



JUL 06 2016

RECEIVED

2017-2018 REQUEST FOR FUNDING

APPLICATION DUE: Wednesday, July 6, 2016

Instructions

1. Please type or print.
2. Answer each question within the space provided. Please do not include additional attachments or supplementary pages unless they are essential to our understanding of your project.
3. Attach organization's most recent tax return. If no tax return is available, attach the organization's most recent annual financial statement.
4. Attach a detailed budget for the project.
5. Are you a non-profit agency? ☒ yes ☐ no
If so, what is your IRS designation? 501 (C) 3
[Please attach proof of non-profit status.]

Please sign, date, and send completed application to:
Dave Campbell, City Manager
City of Longview
P.O. Box 128
Longview, WA 98632

Applicant Information				
Organization/Individual	Non-Profit	Public	Other	Private Association
Organization <i>Ethnic Support Council</i>			Activity Name <i>International Festival</i>	
Activity type: Event/Festival, Marketing or Facility <i>festival</i>				
Address <i>311 Oak St.</i>				
City <i>Kelso</i>	County <i>Cowlitz</i>	State <i>WA</i>	Zip <i>98626</i>	
Contact Person				
Name <i>Cindy Lopez Werth 1562 Floral Court, Longview WA 98632</i>				
Title <i>International Festival coordinator & Ethnic Support Council board president</i>			Phone <i>360-751-4427 cell cindylopezwerth@comcast.net</i>	
Project Information				
Title and brief description of project: <i>The International Festival is a fun, FREE family-oriented event to celebrate the community's growing cultural diversity through traditional folk dances/music, "world market" vendors, ethnic food booths and social service agency information booths with children's activities.</i>				
<i>The International Festival is held the first Saturday in June at Lower Columbia College in Longview. The past few years, the event has gone from 10 a.m. to 4 p.m.</i>				
<i>The event, which started in 1991 at Tam O'Shanter Park in Kelso, is planned by the Ethnic Support Council and the LCC Multicultural Club. All planning committee members and the coordinator are volunteers. No one is paid.</i>				
<i>The festival has been held in Longview since the mid-1990s.</i>				
Timeline for project: Planning begins in January each year with meetings once or twice a month through May.		Geographic area served by this project: Most attendees are from Cowlitz County, but we also get		
Overall predicted attendance: <i>900</i>		Attendance, # predicted to travel 50+ miles to attend: <i>50</i>		
Attendance, # predicted to travel from out of state/out of country: <i>100</i>		Attendance, # predicted to pay for overnight lodging: <i>10</i>		
Attendance, # predicted to <u>not</u> pay for overnight lodging: <i>40</i>		Predicted paid lodging nights: <i>10</i>		
2017	Amount requested from City of Longview \$ 1,700	Total project cost: \$ 6,250	Date of project: From June 3, 2017	
2018	Amount requested from City of Longview \$ 1,800	Total project cost: \$ 6,350	Date of project: From June 2, 2018	

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source	Amount
Bruno's Pizza	\$ 500
Cindy Lopez Werth	\$ 750
Ernesto Lopez Jr.	\$ 750
Lower Columbia College Multicultural Club	\$ 500
Various friends plus booth & registration fees	\$ 1,000

List any other sources of funding you have applied for: (will apply for -- haven't yet)

Source	Amount	Status
Wal-Mart	\$1,000	not yet submitted
Kirkpatrick Family Care	\$ 500	not yet submitted
KapStone Paper & Packaging	\$ 500	not yet submitted
Fibre Federal Credit Union	\$ 250	not yet submitted

Specifically how will this grant be used? How do you document your results? If the City of Longview awards tourism funds, the International Festival coordinator will use the money to pay for posters, newspaper ads and radio ads to promote the event locally as well as in other communities outside of Cowlitz County, We will survey participants and audience members to find out where they came from and how they heard about our event.

How will this project be financed in the future?

The committee will continue to seek funding from individuals and businesses that support the goals of the event.

Signature	<i>cindy lopez werth</i>	Date	July 6, 2016
-----------	--------------------------	------	--------------

GRANT REPORT

2015 amount received from the City of Longview for this project:	\$ 1,250
2016 amount received from the City of Longview for this project:	\$ 1,250 (pending)

Note: If project is in process for 2017, please estimate the answers to the following:

How were these funds used? *The event has not yet occurred.*

Planning for the 27th annual International Festival will begin in January 2017. The event is put on by a 100% volunteer committee made up of Ethnic Support Council members, LCC students/staff & community members.

Funds will be used to pay for posters, radio ads and newspaper ads to promote the International Festival in Cowlitz County and beyond (Columbia County, Oregon; Clark, Wahkiakum, Pacific, Lewis counties, etc.)

By partnering with the Lower Columbia College Multicultural Club, the festival committee receives several in-kind donations (facility use, utilities, security, etc., which helps keep our expenses down).

How did you measure your results? Please document the achievement of your goal.

We measure our results by the number of vendors and social service agencies that participate, the number of people who attend the event, the percentage of people who come from outside the Longview-Kelso area, the number of people who attend for the first time and the number who have attended multiple years. We also measure support of the festival by the amount of donations we receive.

How will this project be financed in the future?

We will continue to seek financial support from individuals, small businesses, grants and donations by festival goers the day of the event. We discovered that first time donors came forward when we were forced to rent the Cowlitz County Expo Center in 2014 due to ongoing construction and remodeling on the Lower Columbia College campus that kept us from using the Student Center. We are confident some of those donors will continue to support us in some way in the future.

Please provide original project budget, original grant amount, actual project revenues, and actual project expenditures (with explanation of large variances)

List all project costs in the following categories:	2017	2018
Project Management/Administration:		
Project Manager Salary/Consultant Fees/Staff Costs:	\$ 0	\$ 0
Goods & Services:		
Contract Services – Consultant Fee	\$ 0	\$ 0
Materials/Supplies/Equipment - <i>paper, envelopes, ink/toner, postage, etc.</i>	\$ 350	\$ 400
Construction Cost	\$ 0	\$ 0
Other Misc. Expenses - <i>copies & printing</i>	\$ 400	\$ 450
Total Goods & Services:	\$ 750	\$ 850
Operations:		
Facility Rent <i>(if held at Lower Columbia College Student Center)</i>	\$ 0	\$ 0
Utilities <i>(if held at Lower Columbia College Student Center)</i>	\$ 0	\$ 0
Other	\$ 0	\$ 0
Total Operations:	\$ 0	\$ 0
Other: Food vendor incentives	\$ 200	\$ 200
Entertainment	\$2,700	\$2,800
Advertising & posters	\$2,400	\$2,500
Washington Festival & Events Assn., Earth Day & City of Longview banner fees	\$ 200	\$ 200
Total Other:	\$5,500	\$5,700
TOTAL COSTS:	\$6,250	\$6,350

List all funding sources for this project:	2017	2018
Individual & small business donations (projected)	\$3,800	\$4,000
Grants (projected)	\$2,000	\$2,000
Booth & vendor registration fees plus sales at ESC booth	\$ 700	\$ 700
TOTAL OTHER REVENUE:	\$6,500	\$6,700