

FOR GRANT APPLICATIONS \$2,000 OR MORE

Office Use Only

Date of Board Meeting:

Agenda Item No. _____

New Grant

Section 1: General Information:

Continuation

Grant Start/End Dates: April 20, 2010 – June 30, 2011 Application Deadline: 2/24/2010 Grant Amt: \$20,000.00

Funder's Grant Title: Gulf Coast Community Foundation Your Grant Title: N/A Marketing for ACEC
 e.g. Weller Teacher Mini-Grant, Building Blocks for Success, etc. e.g. Up, Up and Away, Exploring Our Heritage, Young Galileos, etc

Grant Writer: Caroline Bentley School/Dept. Adult & Community Education Center Phone 361-6590 Ext _____
Margaret Weissenborn

Grant Contact Person* Laura Trubac School/Dept ACEC Phone 361-6590 Ext _____

*This is the school/district-based person who is in charge of the grant.

| Schools/Programs to be served by this grant | # of staff impacted | # of students impacted | # of parents impacted |
|---|---------------------|------------------------|-----------------------|
| Adult & Community Education Center | 2 | 1,800 | 0 |

Does this grant require matching funds? Yes No If yes, what amount? _____ How will these funds be raised?

Grant Description

Please fill in all blanks.

Do not refer to attachments in your summaries.

Do not attach separate sheets.

Briefly summarize the overall purpose/objective of the grant and indicate how this grant will contribute to the needs and goals of your School Improvement Plan and/or District Plan. (Not grant activities)

ACEC is seeking marketing funds to enhance community visibility and awareness, increase student enrollment, and raise program revenue. ACEC's nonexistent marketing budget is due to financial constraints and the staff's inability to allocate time and resources. While ACEC maintains a reasonable presence in the community, many residents remain unaware of ACEC's exceptional program. The expected impact of these grant funds is an elevated student enrollment and consequently a rise in program revenue. Marketing activities are expected to generate a greater interest and awareness in ACEC's classes.

Briefly list grant program activities (what is going to be done with the grant funds):

- Hire Marketing/PR professional on a contract/hourly basis
- Create print ads and write-ups for the following publications: SRQ magazine, Herald-Tribune online, Creative Loafing, Positive Change, and Sarasota Woman.
- Create print materials in the form of brochures, flyers, etc. for highlighting various programs and components of ACEC
- Develop promotional items with ACEC logo/brand to be given out at festivals, community events, outreach forums, etc.
- Write PSA's for local radio advertising

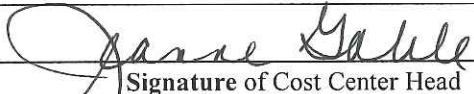
Please provide a brief explanation of pertinent budget items that will be funded through this grant. (Please indicate if funds will be used for new/old staff position, contracted services, travel, materials/supplies, equipment/furniture, facilities, and other applicable items.)

- \$10,000: Employee compensation – New Hire
- \$6,000: Print advertising costs (variety of local publications)
- \$2,000: Printed promotional materials (brochures, flyers, catalogues, etc)
- \$1,000: Promotional items with ACEC logo/brand (given out at festivals, community events, outreach forums)
- \$1,000: PSA costs for local radio advertising during three yearly ACEC registrations

How will grant activities be continued after the end of grant period?

As there is a growth in enrollment numbers and subsequently a rise in program revenue, a modest marketing budget will be maintained to continue outreach and awareness building in the community.

Jeanne Goble
 Print Name of Cost Center Head


 Signature of Cost Center Head

2/25/2010
 Date

Send this completed form and 1 copy of your grant to the Grants Office, Research, Assessment, and Evaluation-Landings

Please Type or Print in Ink

GAF: Grant Approval Form

Section Two: Summary for grants over \$2,000.

(These grants require School Board approval and must be placed on the School Board Agenda by Grants Office staff.)

Fiscal Management will be done by:

- District Finance Office
- School Internal Account
- Other (name): _____

Project number, if known: _____

- Entitlement/Flowthrough
- Competitive/Discretionary
- Continuation
- Other: _____

Fund Source:

- Federal: Indirect cost \$ _____
CFDA # _____
- State
- Local Foundation
- Other: _____

| Name of Primary Fund Source | Funder's Contact Name | Funder's Address | Phone Number | \$ Amount |
|---------------------------------|-----------------------|---|----------------|-------------|
| Gulf Coast Community Foundation | Valerie Misa-Hoffmann | 601 Tamiami Trail South Venice, FL 34285 | (941) 486-4600 | \$20,000.00 |



**NOTE: If MAJOR TECHNOLOGY is part of this grant:
(does not include cameras, DVD players, etc.)**

Your school technology support personnel must review the physical capabilities of the area involved and agree that no additional wiring or electrical work, beyond what is provided through the grant, will be needed to complete the project. Please have your technology support staff member sign off on your project here.

Technology Support Staff



**NOTE: If your project involves CONSTRUCTION or requires RETROFITTING space:
Please call Jody Dumas to discuss your project and receive approval to go forward with your proposal.
He can be reached at 361-6311 ext. 68824. If approved, you will need to create a memo for his approval and signature, to be included with your GAF.**

Thank you. Please call ext 927-9000 ext. 32172 with questions.

GRANTS OFFICE USE ONLY

Section Three: Signatures

Grants Office personnel will obtain applicable signatures in this section

von file
*DISTRICT DIRECTOR OF TECHNOLOGY INFORMATION SERVICES

von file von file - construction
*DIRECTOR OF FACILITIES SERVICES

[Signature]
RESEARCH, ASSESSMENT & EVALUATION (RAE)

von file
DIRECTOR OF BUDGET

von file
*EXECUTIVE DIRECTOR OF ELEMENTARY, MIDDLE, OR SECONDARY

ASSOCIATE SUPERINTENDENT

[Signature]
SUPERINTENDENT

*Signatures needed only if applicable.

Send this completed form and 1 copy of your grant to the Grants Office, Research, Assessment, and Evaluation-Landings