

# Grant Application

Name of Event: Juneteenth - Quality of Life

Date of Event: June 13-15, 2013

Contact Person: Leroy Brooks

Amount received last year: \$14,000

Amount requested this year: \$8,000

Amount requested is 57% of the proposed budget.

Marketing/Advertising is 25% of the proposed budget.

Entertainment is 107% of the proposed budget.

## Comments:

### Juneteenth Festival - asking for \$8,000

They do qualify for \$8,000 as a Quality of Life Event but we question the business logic of a festival that plans to have a loss of \$9,900.

The summary on the line item budget shows the following:

Total income \$14,000

Total expenses \$23,900

Income Less Expenses (\$9,900) Why would anyone plan to have a loss this large???

The line item budget shows the following eligible items:

Entertainment \$15,000

Marketing/Promotion \$3,500

**COLUMBUS/LOWNDES CONVENTION & VISITORS BUREAU (CVB)**  
Quality of Life Event Advertising/Promotion Grant Program

Phone: 662-329-1191  
Fax: 662-329-8969  
Email: ccvb@columbus-ms.org

117 3<sup>rd</sup> Street South  
P. O. Box 789  
Columbus, MS 39703

## Grant Application for Quality of Life Event

Project/Event Name: The Juneteenth Festival

Dates of Project/Event: June 13-15, 2013

\*\*Non-Profit Name: The Afro-American Culture Organization

\*\*Non-Profit Number: #64-0707199

**\*Attach current Secretary of State filing for 501(c)(3).**

Contact Name: Leroy Brooks Title: Festival Coordinator

Mailing Address: P.O. Box 721, Columbus, Miss. 39703

Email: lclbrooks@bellsouth.net Phone: 329-5871 Fax: 241-1938

Amount Requested: \$ 8,000.00

**NOTE: A line item budget must accompany this application.**

1. Please give a brief description of the project/event:  
The Juneteenth Festival is a three day event that coincide with the celebration as an important day in the history of America. The 3 day events include a kick off reception and two days of entertainment and other activities in the park
  
2. What is the location of the event? Sim Scott Park in Columbus
  
3. What is the anticipated number of visitors who will attend (based on past figures)? 13,000-15,000
  - a. What is the method which will be used for measuring visitor attendance (survey, interview, etc.)? interview and survey
  
4. How does this project/event contribute to Columbus/Lowndes County? How is this project/event special from other projects?  
the festival provides a different dimension to the cultural activities of the community. It is the only festival that coincide with a historial day in America. The festival fosters a sense of pride and heritage among its participants.

# Grant Application for Quality of Life Event

5. Please give a brief summary of your Advertising Plan (dates, times and types of advertising). \*\*Please note you will need to meet with the Director to discuss your Advertising Plan and to have it preapproved before placing your advertising.  
The proposed advertising will consist of television, radio and print media. Print media advertisement will begin 2 months prior to the event, with radio and television starting one month before the event

6. If your organization has performed a market survey, please describe your demographic audience and/or additional findings:  
The primary participants are African-Americans and whites.

**NOTE: The use of CVB forms is mandatory.**  
(Forms will be available online or in the CVB office.)

On behalf of the organization identified on this application, I do hereby certify that the submitted application has complied with the Advertising/Promotion Grant Program guidelines of the Columbus/Lowndes Convention & Visitors Bureau, and the information is true and accurate.

Material created through this grant must be used to encourage tourism in Columbus/Lowndes County, must contain the statement "Sponsored by the Columbus/Lowndes Convention & Visitors Bureau" and carry the CVB logo.

Should I fail to administer all aspects of the guidelines, I further understand the grant may be revoked.

Name of Applicant: Leroy Brooks  
The Afro-American Culture Org. Title: Festival Coordinator

Signature:  Date: November 13, 2012

Please deliver the grant application and all attachments to:

Columbus/Lowndes Convention & Visitors Bureau  
117 3<sup>rd</sup> Street South  
Columbus, MS 39703



Internal Revenue Service  
District Director

Date: June 21, 1985

AFRO-AMERICAN CULTURE ORGANIZATION, INC.  
214 12th Street, North  
Columbus, MS 39701

Department of the Treasury

Employer Identification Number:  
64-0707199  
Accounting Period Ending:  
December 31  
Passive Investment:  Yes

Person to Contact:  
Alicia Foster  
Contact Telephone Number:  
(404) 221-4516

Dear Applicant:

Based on information supplied, and assuming your operations will be as set forth in your application for recognition or exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 170(b)(1)(A)(vi) and 509(a)(1).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

The box checked in the heading of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If Yes is checked, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the first month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

(over)

P. O. Box 1055, Atlanta, GA 30370

Letter 987777

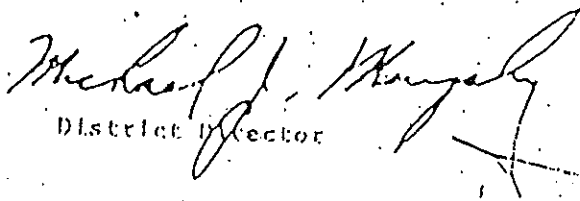
You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 513 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

  
District Director

Enclosures:  
Form 990  
Instructions  
Schedule A



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Officer Name:

**Officer Name**  
 LEROY BROOKS

**Corp Name**  
[AFRO-AMERICAN CULTURE ORGANIZATION, INC.](#)  
[COLUMBUS QUEST, INCORPORATED](#)  
[GOLDEN TRIANGLE GOLF ASSOCIATION](#)  
[GREATER COLUMBUS, INC.](#)  
[JESSE F. CARTER, JR. FOUNDATION](#)  
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Date: 11/19/2012 [View Filed Documents](#)

Name History

Name	Name Type
AFRO-AMERICAN CULTURE ORGANIZATION, INC.	Legal

Non-Profit Corporation - Domestic - Information

<b>Business ID:</b>	504368
<b>Status:</b>	Good Standing
<b>Creation Date:</b>	7/6/1982
<b>State of Incorporation:</b>	MS
<b>Principal Office Address:</b>	634 31ST AVE N #22 COLUMBUS MS 39701-1823
<b>Listing Address:</b>	No Address

Registered Agent

<b>Agent Name:</b>	<u>LEROY BROOKS</u>
<b>Office Address:</b>	634 31ST AVENUE N #22 COLUMBUS MS 39701

**Mailing Address:**

Officers & Directors

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Entertainment, Marketing and Promotion

Itemized

Tourism Application

<u>Marketing and Promotion,</u>	<u>\$3750.00</u>
Tee Shirts	\$1050.00
Banners	\$450.00
Program Booklets	\$2250.00
<u>Newspaper Advertisement,</u>	<u>\$3,000.00</u>
Commercial Appeal	\$1000.00
Birmingham News	\$1000.00
Clarion Ledger	\$300.00
Jackson Advocate	\$700.00

Note: Individuals have been contacted at each newspaper the per column cost will be forwarded to determine the size of each ad.

<u>Television Advertisement</u>	<u>\$2500.00</u>
WCBI	\$1300.00
Cableone	\$1200.00

Quality of Life Application

<u>Marketing and Promotion</u>	<u>\$3500.00</u>
WACR/ Three stations	\$2000.00
Cumulus Radio	\$1000.00
WTWG	\$500.00

<b><u>Entertainment Cost</u></b>	<b>\$15,000.00</b>
Glenn Jones	\$7500.00
Pat Cooley	\$2500.00
Crossroad Band and Show	\$ 500.00
Brown Sugar	\$1500.00
The Flame Band and Show	\$800.00
Lee Garner	\$2200.00
Total:	\$15,000.00

All fees are tentative and subject to change until there is a contractual agreement.

The total entertainment cost is \$15,000.00 as reflected in the \$3750.00 from the Tourism Grant line item and reflected in additional entertainment cost at \$11, 250.00