

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.
Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit www.chescocf.org

Date 4/25/19

Contact Information

Organization Name: Paoli Blues Fest, Inc
Address: PO Box 1148, Paoli Pa. 19301
Phone: 610-574-6473;
Website: paolibluesfest.com
Year Incorporated: 2009

Executive Director Name:
Executive Director E-mail:
Board of Directors Chair Name: Bob DiSimone
Primary Contact Name: Jim Taylor
Primary Contact E-mail: jetaylor60@gmail.com
bobby_d_99@hotmail.com

Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure
Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure
Donor Advised Fund(s) Fund for Chester County Don't know/Not sure

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Chester County – Eastern, North Eastern – but we have increasing numbers of attendees from the tri-state area.

Describe Population Served and Annual Number of People Served:

Paoli Blues Fest deliberately appeals to all age groups and a diverse group of guests. On PBF event day, we serve 4,000 to 6,000 guests. In addition, our charitable outreach extends to a PBF Board selected charitable organization.

Mission: The Paoli Blues Fest is a free, one-day, annual music festival and community street fair. For 11 years, the Paoli Blues Fest has supported the founders' principal: Build the Paoli community's goodwill and neighborly fellowship.

Exciting live performances by area blues bands create a welcoming musical atmosphere highlighted by dozens of area small businesses and programs showcasing their retail and service offerings in tented booths. Food and non-alcoholic beverages are sold by vendors to our average attendance of 4,000 – 6000 visitors. In addition, the Paoli Blues Fest offers beer, wine and festival themed merchandise to help defray the costs associated with staging the event.

Paoli Blues Fest is a registered 501(c)3 non-profit organization and is supported in part by the Pennsylvania Council on the Arts, the National Endowment for the Arts, and the Greater Philadelphia Cultural Alliance. Paoli's PBF Board thanks all of its supporters by annually selecting local organizations such as the Chester County Food Bank to benefit from donated goods and monies.

Proposal Summary: Paoli Blues Fest uses a professional blues band format with a rented stage, sound equipment, and electrical requirements. In addition, PBF vendors are provided uniform tenting that PBF rents from a local events company. Paoli Blues Fest also rents public friendly seating and tables for both the stage area and the beer garden. Safety fencing encloses the beer garden. The rental costs for this physical staging of our community event totals \$19,000. Paoli Blues Fest requests \$7500.00 in CCCF member funds to offset the staging costs.

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Strategic Relationships
 Fundraising & Development Other: _____

Annual Budget \$ 46,400 _____ 0 _____ # of Full-Time Equivalent Paid Staff
90 _____ % of budget for program expenses 12 _____ # of Board Volunteers
8 _____ % of budget for administrative expenses 68 _____ # of Active Non-Board Volunteers
2 _____ % of budget for fundraising expenses 550 _____ # of Volunteer Hours
100 % total

Top 3-5 funding sources: PA Council on the Arts/Greater Philadelphia Cultural Alliance Grant, Sponsorships, Vendor Fees. Event Day Sales: Beer Garden, T-Shirts, Raffle Tickets, Fest Day donations

Grant Amount Requested from the Community Foundation: \$ 7500 _____

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Organization's history, goals, key achievements and distinctiveness

History: The Paoli Blues Fest was created when Ken Klaus, the founder and a blues musician, successfully proposed the idea to the Paoli Business and Professional Association in 2007. In 2009 the first Blues Fest met with such success and excitement that organizers decided the Paoli Blues Fest would become an annual event. Paoli Blues Fest became an independent corporation and was officially a registered 501 (c) 3. The Paoli Blues Fest will share its 11th year on September 28, 2019.

Initially the Fest was planned for the first Saturday of October. For the first three years, Blues Fest offered multiple community stages and one main stage located at the Paoli Village Shoppes on route 30 across from the Paoli Train Station. After three years, Blues Fest brought the music and the visitors to one large stage in Paoli Village Shoppes. In 2017 we continued to invest in a single stage now located at Paoli Presbyterian Church, 225 South Valley Road. After our success with Paoli Village Shoppes, we are grateful to their management. The Village Shoppes' generosity and partnership happily promoted the Blues Fest to the degree that necessitated a move to Paoli Presbyterian Church, our current Fest location.

Goals: A combination of goals for the Paoli Blues Fest is to continue the free community music event that focuses on the blues tradition and offer activities that all ages enjoy. Supported by the Fest's street fair of vendors, the blues music continues to gather the Paoli area and beyond for one day of fun, food, a music forum, and additional business for the area retailers and restaurants.

Paoli Blues Fest continues to offer a KidZone that has crafts, moon bounce, fire truck exploration, face painting, sports demos, prizes to win and more. Anyone who provides entertainment and intrigue for the little ones receives a free vendor space. In conjunction with KidZone, The Blues Fest board and its officers decided the very first year to provide each vendor of the Street Fair their tents, tables and chairs. The feedback from vendors was that our set-up and exhibit communications far surpasses other events in which they've participated. Paoli Blues Fest has worked with All Event Party Rentals of Media. That team starts set up for the Fest at 5:00 am to ensure that everything is organized before vendors arrive. Total vendors have reached between 75 to 120. Our goal is to continue the coordination of music, vendors and age appropriate activities.

As the Paoli Blues Fest continues to evolve, we are emphasizing Paoli's community goodwill and neighborly fellowship beyond the Fest day. We wish to more actively support a charitable organization each year. Given the costs of physically staging the Blues Fest, we recognize that we must request donor support for tent rentals, as well as stage, sound, and electrical equipment rental that hopefully will leave monies and/or donated goods to be charitably dispersed during the following year.

Key Achievements: The Blues Fest concert showcases an annual selection of six blues bands who have demonstrated their quality of music, performance and engagement with the audience. They are bands that are local, regional or national acts and are selected from many interested musicians who contact the committee each year. The Fest is fortunate to have sponsors, volunteers, vendors and many other partners who have been loyal to our sharing the blues tradition with the Paoli community. Many have been reliable supporters for every year of the event. We are always honored to work with the individuals, families and businesses On a community level, the relationship that we have developed with our event

hosts is an additional achievement as The Paoli Village Shoppes and now the Paoli Presbyterian Church are essential to PBF's mission of goodwill and neighborly fellowship.

2. Funding request: \$7500

Description of key initiatives

The PBF Board is concerned about meeting any money deficiencies that may accompany staging a large, free event. With donated funding to alleviate staging expenses, we would be able to work more successfully and sooner to meet our charitable goal. We will implement crowd friendly and safe areas at the venue for our guests to contribute to the annually-selected charitable organization. We will continue to support the Chester County Food Bank.

Specific needs and issues to be addressed.

All Paoli Blues Fest information will be more thoroughly publicized online and in local businesses well before the September 28, 2019 event.

Funding received will be applied to rentals for professional staging.

PBF Charitable intent and our intended recipients will be clearly publicized with blues music concert info.

PBF mission statement will be shared with all concert info given to returning and possible vendors and donors.

Organizational impact if initiative is undertaken

The impact of these initiatives is most important because the Paoli Blues Fest is a highly visible example of Paoli's goodwill and neighborly attitude. Our well-designed professional community event demonstrates Paoli's intent to share a music tradition in a relaxed and family oriented atmosphere. Knowing that expenses will be more easily covered, volunteers and the PBF Board can continue to organize a public music adventure that concentrates on the visitor experience. Funding makes the extended charitable intent a very possible reality.

How will this grant enhance your organization's capacity?

PBF is grounded in both the musical community and Paoli's dedication to a strong and kind community atmosphere.. We always consider the community's needs. This perspective will enhance our involved organizations and the event's standing with the exact group that we're trying to cater to, our guests. At the same time, delivering a large audience will enhance our organizations' standing in the blues community and may provide more options for more talented, expert artists for future Blue Fests. The positive attitude will draw additional visitors, ensuring future success. We already have a reputation of providing an afternoon of blues excellence and fun for the all ages. Making sure that everyone is served well will help to keep and increase that distinction. Also, the crowd size dictates vendor registration and a bigger crowd provides more visibility for our sponsors..

Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired.

- 1) Research long-term sponsors/funders. Apply for current and new funding early in the business year.
- 2) Enlarge the Fest beer garden to ensure easy access and stage view. Beer garden guests will have distinctive banding for legal drinking age and another for underage guests. The beer garden is fenced as a welcoming but secure public beer garden to insure that all PBF visitors can appropriately enjoy the blues event day.
- 3) Send sponsorship information to more area businesses and follow up with personal contact.
- 4) Ask for additional donated goods, services and money that will help to reduce Fest budget by publicizing the musical, fun and charitable intent of the Blues Fest. An informed public will better recognize that our free one day Blues concert and street fair can help support the less fortunate through the year.
- 5) More effectively utilize multiple social media opportunities (including our website paolibluesfest.com) with the help of our PBF webmaster. Online advertising and information is key to building our PBF community.
- 6) Develop a plan to interest new and returning vendors to reestablish vendor numbers beyond the 100 tent level.

We do not anticipate any dollar cost to implement the initiative, but we do expect to spend extra time in the listed activities until the Blues Fest day.

Why it is important to fund this now?

It's important now because this year's Fest is scheduled for Saturday, September 28, 2019. This grant will help us have enough funding to more easily stage the free-to-public without worry. Knowing that we have a state of the art, safe, welcoming, and efficient vendor/band venue will enable the Blues Fest to concentrate on developing a more charitable aspect.

3. How impact and results will be demonstrated

We will develop a short, event day survey for completion by visitors who agree to participate. Impact will also be demonstrated by number of contact emails requesting last minute vendor spaces, details regarding location of Fest, parking areas, etc.

We have previously asked visitors to comment on our facebook page. This has resulted in a large number of people who share positive messages and sometimes ideas for improvement. All are answered and appreciated.

Effect will also be demonstrated by overall visitor numbers, audience and beer garden capacity/crowd count, length of visitor stay, sales totals, and comments shared with our volunteers at the Information Tent and in survey questions. While some of these results are anecdotal and less data driven, they are indicative of vendor and public engagement.

We will tally donation of charitable monies and food items as numerical proof of improved charitable efforts through our professional blues event.

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at www.chescocf.org

E-mail completed proposals to grants@chescocf.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescocf.org if you have any questions. Thank you.

Chester County
COMMUNITY FOUNDATION

*Connecting people who care with causes that matter,
so their legacies make a difference.*

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CAPACITY BUILDING GRANT PROPOSALS

“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.” *National Council of Nonprofits*

Capacity building initiatives may include (but are not limited to) projects which address:

- **MISSION, VISION & STRATEGY:** Organizational Assessment; Strategic & Business Planning
- **GOVERNANCE & LEADERSHIP:** Board Development; Executive Transition/Succession Planning; Leadership Development; Staff Training & Professional Development
- **STRATEGIC RELATIONSHIPS:** Coalition Building; Collaboration; Mergers & Acquisitions; Strategic Restructuring
- **DEVELOPMENT:** Donor Identification, Cultivation, Development & Stewardship; Development Campaigns (Annual, Capital, Planned Giving, Major Gifts); Earned Income Development; Social Enterprise Feasibility & Development; Marketing, Branding & Communications
- **OPERATIONS:** Business Continuity Planning; Financial Management; Human Resources; Volunteer Management; Industry Certification; Risk Management; Technology Improvements

Capacity Building Grants have been used to fund the following initiatives:

- **Strategic Analysis, Plan development and implementation**
- **Technology enhancements, including donor tracking and development software**
- **Website Design & Development**
- **Marketing Materials**
- **Development of Financial management and control systems**

Please Note: @99% of the grants issued by the Community Foundation are through the generosity of the Fund Advisors who created donor advised funds. @\$2+ million is granted annually to nonprofits in Chester County and beyond.

The Community Foundation has a small pool of unrestricted funding to support capacity building initiatives. A separate grant proposal (using the same application format) must be submitted to be considered for a capacity building grant.

To inform donors of grant proposals that have been received by the Foundation, the grant proposal cover sheet and narrative are posted on the Community Foundation’s website with a link to the nonprofit’s website. Quarterly, our donors are mailed a written list of all grant applications received, and directed to the grant proposal webpage so they can review active grant proposals. Community Foundation staff also discuss active grant proposals during donor meetings, when donors are interested in the causes served by the nonprofit.

E-mail completed proposals to grants@chescofc.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescofc.org
if you have any questions. Thank you.

