

**City of Racine**  
**Department of City Finance**  
**S.T.A.R.T Grant Program**  
**(Supporting Tourism Allocation of Room Tax)**

**Eligible Activities:** The City of Racine has established the S.T.A.R.T. (Supporting Tourism Allocation of Room Tax) Grant program to provide competitive, yearly financial assistance, in the form of either a series of small grants, or one larger more-impactful grant, to organized community non-profit groups and organizations engaged in one-time or recurring efforts and activities designed to generate overnight room stays by bringing tourists and visitors to the City from outside the local area. The grant funding is eligible to cover a portion of the costs:

a.) Associated with providing the labor, equipment, materials and/or supplies, or the contracted services associated with security, logistical, or promotional support of large-impact, destination venues, attractions, festivals, events, parades, or sporting events held in the City of Racine and designed to draw attendees from outside the City.

b.) Of professional services when same are in pursuit or support of tourism promotions and marketing or the development or enhancement of programs or projects, one-time or recurring, designed to induce spending in Racine from individuals outside Racine on tourism, hospitality, culture, recreation, and/or arts & entertainment.

c.) Of acquiring personal property and equipment such as sporting and athletic goods, equipment, or protective gear; performing arts equipment, devices, instruments, or gear; games, including tables, boards or hardware; and sound and lighting equipment and/or staging and rigging associated with activities designed to draw visitors from outside the community.

d) Of acquiring, fabricating, and/or installing physical markers, signs, plaques, street furnishings, elements of infrastructure, sculptures or art pieces which designate, or are component parts of, or associated with destinations, or features combining together as destinations of an historic, cultural, entertainment, or artistic nature designed to draw visitors from outside the community.

e.) Of advertising, royalties, awards, prizes, or sponsorships associated with activities covered in a.) through d.) herein.

**Source of Funding:** Each year, the City shall develop a Budget for the use of that fiscal-year's expected receipt of Room Tax revenues, along with any Fund Balance carry-forward of prior year's Room Tax revenues and any earnings thereon, consistent with Wisconsin State Statute, Section 66.75 and the City's established policy on the use of room tax proceeds. Each such Budget shall assign and allocate a portion of Room Tax Revenues, not to exceed forty-percent (40%) of budgeted yearly expenditures, to fund the S.T.A.R.T. Grant program.

**Terms & Requirements:** Grant-eligible applicants must be public, quasi-public, or private organizations, operating as non-profit, or not-for-profit entities, engaged in events, activities, or programming which,

whether as a primary or identified objective, or as a matter of consequence, will likely result in tourists or visitors from outside the local area coming to the City of Racine. Applicant organizations may submit applications yearly for one, or as many as three (3) separate and distinct eligible programs, events, activities, or expenditures, with a combined maximum yearly grant award not to exceed twenty-five-thousand dollars (\$25,000). Organizations that received grants in the past are eligible to re-apply each year, but only to the extent that the activity or event for which they are making application represents a new or first-time activity, event, or element of an event. It is not the aim of the S.T.A.R.T. Grant program to provide recurring yearly funding to established activities or events, but rather to assist with funding new initiatives. Eligible activities must occur within the corporate limits of the City of Racine. Further, they must be open and accessible to the general public, be non-discriminatory and non-political, and held at a venue or in an area which is ADA-accessible. The Grant may not support more than fifty-percent (50%) of the applicant organization's total yearly efforts, programs, activities or events. Applicants may match or cover the remaining costs of non-grant obligations though cash or in-kind volunteer efforts or donations of money, goods, or services. Successful applicants will receive ninety-percent (90%) of grant funds at award, and the remaining ten-percent (10%) upon submission of a post-completion (of the activity, event, program, installation, expenditure) report. Failure to submit a report within 60 days of completion, or submission of incomplete information or inadequate summary data may result in the withholding of the final ten-percent (10%) and/or affect the funding of future applications. If for any reason, an awardee is unable to move forward with, fulfill or complete the program, event, project, or activity to which the grant funds were awarded, the awardee shall promptly return any and all unused and unspent funds to the City, along with an accounting (including itemized invoices, receipts, etc.) of all funds spent and a narrative explanation of the reasons for the lack of fulfillment or completion. If funds were spent on tangible goods or physical equipment still in the awardee's possession, the City may require forfeiture of same.

**Application & Award:** Application forms will be available on line at [www.cityofracine.org](http://www.cityofracine.org) or from the Office of the Finance Director, first floor City Hall, 730 Washington Avenue, Racine, WI 53403. Applications will be accepted each year by 5:00 p.m. on the last business day preceding (and including) December 1<sup>st</sup>. A Review Committee, consisting of the Mayor and City Administrator of the City of Racine, along with The President of Real Racine, shall meet within three weeks of the application deadline and review, evaluate and recommend Grant awards from among those eligible applications received. Grant recommendations must receive Common Council approval, prior to formal award and disbursement. Grant Awards will be released by no later than mid-February.

### S.T.A.R.T. Grant Application

Applicant Organization: 4<sup>th</sup> Fest of Greater Racine

Project Name/Description: Annual 4<sup>th</sup> of July Parade

Date(s) of Project/Event/Activity: July 4<sup>th</sup>, 2014

Address of Organization: \_\_\_\_\_

President/Manager/CEO of Organization or Chair of Board: Mark Chaffee

Phone: (262) 880-3664 Fax: ( )

Email: heybernard12@yahoo.com

Primary contact (person responsible for this project.): Michael Federer

Phone: (262) 930-4189 Fax: ( )

Email: michael.federer@cityofracine.org

Grant Amount Requested: \$ 10,000

Signature of President or Chair of Organization



Date

6/3/14

Signature of Primary contact

Date

**Project, Event or Activity Description:**

On a separate attachment, please provide your detailed response to the following questions:

Describe the purpose of your organization.

Describe the project, event or activity. This should include:

- Where the project, event, or activity will take place or be used or installed.
- The dates of the event or schedule of the project or activity. If the project will be done in stages, what are the dates of expected completion.
- The types of activities that will take place.
- Who will be involved
- Your goals for the project, event or activity. These could include the number of people, dollars raised, number of overnight visitors or room nights, or the economic impact to the area.
- The list of groups, organizations, volunteers, and others who will partner with you. (if applicable)
- The geographic area and the demographics of the visitors that you expect to attract to the event or project.
- Your marketing plan
- Is this a first time event or activity? One-time? Recurring? A temporary or permanent installation?
  - If the event or activity is recurring or ongoing...
  - -how many years has it been in existence?
  - -what was the attendance at last year's event or activity?
  - -what percentage of attendees came from significant distance (50 mi.+)?
  - -what is the estimated number of room nights for last year's event?

**Budget**

### Projected Expenses

	In-kind	Cash	Included in Grant
<b>Operational Budget</b>			
Travel & Entertainment			
Food/lodging			
Professional services		\$4820.22	\$2,000
Equipment			
Art/sculpture			
Site Fees			
Equipment Rental		\$8633.00	\$8,000
Insurance			
Security			
Labor			
Signs/plaques			
<b>Total Operational Expenses</b>		\$13,453.22	\$16,000
<b>Promotional Budget</b>	<b>In-kind</b>	<b>Cash</b>	<b>Grant funds</b>
Marketing/Promotion			
Local			
Non-local			
Mailing			

Social media/ online marketing			
Printing			
Development of promotional materials			
Other:(incl. awards/prizes)			
<b>Total Promotional Expenses</b>			
<b>Total Operational Expenses</b>			
<b>Total Expenses</b>			

**Total Event Budget: \$ 13,453.<sup>22</sup>**

**Anticipated Income**

**Sponsorships (cash donations):** \_\_\_\_\_

**Contributions (in-kind services, goods):** \$ 3,453.<sup>22</sup>

**Food/beverage sales:** \_\_\_\_\_

**Ticket/admission charges:** \_\_\_\_\_

**Booth space rental:** \_\_\_\_\_

**Membership fees:** \_\_\_\_\_

**Auction or Sale of Goods/services/Art:** \_\_\_\_\_

**Other: (Describe):** \_\_\_\_\_

**Post Event Report should include the following information:**

**Goals:**

Restate your quantifiable, measurable goals. Did you meet them? Why or why not?

How did you measure your goals?

### **Return on Investment**

As a result of this effort, what is your estimate(s) of visitor/participant spending?

How did the event or project stimulate the local economy? Add to the culture or well-being of the community?

### **Earned PR or Media Coverage**

Outline the media coverage received. Include samples of print media or date and time of electronic media coverage.

### **Changes/Modifications**

If you were to pursue or complete again, what would you do different and why?

#### **Also include:**

Event/Project/Activity financials to include Income and Expenses (cash only, not in-kind, staff)

Survey from event holder.

Samples of collateral material and advertising

Photos of the event/activity/installation.



Dear Sir or Madam,

On behalf of the 4<sup>th</sup> fest of greater Racine Inc. we would like to apply for \$10,000 with the "S.T.A.R.T" grant program.

The 4<sup>th</sup> Fest is responsible for putting on the 4<sup>th</sup> of July parade in Racine WI. Our parade is considered one of the top 10 ten in the country as rated by USA Today. In fact we ranked just below Washington DC.

Our parade is held annually on July 4<sup>th</sup> rain or shine starting promptly at 9am running until about noon. The parade starts at the corner of Main & Gould Street and turns left at 14<sup>th</sup> street before coming to an end at the Golden Rondelle. A distance of about 2.6 miles second only to the annual parade in Washington DC. Last year we had 115 different entries in our parade.

Our line up consists of entries ranging from high school marching bands, classic cars, dancing horses, large inflatable balloons and everything in between.

Following the parade we also co-host the annual 4<sup>th</sup> of July fireworks partnered with the City of Racine. Starting at 9:20 p.m. CST.

All of our events are completely open to the public with no admission fees of any kind and strive to make the event accessible to anyone who wishes to come to Racine.

Last year (2018) we had on average of 12,000 homes tuned into the parade coverage on MY24 with 3,000 more tuned in over the internet streaming the event worldwide to anyone who wished to view it live. Of course completely free of charge. We estimate we had over 60,000 people lining the parade route based on counts from the Civil Air Patrol.

We also estimate we had over 20,000+ people lining the lakefront to watch the fireworks display.

Our goal every year is to increase our attendance bring more people to downtown Racine helping local business with increased traffic and sales throughout the day.

One of our long term goals is to be able to bring in more unique floats and entries into the parade. For example last year we brought in a Mr. Potato head balloon that was over 20 feet tall. This year keeping with our theme "50 years to the moon and back" we are trying to secure an astronaut, moon, and earth balloon. With the helium shortage this year we are running into trouble securing enough gas to fill all three balloons but are optimistic we will find enough.

By applying we would also like to be able to bring in more of the larger balloons as the Mr. Potato head was very popular last year. We are trying to become the "Macys Day Parade of the Midwest".

With your assistance we hope to make Racine the destination to be for the 4<sup>th</sup> of July. We aim to draw them in with the best parade anywhere around. Leave ample time for visitors to explore and enjoy our lakefront and everything we have to offer. Followed by one of the best firework shows in the country. Encouraging people to stay overnight and enjoy Racine the following day.

Sincerely,

4<sup>th</sup> Fest of Greater Racine



# Big Events, Inc.

*Giant Inflatables for Parades & Special Events*

## INVOICE

Billed: Fourth Fest of Greater Racine      Date: May 29, 2019  
300 5<sup>th</sup> Street  
Racine, WI 53403      Invoice: RC070419

Attn: Jake Lovdahl      P.O. #  
JLovdahl@outlook.com

Item: 40' Astronaut, 15' Earth & 20' Moon Giant Parade Balloon Rental,  
Shipping and Supervisor Travel.  
Thursday, July 4, 2019.

Parade Balloon Rental	\$6,500.00
Shipping	983.00
Supervisor Travel (2x)	<u>1,150.00</u>
Total	<u>\$8,633.00</u>

Terms: 50% Deposit Due With Order. Balance With Approval & Shipping

PLEASE MAKE CHECK PAYABLE TO: Big Events, Inc.  
Federal Tax ID: 33-0557372

*THANK YOU!*

1613 Ord Way, Oceanside, CA 92056 e-mail: [charles@bigeventsonline.com](mailto:charles@bigeventsonline.com)  
Tel: 760-477-2655 [www.bigeventsonline.com](http://www.bigeventsonline.com)



**MAIN OFFICE**  
111 Barrett Pl  
PO Box 875  
BELOIT, WI 53512-0875  
Phone 608-365-8825  
Fax 608-365-1999

**BRANCH**  
516 Mill St  
BURLINGTON, WI 53105  
Phone 262-763-8486  
Fax 262-763-3733

**BRANCH**  
W230 S7720 Hwy. 164  
BIG BEND, WI 53103  
Phone 262-662-3339  
Fax 262-662-5345

**BRANCH**  
3485 Brick Dr  
ROCKFORD, IL 61109  
Phone 779-208-4055  
Fax 779-208-4056

**BRANCH**  
189 S. Main St  
CRYSTAL LAKE, IL 60014  
Phone 815-261-9100  
Fax 815-261-9102

**ORDER NO.**  
617052

TERMS NET 30 DAYS

Accounts not paid in full 30 days from date of purchase are subject to a **FINANCE CHARGE** of 1 1/2% per month **ANNUAL RATE** of 18%

WELDERS SUPPLY DONATION  
FORWARD TO MNR IN BELOIT  
BELOIT WI 53511

S  
H  
I  
P  
T  
O

WELDERS SUPPLY  
RACINE 4TH OF JULY PARADE  
FORWARD TO MNR IN BELOIT  
BELOIT WI 53511

CASH  
 CHARGE

IT NO 10	CUSTOMER ORDER NO.	ORDER DATE 6/03/19	DATE SHIPPED	SHIPPED FROM 2	DELIVERED VIA OUR TRUCK
-------------	--------------------	-----------------------	--------------	-------------------	----------------------------

10:4AM mitch

**INDUSTRIAL SUPPLIES**

RED	SHIPPED	U/M	DESCRIPTION	UNIT PRICE
2	2	CCF	HE TK2 HELIUM 12-PAK CRADLE 3492CF 2	65.42

**COMPRESSED CYLINDER GASES** Emergency Response Telephone Number 1-800-535-5053

HAZARDOUS MATERIAL SHIPPING NAME	HAZARD CLASS	DOT CLASS	SIZE	RETURNS	SHIPPED	CU. FT/LBS.	UNIT PRICE	AMOUNT
YLENE, DISSOLVED	2.1	UN 1001				CF		
YLENE, DISSOLVED	2.1	UN 1001				CF		
YLENE, PETROLEUM, LIQUEFIED	2.1	UN 1075				LBS		
YLENE, PETROLEUM, LIQUEFIED	2.1	UN 1075				LBS		
		UN						
XYGEN	2.2	UN 1072				CF		
XYGEN	2.2	UN 1072	125			CF		
XYGEN	2.2	UN 1072	282			CF		
XYGEN	2.2	UN 1072				CF		
ITROGEN	2.2	UN 1066				CF		
ITROGEN	2.2	UN 1066	299			CF		
HGON	2.2	UN 1006				CF		
RGON	2.2	UN 1006	336			CF		
IN-CARBON-DIOXIDE N.O.S. AG25	2.2	UN 1956				CF		
ELIUM	2.2	UN 1046				CF		
		UN						
ON DIOXIDE LIQUID	2.2	UN 1013				LBS		
ON DIOXIDE LIQUID	2.2	UN 1013				LBS		
IR	2.2	UN 1002				CF		
XYGEN USP	2.2	UN 1072				CF		

I hereby certify that the above named materials are properly classified, described, aged, marked, and labeled, and are in proper conditions for transportation, according to applicable regulations of the Department of Transportation. I have been advised of hazards of transporting cylinders in my car and release vendor of all responsibility.

SIGNED BY \_\_\_\_\_

DELIVERY CHARGE	
SUBTOTAL	
TAX	
TOTAL	4870.22

RECEIVED BY **X** \_\_\_\_\_

Thank You

www.weldersupply.com

ORDERED NAME \_\_\_\_\_

SEE BACK FOR TERMS AND CONDITIONS

FORM 100