

FCTA Grant or Matching Grant Funds Application

Applicant

👤 Sharon Serenko
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GMGF-21-1

Submitted On: May 27, 2021

Applicant Information

Coordinator Name:

BRETT G. PALMER

Coordinator Title:

PRESIDENT

Coordinator Telephone:

775-980-7227

Coordinator Email

NNVC1@AOL.COM

Organization/Company Information

Name:

NEVADA VETERANS COALITION

Mailing Address

P O BOX 415

City

FERNLEY

State

NV

Zip

89408

Year Started:

1992

.x ID#

xx-xxx0822

Status (Select One)

Non-Profit*

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

252

Project/Event Information

Project/Event Name

WREATHS ACROSS AMERICA 2021

Project/Event Location

NORTHERN NV VETERANS MEM CEMETERY

Date of Event

12/19/2021

Date Work Will Begin:

07/04/2021

Date Work Will Conclude

01/29/2022

Provide an overview of the project/event including purpose, objectives, short and long term goals:

TO COVER EVERY VETERANS HEADSTONE WITH A WREATH

Has this project/event been previously held before?

Yes

Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board?

Yes

Please list date of prior award

06/20/2020

Please list prior award amount:

8800

How many vendors attended to previous event:

0

Total Project/Event Budget

Total Budget Amount

86000

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

WREATHS \$80000

BULK MAIL \$1000

NEWSPAPER ADS \$5000

ALL OF THE FOLLOWING ITEMS ARE AT ZERO COST, ALL ARE DONATED: PSA RADIO ADS, PSA TV ADS, CITY READER BOARD, SOCIAL MEDIA (INCL FACEBOOK), NVC WEB SITE (INCL WEB DESIGN, HOSTING FEE, MAINTENANCE, & REDESIGN) & WE WILL VISIT ALL LOCAL CIVIC ORGANIZATIONS INCL, CHAMBER OF COMMERCE, ROTARY CLUB AS WELL AS OTHERS.

Total Expenses

86000

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

WREATHS 80000 (DONATIONS)

BULK MAIL \$1000 (FCTA GRANT)

NEWSPAPER ADS \$5000 (FCTA GRANT)

Total Revenues

86000

Grant Request

Amount Requesting \$

6000

Matching Funds Required for For-Profit Organizations. Amount of Matching Funds \$

0

Will you accept less than requested?

Yes

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

NVC IS A NON PROFIT ORGANIZATION. THE GRANT ALLOWS US TO HOST THE EVENT EACH YEAR TO HONOR ALL OF THE VETERANS IN OUR VETERANS CEMETERY

Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available.

Explain why your project/event should be selected to receive grant funding:

ALTHOUGH THIS EVENT IS ONLY 1 DAY, IT BRINGS HUNDREDS OF VISITORS TO THE CITY AND WITH ALL OF THE ADVERTISING WE ARE ABLE TO UTILIZE, FERNLEY IS PLACED IN THE FOREFRONT

Are you requesting project/event sponsorship?

Yes

Explain in detail how grant funds will be utilized in accordance with the FCTA grant guidelines:

100% IS USED FOR ADVERTISING THROUGH NEWSPAPER ADS AND BULK MAIL

Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

se

Accommodations in Fernley

--

Special Event(s) in Fernley

true

Other

--

Grant Request - Advertising Categories

Categories	Amount Requesting
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Newspaper	5000
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Total Amount Budgeted	If other, please explain
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5000	--
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Explain in detail how grant disbursement will be used for advertising or other:

MULTIPLE ADS DURING THE WEEKS PRIOR TO THE EVENT BEGINNING RIGHT AFTER THANKSGIVING

Categories	Amount Requesting
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Other	1000
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Total Amount Budgeted	If other, please explain
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1000	--
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Explain in detail how grant disbursement will be used for advertising or other:

WE WILL BE SENDING OUT SOLICITATIONS (TRI-FOLDS) TO FORMER DONORS & VISITORS

Economic Impact

Local is defined as being within a 60-mile radius of Fernley

Estimated number of visitors

2000

What percentage of visitors are: Local

75

What percentage of visitors are: In State

20

What percentage of visitors are: Out of State

5

Estimated number of participants:

2000

What percentage of participants are: Local

75

What percentage of participants are: In State

20

What percentage of participants are: Out of State

5

Explain in detail how attendance/participation will be measured:

COUNTS TAKEN AT THE ENTRY GATES BY VOLUNTEERS FROM FRW (FERNLEY REPUBLICAN WOMEN)

Estimate number nights spent in Fernley because of this project/event:

10

Estimate the number of previous visitors/participants for same or similar project/event

2000

What percentage of previous visitors/participants were: Local

75

What percentage of previous visitors/participants were: In State

20

Describe method(s) used to measure previous attendance:

COUNTS DONE AT THE ENTRY GATES BY VOLUNTEER FROM THE FRW

Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:

1000

Estimate and describe the overall economic impact to Fernley because of this project/event:

ECONOMIC IMPACT WILL MOSTLY BE FROM SALE OF FUEL, FOOD IN OUR RESTAURANTS AND FAST FOOD ESTABLISHMENTS AND SUNDRY ITEMS FROM THE LOCAL STORES

Does the actual project/event create media exposure for Fernley:

Yes

If the actual project/event creates media exposure for Fernley, what percentages are local

50

If the actual project/event creates media exposure for Fernley, what percentages are In State

35

If the actual project/event creates media exposure for Fernley, what percentages are Out of State

15

Estimated number of people that will be exposed to the promotion of this project/event:

500000

Estimated percentage of people exposed to the promotion of this project/event that are local

50

Estimated percentage of people exposed to the promotion of this project/event that are In State

35

Estimated percentage of people exposed to the promotion of this project/event that are Out of State

15

Describe the type of anticipated media exposure:

PUBLIC SERVICE ADS ON BOTH RADIO & TV, THERE WILL BE 1/4 PAGE ADS OR LARGER IN THE NEWSPAPERS

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

WE HAVE ALREADY RECEIVED INQUIRIES ABOUT THIS YEARS EVENT FROM ALL OVER THE AREA. FERNLEY AND THOSE AROUND US LOOK FORWARD TO THE EVENT IN ORDER TO PAY TRIBUTE TO OUR VETERANS. LAST YEARS EVENT BECAUSE OF THE LOCK-DOWN LEFT EVERYONE SADDENED. WE ARE HOPING THAT THIS YEARS EVENT WILL BE A BRIGHT STAR TO ALL OF US.

Attestation

I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:

true

OGDEN UT 84201-0029

In reply refer to: 4077591934
Mar. 31, 2016 LTR 4168C 0
88-0290822 000000 00
00027281
BODC: TE

NEVADA VETERANS COALITION
% BRETT G PALMER
PO BOX 415
FERNLEY NV 89408-0415



043716

Employer ID Number: 88-0290822
Form 990 required: YES

Dear Taxpayer:

This is in response to your request dated Mar. 11, 2016, regarding
A NAME CHANGE

We issued you a determination letter in FEBRUARY 1993, recognizing
you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)
(3).

Our records also indicate you're not a private foundation as defined
under IRC Section 509(a) because you're described in IRC Section
509(a)(2).

Donors can deduct contributions they make to you as provided in IRC
Section 170. You're also qualified to receive tax deductible bequests,
legacies, devises, transfers, or gifts under IRC Sections 2055, 2106,
and 2522.

In the heading of this letter, we indicated whether you must file an
annual information return. If a return is required, you must file Form
990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after
the end of your annual accounting period. IRC Section 6033(j) provides
that, if you don't file a required annual information return or notice
for three consecutive years, your exempt status will be automatically
revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or
call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m.,
local time, Monday through Friday (Alaska and Hawaii follow Pacific
Time).

