



Aug. 31, 2016

Dear City Council and Grant Review Staff,

Levitation 49 would like to thank the City for providing the Community Supporting Organization grant program. This program helps the city's many non-profits deliver services that strengthen the fabric of our community.

We are thankful to the City for our grant last year and deeply appreciate the opportunity to apply again this year. We believe our grant provides ample proof of our positive impact on the community and our plans to continue to be a high-performing organization into the future.

In the following pages you will find the following:

- CSO Grant Application FY17
- Intent to Host Event Applications:
 - Valdez Ice Climbing Fest
 - Chugach Fat Bike Bash
 - Confluence: Summit on the Outdoors
 - Valdez Rock Climbing Festival
- Event Budgets
- Detail Description of the Events by Agenda
- Map of Event Venues
- Letter of Subordination/501c3 status International Mountain Bicycling Association

We are passionate and dedicated to our mission and the city's support helps us put our ambitious goals in motion. On behalf of the Levitation 49 Board and our supporters throughout the city, state and USA, thank you for your time and consideration.

Sincerely,

Lee Hart
Executive Director

GRANT FUNDING REQUEST FOR COMMUNITY SERVICE ORGANIZATIONS

2017 FUNDING REQUEST/CERTIFICATION FORM

ORGANIZATION NAME: Levitation 49 PHONE: 303.898.4141
ADDRESS: PO Box 1783 ZIP: 99686
CONTACT PERSON: Lee Hart PHONE: _____
CONTACT PERSON E-MAIL: levitation49@gmail.com

PROGRAM TITLE: Levitation 49 Economic Diversification Program

FUNDING REQUEST FOR 2017: 150,000

1. Non-Profit Corporation? Yes ☒ No ☐

Date of incorporation: _____ Federal Tax ID #: 47-4244493

2. Organization's estimated TOTAL 2017 operating budget: \$ \$238,500

3. Historical Funding and Membership Information

	Total CSO Budget	City Funding	City % of Total	# of Members
2014	0	0	0	0
2015	0	0	0	0
2016	353K	150K	42.5%	n/a
2017		150		

4. What was previous grant funding used for? Be specific.

CERTIFICATION FORM, QUESTION 4. WHAT WAS PREVIOUS GRANT FUNDING USED FOR.

In the 8 months since Levitation 49 launched we have achieved much. We hosted three multi-day festivals and introduced ourselves and began to spread our mission to greater Alaska through the one-day Confluence: Summit on the Outdoors.

A few of our key metrics:

Audience Served: 81,500 = 4000 residents, 500 event attendees and during the 70 days we have been managing state parks we estimate 76,000 Worthington state park visitors (conservative estimate); 1000 Blueberry campground and Shoup Bay cabin campers.

Volunteer hours: 5450 hours would be 136.25 40-hour weeks or 2.6 years worth of donated time.

Sponsorship: While we fell short of our sponsorship goal in terms of cash, if you count cash and in-kind contributions of gear from climbing product manufacturers, network connections and intellectual property from bike brands, local, Anchorage, and Fairbanks-based businesses, as well as national and globally recognized brands like REI, adidas Outdoor, the North Face, not to mention support from our industry-leading NGOs (Outdoor Industry Association, Access Fund, American Alpine Club, International Mountain Bicycling Association) we exceeded our \$40,000 target while at the same time gaining incredible share of mind for Valdez, and sometimes even Alaska.

To do this, Valdez CSO funds primarily supported media and media services because nothing gets a point across like strong storytelling and visuals. In addition, since all of Alaska and Valdez are distance-challenged, videos are the best way to reach a greater audience. With locally based SEED Media and rising-star Anchorage-based documentary filmmaker Ryan Peterson, we filmed our events to share during and after our events and will use and repurpose these same assets for advance promotion of our 2017 events. In all, we made 15 videos and have already re-purposed content to create a visual sponsorship pitch. We happily shared our bounty of photos and videos with the Valdez Convention and Visitor's Bureau as well as Prince William Sound College and our supporting sponsors.

Furthermore the vast majority of grant funds spent to date have been paid to local businesses. (Admittedly, this percentage will likely change when we begin to buy 2017 media later this year). Whenever possible and practical our mantra is to buy local, then Alaska and only after exhausting those options, hire from the Lower 48. Locally, we have bought tools, gear and equipment, event services, media and lots of gas (up and down the Pass for events and State Parks maintenance) and have driven business to hotels, restaurants and their wait staff, all supporting our local economy.

ATTACHMENTS: (label as indicated)

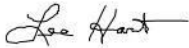
- Copy of your organization's most recent fiscal year end financial statements including balance sheet and profit and loss, and sources and uses of revenues. These statements must also show all accumulated fund balances for all of the organization's

assets. (label page 2)

- Copy of balance sheets from three prior fiscal years. (label page 3)
- Copy of your organization's estimated current operating budget, including revenues and expenditures. (label page 4)
- Copy of proposed 2017 budget, including revenues and expenditures. (label page 5)
- Copy of your organization's balance sheet and profit and loss as of 6/30/2016

CERTIFICATION: (must be signed by both individuals)


I certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of my knowledge.



Aug. 31, 2016

EXECUTIVE DIRECTOR (or equivalent)

DATE



Aug. 31, 2016

PRESIDENT, BOARD OF DIRECTORS (or equivalent)

DATE

(1)

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Levitation 49
BALANCE SHEET
As of July 31, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 3077)	85,287.55
PayPal Bank	-100.00
Total Bank Accounts	<u>\$85,187.55</u>
Total Current Assets	<u>\$85,187.55</u>
TOTAL ASSETS	<u><u>\$85,187.55</u></u>
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	
Net Revenue	85,187.55
Total Equity	<u>\$85,187.55</u>
TOTAL LIABILITIES AND EQUITY	<u><u>\$85,187.55</u></u>

Levitation 49
PROFIT & LOSS BY CLASS
January - July, 2016

	AAC GRANT	BIKE FEST	CONFLUENCE	ICE FEST	ROCK FEST	STATE PARKS	NOT SPECIFIED	TOTAL
Revenue								
Events Income								\$0.00
Event Registration		344.24	2,210.59	15,287.88	1,662.22			\$19,504.93
Total Events Income	0.00	344.24	2,210.59	15,287.88	1,662.22	0.00	0.00	\$19,504.93
Non Profit Income								\$0.00
Grants	2,000.00						115,000.00	\$117,000.00
Total Non Profit Income	2,000.00	0.00	0.00	0.00	0.00	0.00	115,000.00	\$117,000.00
Sponsorship		1,500.00	7,500.00					\$9,000.00
State Parks Camping Fees						9,465.00		\$9,465.00
Total Revenue	\$2,000.00	\$1,844.24	\$9,710.59	\$15,287.88	\$1,662.22	\$9,465.00	\$115,000.00	\$154,969.93
Cost of Goods Sold								
Contract Services				3,380.82		1,000.00		\$4,380.82
Supplies & Materials - COGS (deleted)						39.02		\$39.02
Total Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$3,380.82	\$0.00	\$1,039.02	\$0.00	\$4,419.84
Gross Profit	\$2,000.00	\$1,844.24	\$9,710.59	\$11,907.06	\$1,662.22	\$8,425.98	\$115,000.00	\$150,550.09
Expenditures								
Advertising		795.00		4,220.22	3,294.00		49.97	\$8,359.19
Media Services							28,070.00	\$28,070.00
Total Advertising	0.00	795.00	0.00	4,220.22	3,294.00	0.00	28,119.97	\$36,429.19
Bank Charges				400.56			35.15	\$435.71
Dues & Subscriptions							600.00	\$600.00
Event F&B			1,787.50	1,111.60	720.19			\$3,619.29
Event Services				4,637.39	215.00			\$4,852.39
Event Supplies & Equipment		645.63	26.79					\$672.42
Event Venues			957.50	365.61				\$1,323.11
Fundraising		500.00					540.48	\$1,040.48
Grant Expense	1,970.66							\$1,970.66
Insurance						1,164.89	1,496.00	\$2,660.89
Job Materials						499.71		\$499.71
Meals and Entertainment		63.28		120.00	167.00		499.68	\$849.96
Meetings & Trade Events							225.00	\$225.00
Office Supplies and Expenses			109.32		200.00	75.00	488.37	\$872.69
Permits				25.00	1,475.00	500.00		\$2,000.00
Promotional Expense		1,266.30		1,627.35				\$2,893.65
Shipping and delivery expense						10.00	13.60	\$23.60
Travel							2,433.79	\$2,433.79
VIP Hospitality				1,960.00				\$1,960.00
Total Expenditures	\$1,970.66	\$3,270.21	\$2,881.11	\$14,467.73	\$6,071.19	\$2,249.60	\$34,452.04	\$65,362.54
Net Operating Revenue	\$29.34	\$ -1,425.97	\$6,829.48	\$ -2,560.67	\$ -4,408.97	\$6,176.38	\$80,547.96	\$85,187.55
Net Revenue	\$29.34	\$ -1,425.97	\$6,829.48	\$ -2,560.67	\$ -4,408.97	\$6,176.38	\$80,547.96	\$85,187.55

Page 3 - N/A

Levitation 49 launched operations Jan. 1, 2016.

We do not have 3 years financial history.

Levitation 49

2016 OPERATING BUDGET OVERVIEW

January - December 2016

	TOTAL
Revenue	
Events Income	15,000.00
Fundraising - Income	5,000.00
Non Profit Income	
Grants	130,000.00
Total Non Profit Income	130,000.00
PR Discounted Fees	12,000.00
Sales	1,000.00
Sponsorship	40,000.00
Total Revenue	\$203,000.00
Cost of Goods Sold	
Contract Services	25,000.00
Total Cost of Goods Sold	\$25,000.00
Gross Profit	\$178,000.00
Expenditures	
Advertising	149,000.00
Media Services	6,000.00
Total Advertising	155,000.00
Commissions & fees	125.00
Continuing Education	2,000.00
Dues & Subscriptions	700.00
Event Services	6,000.00
Grant Expense	130,000.00
Insurance	3,000.00
Legal & Professional Fees	12,000.00
Meetings & Trade Events	4,500.00
Office Supplies and Expenses	3,500.00
Promotional Expense	5,000.00
Travel	6,000.00
Uncategorized Expenditure	200.00
Total Expenditures	\$328,025.00
Net Operating Revenue	\$ -150,025.00
Net Revenue	\$ -150,025.00

Levitation 49
2017 PROPOSED OPERATING BUDGET
 January - December 2017

	TOTAL
Revenue	
Events Income	25,000.00
Fundraising - Income	5,000.00
Non Profit Income	
Grants	50,000.00
Total Non Profit Income	50,000.00
PR Discounted Fees	0.00
Sales	10,000.00
Sponsorship	13,500.00
State Parks Camping Fees	30,000.00
Total Revenue	\$133,500.00
Cost of Goods Sold	
Contract Services	90,000.00
Total Cost of Goods Sold	\$90,000.00
Gross Profit	\$43,500.00
Expenditures	
Advertising	67,700.00
Advertising - Website	500.00
Media Services	23,500.00
Total Advertising	91,700.00
Bank Charges	600.00
Commissions & fees	0.00
Continuing Education	2,000.00
Dues & Subscriptions	1,300.00
Event F&B	4,000.00
Event Services	6,000.00
Event Supplies & Equipment	5,000.00
Event Venues	1,500.00
Fundraising	1,200.00
Grant Expense	50,000.00
Insurance	3,000.00
Job Materials	1,000.00
Legal & Professional Fees	5,000.00
Meals and Entertainment	1,000.00
Meetings & Trade Events	0.00
Office Supplies and Expenses	2,000.00
Permits	3,000.00
Promotional Expense	5,000.00
Travel	6,000.00
Uncategorized Expenditure	200.00
VIP Hospitality	4,000.00
Total Expenditures	\$193,500.00
Net Operating Revenue	\$ -150,000.00
Net Revenue	\$ -150,000.00

PROGRAM INFORMATION

ORGANIZATION NAME: Levitation 49

Program Title: Levitation 49 Economic Diversification

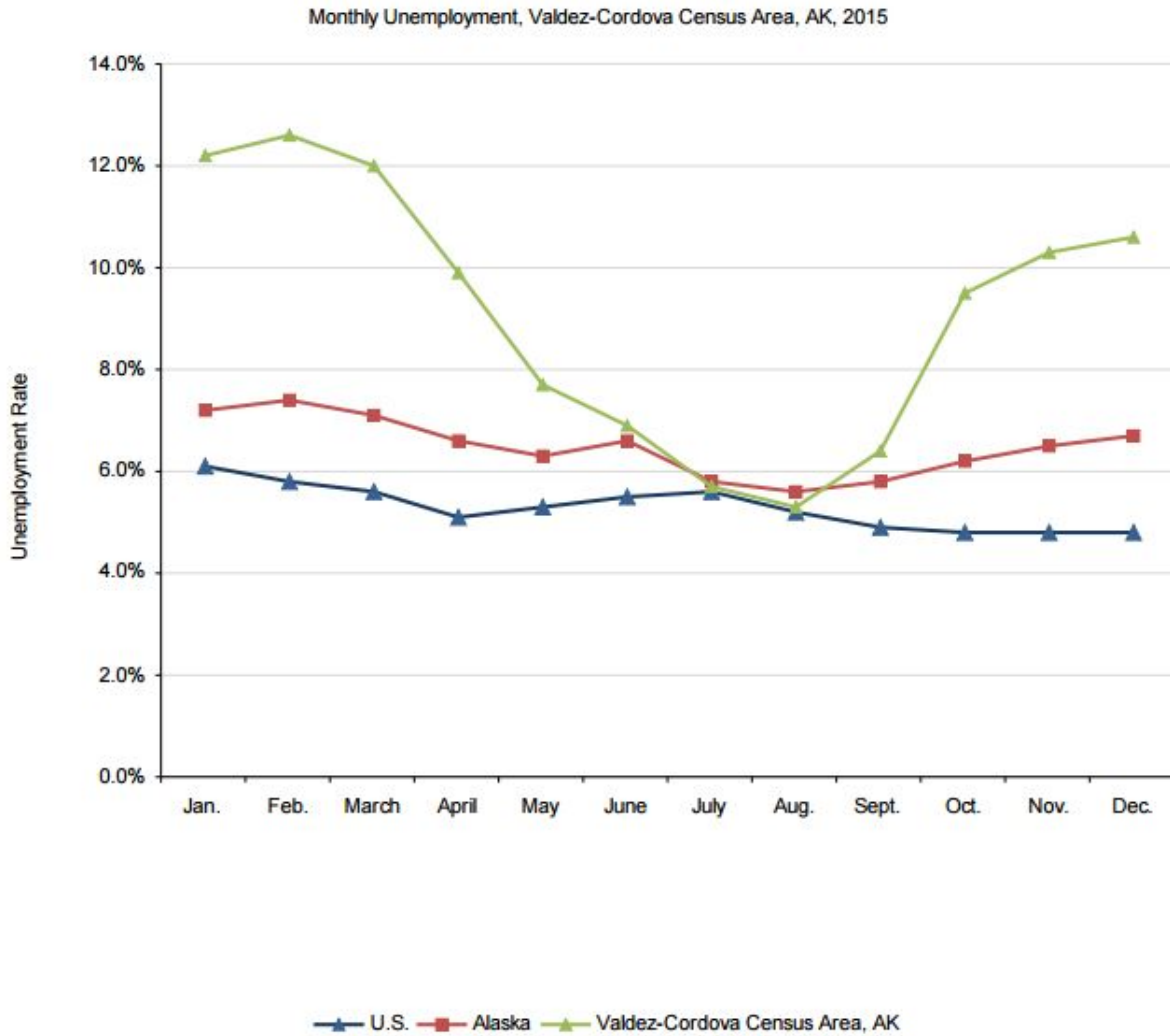
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1.SUMMARIZE THE PROGRAM YOU ARE PROPOSING

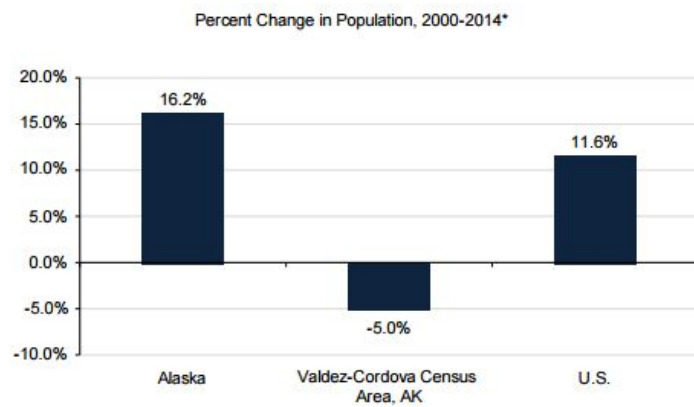
Levitation 49 is dedicated to economic diversification through events and projects that support the mountain sports lifestyle. In our first year, the lion's share of funds were allocated to media and media services to help us visually tell and disseminate our story to generate participation and sponsorship support. Our emphasis in 2017 will be on capacity building. What we feel we learned in our own first year and at looking at efforts before us, is the need, at this critical stage, to change our focus from creating new programs and keeping administrative costs low to building the organizational capacity necessary to achieve our aspirations effectively and efficiently. Donors and funders have traditionally been more interested in supporting an exciting new idea than in building an organization that can effectively carry out that idea. This must change; as leaders of L49 we must recognize that excellence in programmatic innovation and implementation are insufficient for us to achieve lasting results. Great programs need great organizations behind them.

2. BRIEFLY, BUT SPECIFICALLY, DESCRIBE WHY THE PROGRAM TO BE FUNDED UNDER THIS PROPOSAL IS NEEDED AND HOW IT WILL BENEFIT THE VALDEZ COMMUNITY. IS THIS A NEW OR EXISTING PROGRAM? HOW HAVE YOU DETERMINED THE NEED FOR YOUR PROGRAM.

By improving Valdez' reputation for year round mountain-sports recreation we can level out the wild swings in employment our tourism industry experiences. The following chart illustrates Valdez area unemployment contrasted against Alaska and the US. *The next 3 charts were produced using Headwaters Economics Economic Profile System. EPS uses published statistics from federal data sources, including Bureau of Economic Analysis and Bureau of the Census, U.S. Department of Commerce; and Bureau of Labor Statistics, U.S. Department of Labor.*



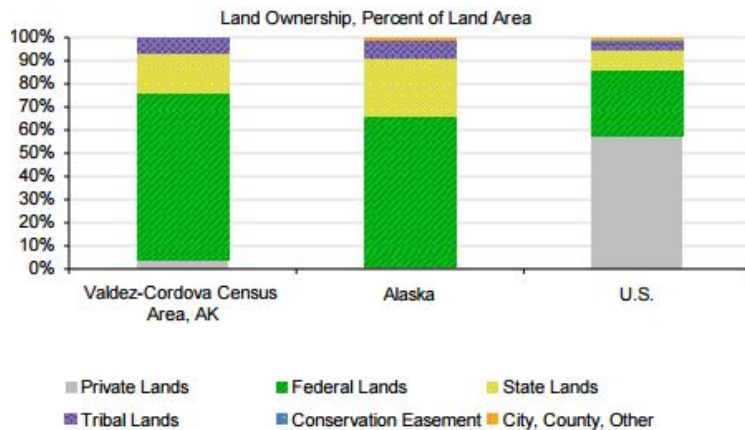
Our population stats are trending in the wrong direction.



Levitation 49 believes that creating a vibrant mountain sports culture with exciting events and outstanding trails will attract residents to relocate their families and businesses to this community where they can enjoy the abundant land and sea recreational amenities offered in and around Valdez. In today's internet-connect workplace, talented people are choosing to live and work in communities where outdoor recreation factors heavily into the overall quality of life.

By emphasizing winter events and fostering the growth of outdoor recreation resources and businesses, Valdez can expand on its current visitor attractions and calendar of events.

The Valdez-Cordova census area has a higher percent of Federal Lands than Alaska as a whole and the US in general.



Stimulating economic diversification and rural economic development through recreation uses of public lands has proven economic benefit while infrastructure costs can be comparatively minimal. The events Levitation 49 hosts are ways to introduce more people to our community. But every bit as important are the infrastructure planning and development we are working on, most notably, the National Park Service Rivers, Trails, Conservation Assistance Grant to master plan trails from Valdez to 50-mile on the Richardson Highway.

Pedestrian and bike-friendly communities are good for the local economic and physical well-being of communities. For example, according to a [report](#) cited by the League of American Bicyclists, North Carolina spent \$6.7 million on bicycle infrastructure in the Outer Banks area, and the report conservatively estimated an annual **nine to one return** on that one-time investment. And [Fast Company reported](#): "For every dollar spent to build new separated bike lanes, cities could save as much as \$24 thanks to lower healthcare costs and less pollution and traffic, according to a [new study](#) from researchers in New Zealand."

3. IS THIS PROGRAM YEAR-ROUND, SEASONAL OR OTHER? Levitation 49 operates year round.

4. ESTIMATED NUMBER OF PEOPLE SERVED BY THE PROGRAM. 81,500 = 4000 residents, 500 event attendees and during the 70 days we have been managing state parks we estimate 76,000 Worthington state park visitors (conservative estimate); 1000 Blueberry campground and Shoup Bay cabin campers.

5. TARGET POPULATION SERVED: In 2016, Levitation 49 Signature events targeted outdoorists primarily climbers and bikers at and myriad interests and all ages of visitors to State Parks. Our projects, especially taking over State Parks units including rehabilitation work on the Shoup Trail, benefits residents and visitors alike.

6. IS MEMBERSHIP REQUIRED TO PARTICIPATE IN PROGRAMS? Membership? No, not strictly. But our events do charge registration fees in order to try to make them self-supporting.

7. FEE TO PARTICIPATE. We do not have a membership fee structure. Registration fees for events vary and are structured to deliver good value.

8. NUMBER OF PAID PROGRAM STAFF: 1.5; one executive director and .5 FTE contract help for running events and our State Park campground host.

9. Volunteer Services Information

Actual 2014. n/a

Actual 2015. n/a

Anticipated 2016. 50

Estimated 2017. 75

The numbers of volunteers don't really tell the story of the volunteer hours and value Levitation 49 has contributed to the community. Most notably, L49 President Nick has upheld his promise to the city to dedicate this year to getting Levitation 49 off the ground. He has not received any compensation for contributing some **1920 volunteer hours** to date which, if we were paying him just \$20/hour would equal \$38,400. By year end, Nick's total will be upwards of 3120 hours which at just \$20/hour will total \$62,400.

Similarly, L49 Executive Director has put in the same hours behind the scenes networking, lobbying and spending long hours behind the screen of laptop, tablet and phone. Out of concerns for cash flow and ensuring the solvency of the organization, at deadline time, Lee has not yet taken any compensation so she too has volunteered **1920 hours** and \$38,400. Lee budgeted to earn \$12,000 doing PR work for L49; donating the rest of her time to Executive Director duties.

Event volunteers - Each of the mountain sports festivals, Ice, Bike and Rock, benefitted from the generous gift of time from dozens of volunteers, none the least of whom are Nick's immediate family: Ken Weicht, Sheri Anderson and Jim Burzinski. It is nearly impossible to count the hours of their contributions but it would easily exceeds 80 hours per person per local event for a total of **720 hours**. Then there is the Anchorage tech team comprised of some of the state's most dedicated climbers who contributed upwards of **650 hours** to the ice and rock events including, in the case of rock, helping bolt some routes that will be an enduring gift to the Valdez rock climbing scene.

Trail Day Volunteers - In 2016 we began to nurture a culture of volunteerism and stewardship with scheduled Volunteer Trail Days: 3 on the Shoup Trail, 1 at Shoup Cabins and 1 at Worthington Glacier. We averaged 12 volunteers per event for 4 hours per shift for a total of **240 volunteer hours**. We would be remiss not to mention the days when random a random person or two would pitch in to help Nick at Shoup or the Ridge Trail at Worthington. In addition, most trail days were sponsored by local eateries who donated food and beverage to hungry trail workers. The value of these **meals was \$1200** but generosity of the owners and chefs at The Fat Mermaid, Totem Inn, Roadside Potatohead and Aunty Yum Yum's was gratefully appreciated.

In addition to all this is our board and countless random acts of kindness from individuals and businesses in our community. But to add up the above, L49's in kind revenues to date to the city amounts to (conservatively) **5,450 hours plus \$1200 in donated** trail-making sustenance. Just a little more mind-bending math: **5450 hours would be 136.25 40-hour weeks or 2.6 years worth of donated time.**

Sources of Volunteers - local friends, family, and teens, Valdez City Schools, US Coast Guard, Prince William Sound College staff and students, seasonal kayak guides and staff from Anadyr and Pangaea, Anchorage climbing enthusiasts, various city employees (most notably from Public Works and Ports and Harbors) and others.

Types of Work of Volunteers - event registration and door ID checkers and ticket sales, course marshalls and timers, event setup and teardown, cooking, flyer distribution, transportation, VIP housing hosts, technical ropes and rigging expertise (Anchorage climbers), course preparation, volunteer trail work - primarily slaying alders.

10. WHERE WILL YOU OPERATE THIS PROGRAM? WHAT FACILITIES?

For details of where we will operate event, see attached copies of new city event application forms. For volunteer trail day projects, in order to minimize conflicts with City Parks and Recreation maintenance and personnel issues, our efforts have been strictly focused on State Park units in the area: Worthington Glacier, Blueberry Lake Campground, Shoup Trail and Shoup Bay State Marine Park Cabins.

11. WHAT IS THE SPECIFIC IMPACT ON YOUR PROGRAM IF CITY FUNDING IS AVAILABLE AT THE FOLLOWING PERCENTAGES OF YOUR REQUEST?

75% We would reduce the level of funding for creating new media assets. We would reduce travel to trade shows. We would reduce our media buying in enthusiast verticals and probably be forced to reallocate it to social media channel boosted pages, posts, etc. On a purely psychological level, it would have a spirit-dampening effect on our momentum.

50% We would eliminate travel to trade events where we make our sponsorship industry connections which would likely result in less gear and prizes to use as giveaways and fundraisers which would decrease the perceived value of our events as compared to similar events elsewhere in the state and nation. We would not pay for any new content library assets, specifically videos and photos.

25% We would be forced to rely exclusively on volunteer assistance to run events and we would restructure and raise event registration fees to levels that we would expect to have a negative impact on participation and growth of the events. We would not be able to buy ANY media and would instead have to advertise as creatively as possible on free channels like Facebook.

0% Levitation 49 would focus exclusively on management and maintenance of its State Parks units.

12. THE CITY IS PROHIBITED FROM CONTRACTING WITH BUSINESSES OR PERSONS THAT VIOLATE THE AMERICANS WITH DISABILITIES ACT (ADA). WHAT METHODS DOES YOUR ORGANIZATION EMPLOY TO COMPLY WITH THE REQUIREMENTS OF ADA? Levitation 49 and its partners respect and abide by ADA.

13. ANY OTHER COMMENTS YOU WANT TO MAKE ABOUT YOUR PROGRAM

Yes. ROI And learnings recap from 2016, especially explanations of deviations in actuals from 2016 projections.

Return on Investment to the City

Collectively, and conservatively estimating attendance and spending by day, the aggregate of all three events attracted some 1275 visitor days to Valdez and brought \$76,390 in direct spending into the Valdez

economy on ONLY food and lodging. Notably gas and other retail sales were not included in our calculations nor did we use any of the standard multipliers to generate economic impact.

State Parks. The State Park units in Valdez are important assets at the Gateway to Valdez. If not for L49, these assets would have been shuttered and fallen into disrepair. As we saw at the beginning of the season before L49 was awarded the permit, unkempt toilet facilities and overgrown trails result in written and phone complaints to the VCVB and State Parks. Rightly or wrongly, the state park units are reflections on our community and we are working tirelessly, literally around the clock, to catch up with deferred maintenance on top of the everyday challenges of our rapidly growing vegetation. Interesting trivia note: just in the 70 days since we took over state park operations we have gone through 32 miles of toilet paper.

First-Year Achievements and Learnings

Our first year of operations would be a steep learning curve. In general, in local impact, we achieved these goals:

- 1) Host professionally organized events that attract people to our area
 - a) Valdez Ice Climbing Festival: doubled participation to 300. Added Mountainfilm (primarily for the community), and skill development clinics led by professional guides. We are sticking with the same weekend - President's Day in February - and same format at 2016 but with more clinics and the start of a gear expo.
 - b) Chugach Fat Bike Bash: Launched and survived - thanks in huge part to Valdez Public Works - despite the biggest 24-hour snow storm in the past three years. Designed to showcase the beauty of Valdez and herald the arrival of fat biking to Valdez and attempt to secure Valdez reputation . (An event in Iceland the same weekend simply canceled when that venue too had a massive snowstorm - so we got props from some of AK's top fat bike enthusiasts and business supporters for launching a fun and safe event.)
 - c) Valdez Rock Climbing Fest - Increased participation 73.3 percent to 134. Brought in a guest professional climber. Again had to scramble venues due to snow, in this case lingering snowpack. In 2017 we are moving the event off Memorial Day weekend to mid-June to mitigate against snowpack. We are hope to move basecamp to the Glacier Campground where climbers will be able to walk to crags and or bike to town for evening festivities.
 - d) Confluence: Summit on the Outdoors, held an event in Anchorage to rally political support for a greater emphasis on outdoor recreation in Alaska's future. We hope to host the second annual Confluence in Valdez in May 2017.
 - e) 2) Took over operations of four State Park units: Worthington Glacier State Recreation Site, Blueberry Lake Campground, Shoup Trails, Shoup Trail State Marine Park Cabins. We understand, though still awaiting formal written confirmation, that the City of Valdez will provide year-round maintenance of the Mineral Creek State Recreation Site. We are planning to offer increased amenities, possibly more camping spaces and more marketing in 2017.
- 2) Media services and buys for paid media were cut so as not to deficit spend in light of shortfalls in sponsorship and fundraising. We moved media buying from a first quarter expenditure to a third and fourth quarter expenditure which actually better meshes with print and online publishing schedules. Thus, the biggest part of our grant has not yet been spent but will be before the end of this year when we buy media to support our 2017 events.
- 3) For a variety of reasons, we were not able to apply for the two biggest grants in our projected list of grant revenue during the entities' last grant cycles. We have already applied for People for Bikes

grant (and should be notified by next month is we will be invited to write a full grant) and we will be applying this fall for a \$50,000 US DOT Recreational Trails Project grant to purchase equipment necessary for State Parks maintenance and operations.

- 4) A misunderstanding about POS system programming capabilities has slowed and may force a restructuring of a restaurant-based fundraising program earmarked for trail development funds.
- 5) At this writing, we have not yet launched our Kickstarter campaign, however we still have plans to launch a holiday-timed donation/giving campaign.

Grant Award History and Current-Year Request							
		2015		2016		2017	
		Award	Actual	Award	Estimate	Unspent	Request
Personnel & Prof Svcs							
	Personnel						
	Legal						
	Accounting						
	Insurance				3,000	339	3,000
	Dues						
	Other				14,125	10,809	7,600
	Total	0	0		17,125	11,148	10,600
Program Expenses							
	Contract Services				31,000	21,267	96,000
	Supplies				3,500	(6,442)	12,000
	Promotion				160,000	119,429	97,900
	Other				141,400	128,568	67,000
	Total	0	0		335,900	262,823	272,900
Building, Supplies, Equip.							
	Rent		n/a	n/a	n/a		

Utilities						
Supplies						
Equipment, Capital						
Maintenance						
Printing, Promotion						
Other						
Total	0	0				
Grand Total	0	0		353,025	273,971	283,500

ORGANIZATION NAME: Levitation 49

OPERATING EXPENSES OF PROPOSED PROGRAM

	(Budget Form #1)	
<u>Program Expenses:</u>	<u>Budget</u>	<u>Breakdown</u>
PERSONAL SERVICES:	\$ 0	
Salaries/wages		\$ 0
Employee benefits		\$ 0
Other: _____		\$ 0
CONTRACTUAL SERVICES:	\$ 147,500	
Reproduction/copying		\$ 0
Equipment rental		\$ 0
Data processing		\$ 0
Dues/subscriptions		\$ 1,300
Contractual services		\$ 90,000
Professional fees & services		\$ 5,000
Other: grant fulfillment & fundraising		\$ 51,200
OTHER SERVICES:	\$ 123,200	
Volunteer services		\$ 0

Communications/postage		\$ 0
Printing		\$ 0
Advertising/promotion		\$ 96,700
Electricity		\$ 0
Heating		\$ 0
Travel/transportation		\$ 6,000
Other: Events		\$ 20,500
COMMODITIES:	\$ 3,000	
Clothing		\$ 0
Office supplies		\$ 2000
Building maintenance		\$ 0
Operating supplies		\$ 0
Parts & supplies - equipment		\$ 1000
OTHER CHARGES/EXPENSES:	\$ 9800	
Insurance		\$ 3,000
Contingencies		\$ 0
Training		\$ 2000
Rent		\$ 0
Capital equipment		\$ 0
Office equipment		\$ 0
Other expenses: bank charges & other		\$ 4,800
TOTAL COST FOR OPERATION		
OF THIS PROGRAM:	\$ 283,500	
(9)		

ORGANIZATION NAME: Levitation 49

FUNDING SOURCES FOR PROPOSED PROGRAM

(Budget Form #2)

This program budget covers the period of Jan. 1, 2017 to Dec. 31, 2017			
<u>SOURCES OF PROGRAM FUNDING</u>	<u>GOAL AMOUNT</u>	<u>%</u>	<u>COMMITTED (Y/N)</u>
Parent Organization	\$ n/a	n/a	n/a
Gifts and Contributions	\$ n/a	n/a	n/a
Membership Dues	\$ n/a	n/a	n/a
Fees & charges to participants	\$ 55,000	19.4	y
Private sector grants (specify source and date of award)	\$ 20,000	7.05	n
AK Conservation Fund			
Am Alpine Fund, Access Fund	\$ 4,000	1.4	n
US DOT RTP, People for Bikes	\$ 26,000	9.17	n
Fundraisers (specify major fundraising events/programs)	\$ 5,000	1.76	y
Campaign 1			
Sales	\$ 10,000	3.5	y
Sponsorship	\$ 13,500	4.76	n
Subtotal of Financial Support for this program:	\$ 150,000	52.9	
Supplemental Funding Requested from City of Valdez:	\$ 133,500	47.1	
<u>TOTAL FUNDING FOR OPERATION OF THIS PROGRAM:</u>	\$ 283,500	100%	

Levitation 49
PROFIT AND LOSS
June 2016

	TOTAL	
	JUN 2016	JAN - JUN, 2016 (YTD)
Revenue		
Events Income		
Event Registration	3,455.64	19,454.93
Total Events Income	3,455.64	19,454.93
Non Profit Income		
Grants		117,000.00
Total Non Profit Income	0.00	117,000.00
Sponsorship	2,500.00	9,000.00
State Parks Camping Fees	4,220.00	4,220.00
Total Revenue	\$10,175.64	\$149,674.93
Cost of Goods Sold		
Contract Services	500.00	3,880.82
Supplies & Materials - COGS (deleted)	33.05	33.05
Total Cost of Goods Sold	\$533.05	\$3,913.87
Gross Profit	\$9,642.59	\$145,761.06
Expenditures		
Advertising	2,859.00	8,319.19
Media Services	4,510.00	28,070.00
Total Advertising	7,369.00	36,389.19
Bank Charges	14.10	432.41
Dues & Subscriptions	500.00	500.00
Event F&B	1,588.00	1,588.00
Event Services	215.00	4,852.39
Event Supplies & Equipment	26.79	672.42
Event Venues	365.61	365.61
Fundraising		500.00
Grant Expense		1,970.66
Insurance		2,660.89
Job Materials	5.98	5.98
Meals and Entertainment	128.77	514.05
Meetings & Trade Events		225.00
Office Supplies and Expenses	119.32	560.31
Permits	500.00	2,000.00
Promotional Expense		2,893.65
Shipping and delivery expense		23.60
Travel	775.63	1,460.78
VIP Hospitality		1,960.00
Total Expenditures	\$11,608.20	\$59,574.94
Net Operating Revenue	\$ -1,965.61	\$86,186.12
Net Revenue	\$ -1,965.61	\$86,186.12

Levitation 49
BALANCE SHEET
As of June 30, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 3077)	86,186.12
Total Bank Accounts	<u>\$86,186.12</u>
Total Current Assets	<u>\$86,186.12</u>
TOTAL ASSETS	<u><u>\$86,186.12</u></u>
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	
Net Revenue	86,186.12
Total Equity	<u>\$86,186.12</u>
TOTAL LIABILITIES AND EQUITY	<u><u>\$86,186.12</u></u>

SCOPE OF SERVICES - Outcomes in 2017

- Programmatically, we will continue to work toward making our events more enjoyable for the community and visitors and financially self-sustaining.
 - Valdez Ice Climbing Festival, Feb 17 - 20, 2017
 - Chugach Fat Bike Bash, March 1 - 5, 2017
 - Confluence, TBA May, 2017
 - Valdez Rock Climbing Festival, June 16 - 18, 2017
- We will strive to complete work on the trails master plan development made possible through our grant from the National Park Service Rivers, Trails, Conservation Assistance program. Target completion date: July 1, 2017.
- We will continue to rally at the state level for an increased role for outdoor recreation as we all plan Alaska's future (Confluence: Summit on the Outdoors)
- New - we will decrease funds dedicated to media production to instead work on increasing organizational capacity. To this end, and now with a professional accountant on board, you will see a restructuring of our budget with explanatory notes where the board felt they would be helpful.

(11)

CITY OF VALDEZ

GRANT FUNDING REQUEST FOR COMMUNITY SERVICE ORGANIZATIONS

APPLICATION CHECKLIST

This checklist is simply for your use in preparation of your application packet. It is not a part of the packet to be copied and submitted.

You are encouraged to check and double check your facts and figures prior to making your copies. Packets that omit any of the requested information or that contain errors in calculations **WILL BE RETURNED TO THE APPLICANT** for correction and resubmission. The ensuing delay may jeopardize your application for funding.

A COMPLETE APPLICATION PACKET INCLUDES:

- ☐ x Funding Request/Certification form (labeled page 1)
- ☐ x Recent Total Organization Financial Statement (labeled page 2)
- ☐ x Copy of Prior Three Prior Years' Balance Sheets (labeled page 3)
- ☐ x Current Operating Budget for Total Organization (labeled page 4)
- ☐ x Copy of Proposed 2017 Budget (labeled page 5)
- ☐ x Program Information forms (labeled pages 6, 7, and 8)
- ☐ x Operating Expenses of Proposed Program/Budget form #1 (labeled page 9)
- ☐ x Funding Sources for Proposed Program/Budget form #2 (labeled page 10)
- ☐ x Scope of Services form (labeled page 11)
- ☐ x Additional pages submitted by agency (label page numbers accordingly)
- ☐ x Copy of Balance Sheet and Profit and Loss as of 6/30/2016

REMINDER: You must submit **seven (7) DOUBLE SIDED COPIES OF COMPLETE PACKET** and a **COMPLETE PDF FILE** before the deadline. Late submissions will not be considered for funding.

DEADLINE: **5:00 p.m., Wednesday, August 31st, 2016**

Levitation 49

Profit & Loss 2016 Actuals by Class with 2017 Budget

January - December 2016

	Bike Fest 2016	Bike Fest 2017	Confluence 2016	Confluence 2017	Ice Fest 2016	Ice Fest 2017	Rock Fest 2016	Rock Fest 2017	TOTAL 2016	TOTAL 2017
Revenue										
Events Income									0.00	0.00
Event Registration	344.24	2,000.00	2,210.59	2,500.00	15,287.88	17,500.00	1,662.22	3,000.00	19,504.93	25,000.00
Total Events Income	\$ 344.24	\$ 2,000.00	\$ 2,210.59	\$ 2,500.00	\$ 15,287.88	\$ 17,500.00	\$ 1,662.22	\$ 3,000.00	\$ 19,504.93	\$ 25,000.00
Non Profit Income									0.00	0.00
Total Non Profit Income									\$ 0.00	\$ 0.00
Sponsorship	0.00	1,500.00	7,500.00	7,500.00	0.00	3,000.00	0.00	1,500.00	7,500.00	13,500.00
Square Income										
Total Revenue	\$ 344.24	\$ 3,500.00	\$ 9,710.59	\$ 10,000.00	\$ 15,287.88	\$ 20,500.00	\$ 1,662.22	\$ 4,500.00	27,004.93	38,500.00
Cost of Goods Sold										
Subcontractors - COS	0.00	2,000.00	0.00	2,000.00	3,380.82	2,000.00	0.00	2,000.00	3,380.82	8,000.00
Total Cost of Goods Sold	\$ 0.00	\$ 2,000.00	\$ 0.00	\$ 2,000.00	\$ 3,380.82	\$ 2,000.00	\$ 0.00	\$ 2,000.00	\$ 3,380.82	\$ 8,000.00
Gross Profit	\$ 344.24	\$ 1,500.00	\$ 9,710.59	\$ 8,000.00	\$ 11,907.06	\$ 18,500.00	\$ 1,662.22	\$ 2,500.00	\$ 23,624.11	\$ 30,500.00
Expenditures										
Advertising	795.00	20,000.00	0.00	1,000.00	4,220.22	20,000.00	3,294.00	20,000.00	8,309.22	61,000.00
Total Advertising	\$ 795.00	\$ 20,000.00	\$ 0.00	\$ 1,000.00	\$ 4,220.22	\$ 20,000.00	\$ 3,294.00	\$ 20,000.00	\$ 8,309.22	\$ 61,000.00
Event F&B	0.00	2,000.00	1,787.50	2,000.00	1,111.60	2,000.00	720.19	2,000.00	3,619.29	8,000.00
Event Services	0.00	1,000.00	0.00	1,000.00	4,637.39	2,000.00	215.00	2,000.00	4,852.39	6,000.00
Event Supplies & Equipment	2,272.98	1,500.00	26.79	500.00	0.00	1,500.00	1,266.30	1,500.00	3,566.07	5,000.00
Event Venues	0.00	0.00	957.50	1,500.00	365.61	0.00	0.00	0.00	1,323.11	1,500.00
Permits	0.00	525.00	0.00	0.00	25.00	1,000.00	1,475.00	1,475.00	1,500.00	3,000.00
VIP Hospitality	0.00	1,000.00	0.00	1,000.00	2,397.50	1,000.00	0.00	1,000.00	2,397.50	4,000.00
Total Expenditures	\$ 3,067.98	\$ 26,025.00	\$ 2,771.79	\$ 7,000.00	\$ 12,757.32	\$ 27,500.00	\$ 6,970.49	\$ 27,975.00	\$ 25,567.58	\$ 88,500.00
Net Operating Revenue	-\$ 2,723.74	-\$ 24,525.00	\$ 6,938.80	\$ 1,000.00	-\$ 850.26	-\$ 9,000.00	-\$ 5,308.27	-\$ 25,475.00	-\$ 1,943.47	-\$ 58,000.00
Net Revenue	-\$ 2,723.74	-\$ 24,525.00	\$ 6,938.80	\$ 1,000.00	-\$ 850.26	-\$ 9,000.00	-\$ 5,308.27	-\$ 25,475.00	-\$ 1,943.47	-\$ 58,000.00