

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Community Foundation****Project Title:**

# Alaska Community Foundation - Alaska's 50th Anniversary of Statehood Celebration

**State Funding Requested: \$ 1,500,000**  
One-Time Need**House District: Statewide (1-40)****Brief Project Description:**

The project will fund a series of public events celebrating the 50th Anniversary of Statehood.

**Funding Plan:****Total Cost of Project: \$3,000,000**

	<u>Funding Secured</u>		<u>Other Pending Requests</u>		<u>Anticipated Future Need</u>	
	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>
Other			\$1,364,500	09		
Total			\$1,364,500			

*Explanation of Other Funds:**See attachment "TAC 50 - Summary Page" for detailed fundraising projections.***Detailed Project Description and Justification:**

The 50th Anniversary of Alaska's Statehood offers an important opportunity to showcase, celebrate, and demonstrate Alaska's and Alaskans' achievements and potential. The celebration will stimulate numerous summer and winter jobs, create marketing opportunities and bring Alaskans together to kick off the next 50 years for Alaska. The celebration is a one time event and while private donations and revenue from ticket sales will cover half the cost of the events, the State has the responsibility to share in the cost of celebrating Alaska's 50th anniversary. A commitment of state funds to the endeavor will encourage private contributions.

**Project Timeline:**

Expenditures will occur in FY09

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

NA

**Grant Recipient Contact Information:**

Contact Name: Tennys Owens

Phone Number: 907-277-7271

Address: Alaska Community Foundation, 400 L St., Suite 100, Anchorage, AK 99501

Email:

## Total Project Snapshot Report

FY 2009 Capital Budget

TPS Report 50565

Has this project been through a public review process at the local level and is it a community priority? ☐ Yes ☒ No

## Summary Page

### EXPENSES

June 27 <sup>th</sup> Military Concert	\$ 314,750
June 28 <sup>th</sup> Concert in the Park	\$ 81,825
I Was Here Awareness Campaign	\$ 74,700
Statehood Quilt Invitational	\$ 53,950
November 14 Governor's dinner	\$ 158,400
Light of the North	\$ 980,000
January 3 public event	\$ 398,850
January 3 <sup>rd</sup> Gala	\$ 355,050
Walk Through History	\$ 90,000
Media and marketing	\$ 91,620
Administration	<u>\$ 237,640</u>
Total expense	\$2,836,785

### INCOME

Sale of Governor print	\$ 600,000
Nov 14 ticket sales <i>Adjusted by \$25,000 for sponsor tables</i>	\$ 125,000
January 3 <sup>rd</sup> ticket sales	\$ 140,000
Vendor fees June 28/Jan 3 <sup>rd</sup>	\$ 4,500
Facility fees waver	\$ 45,000
Gold level sponsors @5	\$ 250,000
All other sponsors	\$ 200,000
Total anticipated income	\$ 1,364,500
 BALANCE SHORTFALL	 \$ 1,472,285

## **Budget Estimates**

### **Administration**

#### **2007 EXPENSES**

Additional support staff:

- 1 at 10 hours per week x \$14.00 per hour \$ 840
- Hire date November 15 – December 31
- Printed materials / office \$ 750
- Business cards / stationary / miscellaneous \$ 350

Total 2007 Expenses \$ 1,940

#### **2008 EXPENSES**

Administration coordinators

- 2 persons at \$65,000 per \$130,000

Legal \$ 1,250

Board insurance D & O Liability \$ 2,500

Special Event Insurance \$ 24,000

Office equipment \$ 1,500

Office rental

- 12 months at \$350 \$ 4,200

Additional support staff

- 1 at 20 hours per week x 52 weeks x \$14.00 per hour \$ 14,560
- 1 at 10 hours per week x 52 weeks x \$14.00 per hour \$ 7,280

Telephone at \$65.00 per month x 12 months \$ 780

Miscellaneous admin not included in project budgets \$ 2,500

Total 2008 administration \$188,570

#### **2009 ADMINISTRATION**

Administration coordinators

- 2 persons at \$10,000 per \$ 20,000

Office lease – 1 month \$ 350

Administrative staff

- 2 at 20 hours x \$14.00 per hour \$ 280

Ak. Community Foundation \$ 25,000

- Based on fees for 2.5% of 1 million

Miscellaneous administrative \$ 1,500

Total 2009 administration \$ 47,130

Total Administrative \$237,640

## Budget Estimate Media and Marketing Expenses and Income

### EXPENSES

Professional fees, writers travel ACVB associated costs	\$ 20,000
Printing of invitations <ul style="list-style-type: none"><li>• 5000 at @1.25 per</li></ul>	\$ 6,250
Postage	\$ 370
30 x 40 painted drop <ul style="list-style-type: none"><li>• "We're In" used on June 28 and January 3</li></ul>	\$ 10,000
Media Purchase <ul style="list-style-type: none"><li>• Television</li><li>• Radio</li><li>• Newspaper</li><li>• All of the production expenses for design etc. would be included in the buy.</li></ul>	<div>\$ 15,000</div> <div>\$ 10,000</div> <div>\$ 20,000</div>
Photographer	\$ 5,000
Miscellaneous	\$ 5,000
Total Estimate	\$ 91,620

### INCOME

Matching media buys:	
<ul style="list-style-type: none"><li>• Television</li><li>• Radio</li><li>• Newspapers</li></ul>	<div>\$ 15,000 Trade*</div> <div>\$ 10,000 Trade*</div> <div>\$ 10,000 Trade*</div>

These do not replace but add value to the expense.

The media purchase represents:	\$ 30,000 in Television
	\$ 20,000 in Radio
	\$ 20,000 in Newspaper

\* This is a large media buy for advertising. In addition we are planning to get more and different coverage through editorial content and photo spreads. This budget does not include any regional, national or international coverage.

**Concert in the Park  
June 28, 2008  
Anchorage Park Strip**

PRE EVENT COORDINATION / LOGISTICS	\$ 10,000
ON SITE EVENT MANAGEMENT	\$ 1,200
<ul style="list-style-type: none"><li>Responsible on site for set up and strike</li><li>Responsible on site for management of crew</li></ul>	
ON SITE TECHNICAL STAGE ANAGEMENT	\$ 500
<ul style="list-style-type: none"><li>Responsible for audio visual, sound and lighting</li></ul>	
ADDITIONAL ON SITE PERSONNEL	\$ 600
PERMITS	\$ 1,250
<ul style="list-style-type: none"><li>Park Strip – crowd and noise</li></ul>	
TRAFFIC CONTROL	
<ul style="list-style-type: none"><li>Security</li><li>Barricades</li></ul>	\$ 1,000 \$ 3,000
MAINTENANCE	\$ 1,000
<ul style="list-style-type: none"><li>Grounds clean up crew</li></ul>	
TENT RENTAL	\$ 2,600
<ul style="list-style-type: none"><li>2 – 20' x 40' vendor tents</li><li>1 – 20' x 20' tent to cover stage</li><li>3 – 10' x 10' tents to cover equipment</li><li>1 – 20' x 20' tent for entertainers Green Room</li><li>Set and strike</li></ul>	
PORT O LETS	
<ul style="list-style-type: none"><li>25 at \$65.00 per</li><li>Set and remove</li></ul>	\$ 1,625
ENTERTAINMENT	\$ 25,000
<ul style="list-style-type: none"><li>Variety of Alaskan musicians / bands</li><li>Includes some travel</li></ul>	
EQUIPMENT RENTAL	\$ 11,500
<ul style="list-style-type: none"><li>Staging</li><li>Sound system</li><li>50 chairs for VIP seating</li><li>Ropes and stanchions</li><li>Technicians</li><li>On site operators</li><li>Video on site</li><li>Labor, set and strike</li></ul>	
SIGNAGE	\$ 6,500
<ul style="list-style-type: none"><li>5 banners</li><li>Large scale graphics at \$700.00 per</li><li>Large banner for stage area</li><li>Traffic control</li></ul>	
AUDIENCE AMENTIES	\$ 12,500
<ul style="list-style-type: none"><li>5,000 at \$2.50 per person</li></ul>	
PHOTO OPPORTUNITY	\$ 1,050
MISCELLANEOUS EXPENSES	\$ 2,500
ADVERTISING:	
<ul style="list-style-type: none"><li>Included in Marketing and Media Budget</li></ul>	
TOTAL ESTIMATE:	\$ 81,825



**Gala Dinner  
January 3, 2009  
Dena'ina Convention Center**

PRE EVENT COORDINATION / LOGISTICS	\$ 25,000
ON SITE EVENT MANAGEMENT	\$ 3,500
<ul style="list-style-type: none"> <li>• Responsible on site for set up and strike</li> <li>• Responsible on site for management of crew</li> </ul>	
ON SITE TECHNICAL STAGE MANAGEMEN:	\$ 1,500
<ul style="list-style-type: none"> <li>• Responsible for audio visual, sound and lighting</li> </ul>	
ADDITIONAL ON SITE PERSONNEL	\$ 3,500
TRAFFIC CONTROL	\$ 3,500
<ul style="list-style-type: none"> <li>• Security</li> <li>• Barricades</li> </ul>	
INVITATIONS	\$ 9,400
<ul style="list-style-type: none"> <li>• 900 custom designed at \$5.50 per</li> <li>• 100 keepsake invitations at \$45.00 per</li> <li>• Design, production and labor</li> <li>• Postage</li> </ul>	
DECOR	\$ 25,000
TABLE LOOK	\$ 18,200
<ul style="list-style-type: none"> <li>• 102" rounds (140)</li> <li>• Specialty table linens</li> <li>• Specialty napkins</li> <li>• Chair covers</li> <li>• Labor, set and strike</li> </ul>	
DINING TABLE CENTERPIECES	
<ul style="list-style-type: none"> <li>• 140 at \$85.00 per</li> </ul>	\$ 11,900
AUDIENCE AMENTIES	\$ 7,000
<ul style="list-style-type: none"> <li>• 1,400 at \$5.00 per person</li> </ul>	
ENTERTAINMENT	\$ 75,000
<ul style="list-style-type: none"> <li>• 8 Groups</li> <li>• Travel included</li> <li>• Accommodations included</li> </ul>	
PHOTO OPPORTUNITY:	\$ 3,150
EQUIPMENT RENTAL	
<ul style="list-style-type: none"> <li>• Lighting effects</li> <li>• Sound system – multiple events</li> <li>• Video production</li> </ul>	\$ 9,500 \$ 7,000 \$ 15,000
<ul style="list-style-type: none"> <li>• Wireless microphones</li> <li>• Technicians</li> <li>• On site operators</li> <li>• Video on site</li> </ul>	



<ul style="list-style-type: none"> <li>• Labor, set and strike</li> </ul>	
DINNER MENU COST	
<ul style="list-style-type: none"> <li>• 1400 at \$75.00 per person</li> <li>• Gratuity: Included in above price</li> </ul>	\$ 105,000
Additional Cost Items	\$ 9,100
<ul style="list-style-type: none"> <li>• 2 bottles of wine per table</li> <li>140 tables at \$65.00 per table</li> <li>Gratuity: Included in above price</li> </ul>	
PRINTED PROGRAM	\$ 7,000
<ul style="list-style-type: none"> <li>• 1,400 at \$5.00 per</li> </ul>	
SIGNAGE	\$ 3,750
<ul style="list-style-type: none"> <li>• Signs / banners</li> </ul>	
ADDITIONAL SECURITY	\$ 1,500
PHOTO OPPORTUNITY	\$ 1,050
MISCELLANEOUS EXPENSES	\$ 10,000
ADVERTISING	
<ul style="list-style-type: none"> <li>• Included in Marketing and Media Budget</li> </ul>	
TOTAL ESTIMATE	\$ 355,050

**Governor's Legacy Dinner  
November 14, 2008  
Hotel Captain Cook**

PRE EVENT COORDINATION / LOGISTICS	\$ 5,000
ON SITE EVENT MANAGEMENT	\$ 1,250
<ul style="list-style-type: none"><li>• Responsible on site for set up and strike</li><li>• Responsible on site for management of crew</li></ul>	
ON SITE TECHNICAL STAGE MANAGEMENT	\$ 500
<ul style="list-style-type: none"><li>• Responsible for audio visual, sound and lighting</li></ul>	
ADDITIONAL ON SITE PERSONNEL	\$ 600
INVITATIONS	\$ 5,250
<ul style="list-style-type: none"><li>• 300 custom designed at \$10.00 per</li><li>• 50 custom designed at \$45.00 per</li><li>• Design, production and labor</li><li>• Postage</li></ul>	
DÉCOR	\$ 15,000
TABLE LOOK	\$ 9,750
<ul style="list-style-type: none"><li>• 102" rounds (50)</li><li>• Specialty table linens</li><li>• Specialty overlays</li><li>• Specialty napkins</li><li>• Chair covers</li><li>• Labor, set and strike</li></ul>	
DINING TABLE CENTERPIECES	\$ 6,250
<ul style="list-style-type: none"><li>• 50 at \$125.00 per</li></ul>	
AMENITY GIFT	\$ 12,500
<ul style="list-style-type: none"><li>• 500 at \$25.00 per</li><li>• 10 framed prints at \$500.00 per</li></ul>	\$ 5,000
ETERTAINMENT	\$ 25,000
PHOTO OPPORTUNITY	\$ 1,050
SOUND / LIGHTS	\$13,500
<ul style="list-style-type: none"><li>• Upgraded sound for up to 500 guests</li><li>• Wireless microphones</li><li>• Theatrical lighting</li><li>• Technicians</li><li>• On site operators</li><li>• Video on site</li><li>• Labor, set and strike</li></ul>	
DINNER MENU COST	\$ 42,500
<ul style="list-style-type: none"><li>• 500 at \$85.00 per person</li></ul>	
Gratuity: Included in above price	

ADDITIONAL COST ITEMS	\$ 4,250
<ul style="list-style-type: none"> <li>2 bottles of wine per table</li> <li>50 tables at \$85.00 per table</li> <li>Gratuity: Included in above price</li> </ul>	
PRINTED PROGRAM	\$ 7,500
<ul style="list-style-type: none"> <li>500 at \$15.00 per</li> </ul>	
ADDITIONAL SECURITY	\$ 1,000
MISCELLANEOUS EXPENSES	\$ 2,500
ADVERTISING	
<ul style="list-style-type: none"> <li>Included in Marketing and Media Budget</li> </ul>	
TOTAL ESTIMATE	\$ 158,400

**January 3<sup>rd</sup> Public Event  
Income Possibilities**

**Donations**

Signs and banners estimated	\$3,700
Facility rentals estimated at	<u>\$45,000</u>
	\$48,700

**Other sources of income**

Outdoor projection estimated at	\$18,100
Paid through Grant	

**Sponsored activities**

Fireworks or laser show	\$50,000
Amenity gift	<u>\$30,000</u>
	\$80,000

**Vendor sales**

24 vendors @ \$175 per	\$ 4,200
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Goal for all outside sources of revenue	<b>\$151,000</b>
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The balance of the direct costs would need to come from underwriting

Estimated cost of the event	\$
Income from other sources	\$151,000
Balance from contributions	<\$ >

**Walk Through History  
Time Capsule  
January 3, 2009**

COORDINATION/LOGISTICS	\$ 2,500
UNIVERSITY INVOLVEMENT History professors, writers	\$ 1,500
DESIGN/LAYOUT/GRAPHICS	\$ 2,500
19 BRONZE PLAQUES Fabrication/shipping	\$ 45,000
TIME CAPSULE Design and fabrication	\$ 16,000
SCHOOL DISTRICT COORDINATION Collection of time capsule items	\$ 1,500
PRINTED BROCHURE Design and Printing 10,000 @ 4 color	\$ 14,000
PUBLIC CEREMONY Technical equipment/coordination	\$ 4,500
MISC. EXPENSES	<u>\$ 2,500</u>
ESTIMATED TOTAL	\$ 90,000

***I Was Here* Awareness Campaign  
September 2008**

THEME DEVELOPMENT/CAMPAIGN DESIGN	\$ 10,000
PRINTED COLLATERALS Includes banners, bumper stickers, pins	\$ 16,000
STATEWIDE COORDINATION	\$ 2,500
SCHOOL DISTRICT INVOLVEMENT Includes organizer/teacher liaison	\$ 1,500
I WAS HERE PUBLIC EVENT  Includes technical equipment, flags Ariel photographer, photo production	\$ 14,500
STORY BOX 3 to 5 locations statewide Includes video production and duplication	\$ 24,000
NEWSPAPER/MEDIA CAMPAIGN Includes ad purchase, design, contracting	\$ 3,700
MISC. EXPENSES	<u>\$ 2,500</u>
ESTIMATED TOTAL	\$ 74,700

**Military Concert  
June 27, 2008  
Elmendorf AFB**

PRE EVENT COORDINATION/LOGISTICS	\$ 2,500
ON SITE MANAGEMENT	\$ 1,250
Responsible for on site set up	
Management of crew, coordination with artists	
ON SITE TECHNICAL STAGE MANAGEMENT	\$ 1,000
Responsible for sound, lights	
Broadcast hook up links	
ON SITE PERSONNEL	
Provided by military	
BROADCAST PERSONNEL	
KTUU and AT&T provided	
EQUIPMENT RENTAL	\$ 12,000
Includes band instruments, stage	
Lighting and sound equipment	
ENTERTAINMENT	\$220,000
Feature entertainer, warm up acts	
Support staff and local support	
TRAVEL, ACCOMODATIONS, PER DIAM	\$ 18,000
SECURITY	
Provided by military	
PROMOTION ADVERTISING	
Included in media budget	
STATEWIDE BROADCAST	\$ 15,000
Coordinated through KTUU, APTI and ARC	
STAGE DÉCOR	\$ 20,000
Background for performances	
MISC. EXPENSES	<u>\$ 25,000</u>
ESTIMATED TOTAL	\$314,750

**Statehood Quilt Invitational  
January 2009**

COORDINATION/LOGISTICS	\$ 2,500
FABRIC AND MATERIALS Includes fabric to put together blocks	\$ 2,000
LABOR Includes 100 hours and 30 seamstress	\$ 3,500
STATE PREMIERE AT ANCHORAGE MUSEUM	
COORDINATION OF EXHIBIT	\$ 1,500
RENTAL EQUIPMENT FOR SHOW Includes pipe, lights, bases	\$ 1,800
CELEBRATION EVENT AT MUSEUM Includes light catering, invitations	\$ 2,400
CRATING SERVICES Design and fabrication of shipping crates	\$ 750
STATEWIDE TOUR	
SHIPPING	\$ 27,000
TOUR COORDINATOR Includes some travel and training	\$ 3,500
WASHINGTON DC TOUR Includes shipping, travel, on site personnel	\$ 7,500
MISC. EXPENSES	<u>\$ 1,500</u>
ESTIMATED TOTAL	\$ 53,950



**Walk Through History  
Time Capsule  
January 3, 2009**

COORDINATION/LOGISTICS	\$ 2,500
UNIVERSITY INVOLVEMENT History professors, writers	\$ 1,500
DESIGN/LAYOUT/GRAPHICS	\$ 2,500
19 BRONZE PLAQUES Fabrication/shipping	\$ 45,000
TIME CAPSULE Design and fabrication	\$ 16,000
SCHOOL DISTRICT COORDINATION Collection of time capsule items	\$ 1,500
PRINTED BROCHURE Design and Printing 10,000 @ 4 color	\$ 14,000
PUBLIC CEREMONY Technical equipment/coordination	\$ 4,500
MISC. EXPENSES	<u>\$ 2,500</u>
ESTIMATED TOTAL	\$ 90,000