 45,000)	Daily during the 10-day (except closing day) (Funded on discount tickets budget)		
eMARKETING:			

Fair Week and 10 Days

Today/Tomorrow at the fair eBlast to Fair Friends (6,000 members - 66,000 email messages over 11-day period)	Every morning beginning Thursday, July 7 - Sunday, July 17, 2016		
Clear Channel/Sunny 102 eBlast (3,428 listeners)	Day prior to War concert (funded on discount tax budget)		
RADIO PROMOTIONS			
Concert promotions on all hosting radio stations:	July 7 - July 18, 2015		
Sunny 102 and Mega 100- WAR			
104.1 The Hawk- KC & The Sunshine Band			
KAT Country and 104.1 The Hawk- Bill Engvall			
KAMB Celebration Radio 101.5- Natalie Grant with			
Oldies 97.5 KABX- The Beach Boys			
KAT Country- Jack Ingram and Chuck Wicks			
KHOP 95.1- Boys Like Girls			
KAT Country- Blake Shelton			
KAT Country- Terri Clark			
Radio Lobo- Los Tucanes			
Motorsports promotions on all hosting radio stations:	July 7 - July 18, 2015		
KAT Country- Tuff Trucks			
KAT Country- Truck and Tractor Pulls			
Dwarf Car Racing- T.B.D			
Derby I- KAT Country			
Derby II- The Hawk			
Quad Drags- KHOP 95.1			
CCPRA Rodeo- KAT Country			
MotoCross- KHOP 95.1			
Mud Bog & Lawn-KAT Country			
Other radio station promotions:			
KHOP 95-1 - Hypnotist	Nightly during 10-day run from Stage		
RADIO ADVERTISING:			
TELEVISION:			
Comcast & Charter cable stations	100 sponsored :30 spots general fair (\$6500 trade out)		
PUBLICITY:			
Press release - weekly publications	Week of July 5, 2016		
Press release - daily publications, radio, TV, online	Week of July 5, 2016		
Morris Newspapers 26-page fair tab	Turlock, Ceres, Riverbank, Oakdale, Escalon		
Mid Valley Publications - 26 page fair tab	Denair, Hughson, Waterford,		

Fair Week and 10 Days

OTHER ADVERTISING:			
LED sign	Today/Tomorrow at the Fair slides for each concert and each motorsport event		
Taco Bell discount coupons	Distribution continues at all Stanislaus County restaurants while supplies last		
Posters and Visitors Guides at Valley First Credit Union branches	Posters: Beginning April 2016; Visitors Guides beginning last week in June 2016		

Call For Entries

CALL FOR ENTRIES MARKETING			
	Item		
PRINT ADVERTISING			
Modesto Bee - Grand Print - April 24	Inserted in Stanislaus County subscribers, plus zones Q & T, which are Turlock zones of non-subscribers		
ONLINE ADVERTISING:			
www.stancofair.com	Exhibits page April 26-June 10th		
Exhibit deadlines listed on Farm Bureau's calendar of events	www.stanfarmbureau.com		
Exhibit deadlines listed on Stanislaus County 4-H website	www.stanislaus4H.ucdavis.edu		
Exhibit information on Stanislaus Farm Supply new website	www.stanislausfarmsupply.com		
SOCIAL MEDIA:			
Facebook promotion - weekly posting about exhibiting	April 24-June 8, 2016		
Twitter - weekly release of contest details)	April 24-June 8, 2016		
Blogs (MySpace, Facebook, modbee.com)	April 24-June 8, 2016		
	April 24-June 8, 2016		
MOBILE MARKETING:			
StanCoFair Mobile Text Club promotion - Exhibitor handbooks now online	April 24-June 8, 2016		
	April 24-June 8, 2016		
eMARKETING:			
Fair Friends eBlast to 6,000 members - Exhibitor handbooks now online	April 24-June 8, 2016		
	April 24-June 8, 2016		
PUBLICITY:			
Press release - call for entries	April 24-June 8, 2016		
Press release - exhibit deadlines	April 24-June 8, 2016		
	April 24-June 8, 2016		
OTHER ADVERTISING:			
LED sign	April 24-June 8, 2016		
PRINT ADVERTISING:			
Stanislaus Farm News - 4x6"	Sunday, April 17, 2016		



City of Turlock Community Activities Grant
Application Scoring Sheet - FY 2016-2017

Application Number

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Organization: **38th District Agricultural Association**
 Project: **Stanislaus County Fair**
 Requested \$: **5,000.00**

Points: Circle the appropriate number of points

Example Question: Does the organization provide services?	Do Not Agree					Strongly Agree					7
	0	1	2	3	4	5	6	7	8	9	

1. Funding Requested*	Do Not Agree					Strongly Agree					Points
a. Compared to the other applications, does the amount of funding requested correlate with the projected economic impact of this program?	0	1	2	3	4	5	6	7	8	9	
b. Absent the funding, would the program be cancelled/moved to a different city?	0	1	2	3	4	5	6	7	8	9	10
c. Is the amount of funding requested appropriate for the program?	0	1	2	3	4	5	6	7	8	9	10

2. Economic Impact	Do Not Agree					Strongly Agree					Points
a. Will the program stimulate economic activity in the City of Turlock? (i.e. shopping, dining, and other consumer spending)	0	1	2	3	4	5	6	7	8	9	
b. Will the program cause tourism ? (i.e. heads in beds, use of Turlock hotels, overnight stays)	0	1	2	3	4	5	6	7	8	9	10

3. Sponsor Recognition	Do Not Agree					Strongly Agree					Points
a. Will the program prominently promote that it is City sponsored?	0	1	2	3	4	5	6	7	8	9	

4. Leveraging of Funds	Do Not Agree					Strongly Agree					Points
a. Are there additional funding sources allocated to this event?	0	1	2	3	4	5	6	7	8	9	
b. Is the budget clear, detailed, and reasonable?	0	1	2	3	4	5	6	7	8	9	10

5. Management Capability of Organization	Do Not Agree					Strongly Agree					Points
a. Does the organization appear capable of managing the proposed program? (i.e. accurately counting participants, promptly providing the Post Event Report)	0	1	2	3	4	5	6	7	8	9	

6. Marketing	Do Not Agree					Strongly Agree					Points
a. Does the program increase the visibility of Turlock beyond city borders?	0	1	2	3	4	5	6	7	8	9	

Total Points
(Maximum 100)

100-88	Event aligns well with the goals of the Community Grants Program and supporting information is measurable and complete.
87-70	Event has the potential to positively impact the community but may be lacking in some areas.
Below 69	Event does not align with the goals of the Community Grants Program.

Modified Amount: \$

*If consensus is reached by a majority of the P.A.R.C. Commission to increase/decrease the amount of funding originally requested by the applicant, please fill in that amount above and score your responses respective to the aforementioned modified amount.