

**CITY OF TAKOMA PARK, MARYLAND
EXTERNAL FUNDING REQUESTS FY 2014
APPLICATION FOR GRANTS EXCEEDING \$2,500**

GENERAL INFORMATION

Organization Name: **Takoma Park Independence Day Committee, Inc.**

Organization Address: **511 New York Avenue**

City/State/Zip: **Takoma Park, MD 20912**

Program Name (if different): **NA**

Contact Person/Title: **Gene Herman, President**

Telephone Number: Day: **[REDACTED]** Evening: **Same**

FAX Number: _____

E-mail Address: **Gene511@aol.com**

Use of Grant Funds:

XX Maintain Existing Program _____ Expand Existing Program _____ Start New Program

____ Fund One-Time or Limited Project

Amount Requested: **\$15,000.00**

Application Deadline: January 22, 2013

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Signature/Date

Gene Herman, President

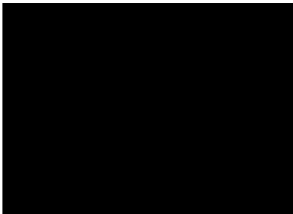
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Signature/Date

Printed Name/Title

A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members: **5**

Name	Title	Term	Address
Gene Herman	President	1-year	 P, MD
Elliot T. Rosen	Vice President	1-year	
Joyce Seamens	Treasurer	1-year	
Chon Davis	Co-Secretary	1-year	
Mark Verschell	Co-Secretary	1-year	

2. In what year did the organization begin operating? **Incorporated in 1953**

3. In what year did this program begin operating? **1889**

4. Is the organization incorporated? **Yes** If so, in what state? **Maryland**

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? **Yes** If so, under what section of 501(c)? **501(c)4**

Federal Identification Number (if any): **52-0791395**

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? **Yes**

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project: **All-volunteer committee with no paid staff**

List Positions/Titles: **NA**

How many volunteers are used to administer this program? **Overall about 30 volunteers including a core organizing committee of 12 – 15 members**

B. FUNDING SUMMARY:

1. Grant request: **\$15,000.00 to fund the July 4th evening fireworks display**

2. Funds secured from other sources (include status of funding/amount/source): **None for Fiscal Years 2013 or 2014 as of yet**

3. Additional funds yet to be secured: **Additional funding comes from cash donations from local businesses, community groups, and individuals; raffle ticket sales; vendor fees; t-shirt**

sales; and yard sales. These fund-raising activities generally occur in the spring and summer of the year for which the celebration will be held.

4. Estimated number of volunteer hours (provide number of hours x \$20.25):

1,086 hours x \$20.25 = \$21,991.15

5. Value of other in-kind donations (provide details): **Raffle prizes worth approximately \$1,500.00 were donated in 2012 by a range of individuals and businesses. One TP resident donated the use of two trucks to carry bands through the parade. 25+ hours of IT support donated per year with a value of about \$2,500.00. Washington Adventist Hospital provides one staff person and first aid supplies during the parade each year with an approximate value of \$200.00. Food for invited dignitaries and parade judges was donated by Bread and Chocolate and the TPSS Food Co-op in 2012 with an approximate value of \$140.00. The Takoma Park Seventh-day Adventist Church and the Restore Church of Silver Spring provided bottled water (approximate value of \$100.00) and staffing for two water stands at the 2012 parade. The Montgomery Amateur Radio Club provided ham radio communication support for the 2012 parade with an approximate value of \$486.00. The City of Takoma Park provides safety, public works, audio/visual support, and administrative support each year for the actual celebration and the planning process.**

6. Total program revenues:

Actual Revenues for 2012 Celebration

Donations	\$8,354.00
Raffle	\$4,885.00
Vendors	\$2,150.00
T-shirt/novelties	<u>\$68.00</u>
SUBTOTAL	\$15,457.00

City Grant	<u>12,500.00</u>
TOTAL	\$27,957.00

C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:

1. Need Statement: Identify the issue or need that this program or project will address in Takoma Park.

Livable Community

Identify the target recipients. **Residents of Takoma Park and surrounding areas**

Identify the number of Takoma Park residents to be directly affected or served (if applicable).
All 16,715 residents – based on 2010 census figures

2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided. **This is the city's annual July 4th celebration that consists of a morning parade and evening entertainment that culminates with a fireworks display. In addition, the TP Recreation Committee sponsors a whiffle ball tournament during the day between the parade and evening program. The tournament is listed in the printed program and on the website, but the TPIDC is not responsible for organizing and holding the tournament.**

3. Address how the program or project fits within the Strategic Plan and Council Priorities. **The event is Takoma Park's annual observance of our country's independence as a nation. It fits within the goals for the Livable Community Priority because it is a volunteer-based community event that optimizes the use of volunteers and capitalizes on the community's interest in arts and culture. It has enjoyed longevity (the 2014 celebration will be the 125th year) because it is fun, easily accessible, promotes cultural diversity, and effectively fosters community building. The organizing committee works diligently to produce a varied and interesting program that is inclusive of and attractive to the widest possible cross section of residents. We seek to involve local residents in all aspects from volunteering to fund-raising to participation in the parade and evening program. Many residents come out every year to watch the festivities with their families, friends, and neighbors and continue the spirit of community building by holding block parties and picnics in their own backyards.**

4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit? **The community benefits by the opportunity to come together and interact with other Takoma Park residents as they celebrate our country's independence at a low-impact, wholesome, affordable, safe, family-friendly event that is easy to walk to.**

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific. **All Independence Day activities will occur on one day: July 4th. In the event of rain, the fireworks display may be postponed until the first clear night following July 4th.**

Parade : The parade is open to just about any community group that wants to participate. Many children's groups are represented. Other participants are purposely recruited to provide a mix of music, costumes, cultural groups, social/political ideas and causes, artistic interest, animals, humor, and entertainment. Local and statewide community leaders and elected officials are invited to greet their constituents. The parade route winds through a 1.25 mile stretch of downtown Takoma Park to be accessible and within easy walking distance for most residents. It begins at 10:00 a.m. and lasts about 2 hours from start to finish.

Evening Program: The evening program comprises three performance groups and a fireworks display. The entertainment is anchored by patriotic and popular music performed by the

Takoma Park Community Band with different opening acts selected each year to represent varied musical/artistic/performance interests. During the breaks between performers, parade and raffle-prize winners are announced. We recruit children in the crowd to draw the winning raffle tickets. Throughout the evening, vendors provide a variety of ethnic foods for spectators to sample, but some attendees prefer to bring picnics to share with family and friends. The 20- to 25-minute fireworks display ends the evening program. It is held at the Lee Jordan Field at the Takoma Park Middle School, which is within walking distance for many residents and affords a comfortable, grassy area conducive to gathering with family and friends. The evening program starts at 7:00 p.m. and ends at about 10:00 p.m.

6. Program Evaluation: Identify and describe the methods to be used to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful? **Attendance along with verbal and written feedback is how we generally measure success. Historically, attendance at both the parade and evening program has been excellent, as evidenced by the number of people gathered along the parade route and seated on the hill and field at the Middle School.**

7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders. **Most of the organizers who are responsible for the lion's-share of the operations each have over ten years of experience on the Committee, with many successful celebrations under their belts. Many also have participated in and helped with organizing other community activities from Boy/Girl Scouts to the Community Band to art/cultural festivals. The systems in place for organizing and putting on the parade and evening program are well established and have proven to be successful over time. Of course, we review and revise operations as needed on an ongoing basis to keep them up-to-date and to keep things running as smoothly as possible for participants and spectators. We also solicit feedback from participants and we are always looking for new Committee members to keep fresh ideas coming in.**

8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information.

While the Committee is responsible for organizing and putting on the actual parade and evening program, the entire celebration is a collaborative effort with certain City departments and groups. Public Works provides invaluable assistance in preparing the streets and field for the events: cleaning; setting up and taking down stages, booths, and road barriers; supplying ice, tables, chairs, generators; trash pick-up. The Police Department also provides invaluable assistance with roadblocks, traffic and crowd control, safety precautions, the color guard's participation in the parade and evening program, and helping to evaluate the success of the day's events. A Recreation Department staff member serves as the city liaison, attends monthly meetings, and provides support with miscellaneous tasks. The City Clerk's Office provides administrative assistance while the City TV staff film the

parade and provide the sound system for the parade announcer. The Takoma Park Community Band is an important liaison for the morning parade and the evening entertainment program.

Additionally, Takoma Park businesses, community associations, and neighborhood groups collaborate with the organizing committee to create units for the parade each year. These organizations, along with others outside the City, make up the entertaining and sometimes informative parade that is as diverse as the City's population.

D. BUDGET

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan.

Proposed Expenses for 2014 Celebration

Parade	\$5,800.00
Fireworks	\$15,000.00
Evening Program	\$ 3,300.00
Other Expenses	<u>\$4,500.00</u>
TOTAL EXPENSES	\$28,600.00

Proposed Revenues for 2014 Celebration

Donations	\$8,000.00
Raffle	\$5,000.00
Vendors	\$2,100.00
T-shirt/nov	\$400.00
City Grant	<u>\$15,000.00</u>
TOTAL REVENUES	\$30,500.00

E. TIME LINE

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year. **Planning begins in January and is ongoing until the events culminate on July 4 in any given year. Half of the payment for the fireworks is remitted to the contractor in January and the remainder about two weeks before July 4th.**