



**2018 STANARDSVILLE INDEPENDENCE DAY COMMITTEE (SIDC)
ECONOMIC IMPACT REPORT**

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2018 Stanardsville Independence Day Committee (SIDC) Event Economic Impact Report

Summary:

The Red, White, Blue 'n Greene (formerly the Stanardsville Independence Day Celebration) marked another successful milestone in 2018. Unseasonably hot weather combined with significant construction impacts to parking and grounds at the school complex, expectedly resulted in lower attendance than in the previous year while changes to the tax code resulted in a modest decline in fundraising. Despite these challenges, the committee volunteers and our sponsors put on a memorable and enjoyable event for all those in attendance.

The following points of interest are worth noting:

- **Event crowd size decreased 40% over the previous year with an estimated 4,000-4,500 visitors in attendance.**
- **Parade participation dropped to the lowest recorded number of entrants and attendance matched owing to temperature, new time of event, and exclusion of all but walking units necessitated by construction impacts to the parade route.**
- **The Capitol Sheds Community Fireworks display continued to grow in quality, size and impact. It finished in a multi-tiered grand finale that left the crowd in awe. There is no denying that, in 2018, the Capitol Sheds Community Fireworks Display was the largest fireworks display in Central Virginia.**
- **Event was maintained as “free admission” for another year.**

Introduction:

The Stanardsville Independence Day Committee (SIDC) is a group of volunteers who report to the Stanardsville Town Council for the express purpose of planning, funding, organizing and executing the town's annual Independence Day celebration now branded as the Red, White, Blue 'n Greene.

In support of this effort, the SIDC also produced a number of accessory events and fundraisers within the community including, home brewing competitions, the first ever Stanardsville Oktoberfest and Haunted Tours of Stanardsville. The proceeds from each of these events go to fund the SIDC objective of establishing a permanent fireworks fund for the community.

For the 2018 campaign, the committee consisted of (in alphabetical order):

Rodney Adams	Chad Aylor	Michael Basel
Shari Bedker	Bill Fekishazy	Mary Jefferies
Kimmy Kruskamp	Gary Lowe	Jay Pace
Michael Payne	Joann Powell	Jessica Proffitt

Kenny Proffitt
Kiran Woodson

Terri Proffit
Jennifer Ziros

Kris Rulison

Chad Denby with Web Weaving served as our web site designer. Roy Dye represented the Stanardsville Area Revitalization board and provided support to the SIDC. We were also assisted in our efforts by Melissa Hall, Steve Hall, Andy Hope, Amy Hope, Kenny Ng, , James Tsikerdanos, Amber Woodson, Daniel Woodson, Timothy Woodson, members of CAMRA, members of the William Monroe Middle School faculty, CERT team members and several other “day of” volunteers including members of the James Madison University Alpha Psi Omega theatre honors fraternity.

The above individuals collectively logged over 7,544 hours (see Appendix C-1) of volunteer work to make the 2018 event a reality. This figure does not account for the many hours donated by our sponsors, “day of” volunteers, family members and our local law enforcement and emergency response community nor does it account for the significant assistance offered to us by Branch Construction without whose assistance and cooperation, the event would surely have been canceled or relocated. Using the Independent Sector and IMPLAN valuation of volunteer time of \$24.69/hour, the volunteer labor alone exceeds \$186,261.40 for the 2018 Red, White, Blue ‘n Greene celebration. The successes experienced in 2018 are a direct result of this tremendous level of dedication and community support.

The Stanardsville Independence Day Celebration has grown over the last decade with improvements noted in each successive year. What was once a community parade of parents pulling children in wagons twice around the Courthouse building has now become a professional production requiring year round planning and fund raising activity.

In 2018, the SIDC was confronted by the harsh reality of the impacts of a multi-year construction project to the school system. Losing 75% of all available parking, unfinished parking surfaces, dust and debris, loss of a major entrance, and blocking of the parade route each presented unprecedented challenges for the our group. While cancelation was a possibility, the group elected to continue citing our three core goals:

- **Build community spirit and promote a common identity amongst our citizens**
- **Create an event that draws significant crowds to enable local charitable organizations and social groups to raise money and continue their good deeds within our community**
- **Promote the positive perception of Greene County as a warm, tourist-friendly and family-friendly destination**

Fundraising /Sponsorship:

For the 2018 campaign, the SIDC encountered a very slow start to our fundraising efforts. Recent changes to the tax code have incentivized businesses to invest in their growth or return dividends to their ownership and investors and the results are to be expected. We were not alone in this experience. Donations to charitable causes have gone down regionally both in

quantity and amount. Numerous other charitable organization reported similar experiences including familiar entities such as Relay for Life.

Despite the downward trend, Greene County Chamber of Commerce members came to our rescue when it became known that our fundraising efforts were floundering this year. These business and community leaders singlehandedly saved the day as you can see in Appendices B1-B4, 61 sponsors and donors provided cash and in-kind donations valued at \$79,136. This figure is inclusive of the Capital Sheds Community Fireworks Display whose fireworks alone were valued at approximately \$50,000 based upon current commercial rates for the length of show and the number and types of shells used.

It is important to note that, with the exception of \$2,000 donated by the Greene County Tourism Council; this event was entirely funded through private donations and sponsorship as well as the committee's yearlong fundraising efforts. The SIDC does not receive support from local tax dollars and remains dependent upon the generosity of our private citizens and businesses. This event is proof of the financial power that our citizens can bring to bear when collectively working towards a common goal.

The breakdown between cash and in-kind donations was approximately 22.9%:77.1% with shortfalls in cash requiring a reduction in our print and marketing efforts. Donations this year primarily came from businesses and persons within Greene County (91.6%) as opposed to being from donors outside the county. Additional details may be found in the appendices that follow this report.

The SIDC engaged in numerous other fundraising efforts throughout the year. These included:

- **50/50 Raffle**
- **Bake good sales and games at Wal-Mart**
- **Drink sales at Bootville community day event**
- **Strawberry Festival**
- **Targeted ad sales**
- **Homebrewer's Pale Ale Contest**

In addition to funds and in-kind donations, property use was also donated. Thanks are owed to those citizens and businesses in Stanardsville who allowed us to use their buildings and grounds to facilitate our mission.

The SIDC would also like to thank STAR, the Greene County Chamber of Commerce, the Greene Tourism Council, the Greene County School Board and the Greene County Board of Supervisors for their support. The school's athletic fields once again provided the perfect venue for the magician, concert and fireworks to be enjoyed in comfort and safety. Indeed, the setup physically afforded by the school complex allows for a berm plus multiple fenced perimeters offering increased security and protection to the public. The soccer field also provides the perfectly sized shooting platform from which to create a spectacular show.

Event Details:

Parade: There were 18 parade entries who pre-registered for the event using our online form. 10 of these showed for the day of the event with excessive heat cited as the reason for last minute cancelation. Crowd size was similarly affected but an incorrectly reported time of the parade on the local NBC29 evening news also contributed to confusion. Moving the parade time to 3 PM and restricting parade entries to walking units only provided the final disincentives for community participation. While it was the committee's desire to maintain the Town's tradition, in retrospect we should have canceled the parade. These things aside, moving the parade to the afternoon and consolidating the event entirely to school grounds was of significant benefit to our committee volunteers.

Eddins Ford Cruise In: Thanks to the continued sponsorship of Eddins Ford of Madison and the new leadership of Bill Fekishazy and the Spring Hill Baptist Church team, 50 cars participated for free in this year's cruise in event. Eddins Ford has since been sold and become Madison Ford and we extend to the entire Eddins Ford team, their owners and families a sincere appreciation for the years of loyal patronage.

UVA Pegasus Helicopter: Pegasus made three circles of the parade route this year with sirens, lights and music. They were greeted with a very positive reaction from the crowd who not only enjoyed the sight and sounds of the helicopter, but also appreciated the wind that the rotors generated down Main Street. UVA's Pegasus flight crew has generously made us an annual stop for the last several years.

Rogue Magic: Roger "Rogue" Quan, a New York City-based magician best known for his appearance on America's Got Talent, being the subject of the movie, "Magic Man" and soon for an appearance on an HBO production slated for Fall 2019, returned to our community for a second year providing close up magic and a stage performance. Sponsored by the Rosebrook Inn and Mack Morris Heating and Air, Rogue has already announced that he would like to return next year and do a pre-event show with several other magicians.

Vendor & Charity Booths: We welcomed six registered charity and vendor booths this year. Charity and social organization involvement was dramatically low with many of our local charities citing impact of having to staff the fair all the preceding week as being the reason for declining our invitation. In general, our vendors reported reduced sales from last year which came as no surprise given the public's concern around parking and other construction impacts at the event. All of our primary vendors have expressed a desire to return next year.

Bounce House & Children's Games: Mack Morris Heating & Air in Ruckersville proudly sponsored the evening's entertainment including bounce house, carnival games, magician and Groove Train. The games and bounce house were well attended though threat of rain drove the bounce house team to prematurely close the attraction. The carnival games raised several hundred dollars for charity.

Door Prizes: Kenny Ng, a service member returning from his tour in Afghanistan, donated an American Flag that was flown of the U.S. Embassy in Kabul, Afghanistan and a U.S.M.C. coin

to the SIDC for purposes of using them as door prizes for our guests. Mr. Ng wanted everyone present to our service members and veterans whose sacrifice allows our freedom.

50/50 Raffle: The winner of the grand prize was Michele Hildebrand of Stanardsville. Ms. Hildebrand won \$2,660--half the value of the tickets sold. Over two dozen other prizes were given away in addition to the grand prize.

Evening Concert & Fireworks: The evening events began with a presentation of the flag by members of the US Armed Forces from NGIC. They were accompanied by members of the Albemarle Pipe and Drum Corps. A wonderful performance of the National Anthem was performed by Mr. Bill Nye of Stanardsville. The opening ceremony was well received by the crowd in attendance.

On the University Tire and Auto Stage, Mack Morris and Rosebrook Inn sponsored Rogue Magic opened for fan favorite Groove Train. The crowd seemed well entertained with many guests choosing to dance the entire night away in front of the stage.

Stanardsville Town Mayor, Gary Lowe, took center stage and, with the assistance of a young girl from the audience, oversaw the selection of the two door prize and grand prize drawing winners. After some parting announcements, he counted down the fireworks with the crowd.

The Capitol Sheds Community Fireworks Display was spectacular. Thanks to Loren Shetler, his family, and the Capitol Sheds Team, there is no question that our community held the single largest fireworks show in Central Virginia in 2018—much to the delight of everyone in attendance.

Feedback from our sound engineer should place this statement into perspective. “I worked you all’s event on Wednesday and then worked Waynesboro’s event on Saturday. Everyone hooted and hollered at the Waynesboro show and talked about how it was the best show in Virginia and the best show ever in Waynesboro. I said that the Waynesboro show wasn’t nothing compared to the Stanardsville show. They asked why I would say that and I said, ‘What ya’ll had as a finale for five minutes, Stanardsville had as the show for 25-minutes and then they had their finale for another 5-minutes.’ It wasn’t even close.”

Media and Marketing:

In 2018 marked our first year as the Red, White, Blue ‘n Green (RWBnG). In addition to continued reinforcement of our new brand, our committee continued efforts to determine the most effective means of reaching out to the community. Social media numbers steadily increased as we explored an integrated approach between traditional and online marketing techniques. These efforts generated additional interest and will be further refined in the 2018/2019 campaign.

Our web designer, Chad Denby from Web Weaving & Design, created a new website (www.RWBnG.org). This new site provides the committee with an opportunity to offer enhanced access to information, improved readability on mobile platforms, easier means of providing periodic updates, centralization of our messages, and the flexibility to offer seasonal event promotion. Additionally, we improved the website's sponsor and donor recognition system.

Facebook-derived data points on audience demographics continue to guide our marketing efforts and tailor our messages.

Owing to a decrease in fund raising in 2018, we were unable to partner with The Charlottesville Radio Group or the Daily Progress as in previous years. While disappointing, the committee felt that the impacts to parking were such that not advertising might have been a fortunate turn of events as physical site conditions did not lend themselves to an optimal guest experience.

Both of our local printers also donated generously of their time and talents.

WVIR-TV NBC29 incorrectly reported on the 5PM/6PM evening news on July 3rd that our parade was scheduled for 10AM instead of 3PM. This was done despite multiple emails and phone calls from the marketing committee chair and the SIDC chairman providing the correct information to all of the local news and radio stations. NBC29 was contacted immediately and was able to correct the information in time for the 11PM broadcast; however, the damage was done and numerous guests showed up on Main Street for the 10AM time frame. In follow up to one of our sponsors who felt that the news station may have acted in a willfully biased manner with this mistake, their News Director, Mr. David Foky, explained that new station had received the incorrect information from "one of their news partners" and offered their assurance that the incorrect information was "entirely an accidental matter".

Community Benefits Realized:

- **Two weeks of sustained, positive press for our community**
- **4,500+ citizens coming together in support of our community**
- **The largest fireworks display in Central Virginia in 2018.**
- **This event was valued at approximately \$79K. With the exception of a \$2,000 donation made by the Greene Tourism Council, this event was entirely funded through private donations for the benefit of our community and its citizens.**
- **Over \$500 in drinks were handed out to our guests at the end of the evening.**

Vendor sales were down across the board, though all of our regular vendors and most of our new vendors anticipated slow sales based upon our warnings of the impacts at the time that they registered. We are pleased to say that all of our historical vendors and all but one of the new have expressed a desire to return in 2019.

While sales might have been down, a bright spot of the event was a successful introduction of 4 Little Pigs BBQ and Catering to the community. Greene County has no shortage of BBQ places to enjoy, but numerous guests, volunteers and committee members felt that Mr. Shifflett, owner of 4 Little Pigs, might well sell the best BBQ we have ever had at one of our events and we are delighted to welcome him officially to the Greene business community.

Crowd Size:

The parade attendance consisted of only a couple of hundred guests owing to the heat and restricted parade conditions.

Regarding stadium attendance, positive changes were made in our process to allow for a more accurate accounting of attendance. This year we elected to make use of door prize raffle tickets to assist in the counting of the crowd in attendance. Over 4,000 tickets were handed out at the gates; however, hundreds of visitors and guests bypassed the gates or entered before our volunteers were stationed at the gates. As such, we have conservatively estimated crowd size by the time of the fireworks display to be 4,500 people within the football stadium. Hundreds of guests remained outside the perimeter of the stadium in the parking areas and these guests, as well as the guests parked alongside Rt. 33, are not included in our count.

Feedback:

Feedback from the public has been consistent across the board—both in the good and the bad. To a person, everyone was unhappy with the parade—timing, restrictions to walking units and attendance. Fortunately, this is where the bad news ends.

When it comes to the music, activities, the food and the Capitol Sheds Community Fireworks Display, we received very enthusiastic feedback. Indeed, the fireworks were viewed as a statement piece and, to many of us, they demonstrate the continued potential of this event with the community's support.

Volunteers were appreciative of the consolidated event timing and geography.

Needs Assessment:

The following needs and suggestions were identified after our After Action Report at the August meeting:

- Move parade to after 6 PM to continue efforts of consolidating timing and geography of the event. This will place all events after the heat of the day has dissipated and give our volunteers additional time in the morning to get the events set up and ready for our guests.

- If number of volunteers allow, two work groups are needed—a dedicated set-up/tear down team and a dedicated operations team.
- Improved community support is needed both in terms of fundraising and volunteerism. This cannot be stressed enough.
- Securing a plotter and banner printing capability would improve self-sufficiency and reduce overall cost to the committee for printing signs.
- New tents and signage will need to be purchased for the 2018-19 campaign owing to the deteriorating condition of our existing products. 6 qty. 10x10, 2 qty. 10x20 and 2 qty. 20x20 tent sizes and 20 4x8 banners with industrial hanging brackets and posts would be ideal.
- Permanently manning two information tents (one on either side of the football field) and the ticket booths is a must in coming years.
- Determining how to replicate the Madison Hops-Fest success with obtaining ABC license for school grounds to facilitate beer garden onsite of event could provide a much needed financial boost.
- Storage is needed for event supplies. As the committee has grown, so too has the volume of our supplies. Presently divided amongst the committee members' homes, a permanent solution is required. Ideally, it would be temperature controlled, secure and located in a central, convenient location with 24/7 access.
- Continue building upon successful Homebrewers' Contest as a viable fundraising stream—Oktoberfest, Greene Beer Festival, etc.
- Integration of our event advertising into our sponsors' current advertising campaigns will be crucial going forward.
- Moving Cruise In to Upper Lot nearest the baseball fields and to the evening event or otherwise integrating it into the parade will improve guest satisfaction.
- Acquire more earpieces for the Walkie-Talkies.
- Continue to reach out to area charities, faith-based organizations and service groups as well as industry sectors to encourage participation in our event. Explore collaboration of events as well.

APPENDIX

A-FINANCIALS

A-1: BALANCE SHEET

A-2: PROFIT & LOSS BUDGET OVERVIEW

B-SPONSOR DETAILS

B-1: LIST OF SPONSORS

B-2: SPONSOR SUMMARIES

B-3: TRENDS IN EVENT VALUATION

B-4: LIST OF DONATIONS

C-LOGISTICS AND TRENDS

C-1: LIST OF REPORTED VOLUNTEER HOURS

C-2: TRENDS IN EVENT ATTENDANCE

D-SUPPORTING MATERIALS

D-1: EVENT LAYOUT

D-2: CONSTRUCTION IMPACTS

**APPENDIX A-1
BALANCE SHEET
AS OF AUGUST 31, 2018**

3:15 PM
11/10/18
Accrual Basis

**Red, White, Blue 'n Greene
Balance Sheet
As of August 31, 2018**

	Aug 31, 18
ASSETS	
Current Assets	
Checking/Savings	
United Bank Checking Account	17,617.63
United Bank Savings	
CD purchased 1/12/2018	10,000.00
United Bank Savings - Other	7,368.57
Total United Bank Savings	17,368.57
Total Checking/Savings	34,986.20
Total Current Assets	34,986.20
TOTAL ASSETS	34,986.20
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	10,368.57
Unrestricted Net Assets	13,558.26
Net Income	11,059.37
Total Equity	34,986.20
TOTAL LIABILITIES & EQUITY	34,986.20

Notes:

-Our fiscal year runs from September 1—August 31

-Steady growth of the permanent fireworks fund has been accomplished in each of the last three years. The committee should have enough in this fund to cover one year of fireworks in the event that the current sponsor does not renew their sponsorship of the community fireworks display

APPENDIX A-2
P&L BUDGET OVERVIEW
SEP 2017—AUG 2018

3:14 PM

11/10/18

Accrual Basis

Red, White, Blue 'n Greene
Profit & Loss Budget Overview
September 2017 through August 2018

	Sep '17 - Aug 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Business Sponsorships				
Cash Contributions	18,100.00	0.00	18,100.00	100.0%
Total Business Sponsorships	79,136.00	0.00	79,136.00	100.0%
Public Fundraising Income				
Food Vendor Fees	327.50	0.00	327.50	100.0%
Non Food Vendor Booth Fees	805.00	0.00	805.00	100.0%
50/50 Raffle	5,320.00	0.00	5,320.00	100.0%
Donation Jars	1,268.37	0.00	1,268.37	100.0%
Carnival Games	81.35	0.00	81.35	100.0%
Total Public Fundraising Income	10,743.96	0.00	10,743.96	100.0%
Total Income	89,879.96	0.00	89,879.96	100.0%
Expense				
Evening Events				
Labor to Run Sound Systems	2,500.00	0.00	2,500.00	100.0%
Evening Band-Cheap Whiskey	1,000.00	0.00	1,000.00	100.0%
Evening Band-Groove Train	3,500.00	0.00	3,500.00	100.0%
Fireworks	50,000.00	0.00	50,000.00	100.0%
Total Evening Events	57,000.00	0.00	57,000.00	100.0%
Morning & Afternoon Events				
Magician	750.00	0.00	750.00	100.0%
Bounce House Supervision-La...	500.00	0.00	500.00	100.0%
Bounce Houses	650.00	0.00	650.00	100.0%
Honorarium Albemarle Pipe & ...	150.00	0.00	150.00	100.0%
Total Morning & Afternoon Events	2,150.00	0.00	2,150.00	100.0%
Public Fundraising Expenses				
Door Prizes	1,370.00	0.00	1,370.00	100.0%
Payout of 50/50 Raffle	2,660.00	0.00	2,660.00	100.0%
Printing Raffle Tickets	86.95	0.00	86.95	100.0%
Prizes & Supplies for Coin Toss	200.00	0.00	200.00	100.0%
Total Public Fundraising Expens...	4,868.45	0.00	4,868.45	100.0%
Support/Admin for Events				
Walkie Talkies	599.94	0.00	599.94	100.0%
Advertising	716.00	0.00	716.00	100.0%
Printing Flyers, Maps, etc.	1,329.46	0.00	1,329.46	100.0%
Sheriff Department Overtime	1,500.00	0.00	1,500.00	100.0%
General Labor	410.00	0.00	410.00	100.0%
Meals for Vounteers/Bands	500.00	0.00	500.00	100.0%
Mosquito Treatment	1,000.00	0.00	1,000.00	100.0%
Porta Potties	520.00	0.00	520.00	100.0%
Signage	210.00	0.00	210.00	100.0%
Total Support/Admin for Events	14,747.14	0.00	14,747.14	100.0%
Total Expense	78,820.59	0.00	78,820.59	100.0%
Net Ordinary Income	11,059.37	0.00	11,059.37	100.0%
Net Income	11,059.37	0.00	11,059.37	100.0%

**APPENDIX B-1:
LIST OF SPONSORS
2017-18 CAMPAIGN**

Acme Stove	Lazy Day Cafe
Anytime Fitness	Leonard's Buildings
Armstrong & Associates Intl.	Lowe's
Blue Ridge Awards	Mack Morris
Blue Ridge Trailer	Martin Horn
Braun, Cliff and Judy	Mosquito Authority
Capitol Sheds	Mosquito Authority-
Central Virginia Drones	Net Solutions, LLC
Chameleon Silk Screen	Noon Whistle Pottery
Cheap Whiskey	Oriental Trading
Chesley Creek Farm, LLC	Prosound Solutions-DJ Services
Crutchfield	R&R Printing
Denis A. Bailey CPA	Rappahannock Electric Cooperative
Donut Kitchen -	Rosebrook Inn
Draper Aden	Roy Wheeler Realty
Eddins Ford	Ruppert, Matthew & Elizabeth
Edward Jones	Sombrero's
Fisher Auto Parts	Spectrum Physical Therapy
Foster Fuels	Stone Mountain Vineyards
Four Little Pigs Barbeque	Stone Mountain Vineyards
Frederick Block, Brick & Stone	Terrace Greene Apartments
Fulton Mortgage	Trailer Town USA
Grand Home Furnishings	United Bank
Greene County Economic Devel. & Tourism	United Rentals
Greene County Economic Devel. & Tourism	University Tire and Auto
Greene County Farm Bureau	UVA Credit Union
Greene County Ruritan	UVA Pegasus
Greene Pharmacy	Virginia Power
Joann Powell	Virginia Tractor
Jumping N2 Fun	Web Weaving
Kel-Cam, Inc.	

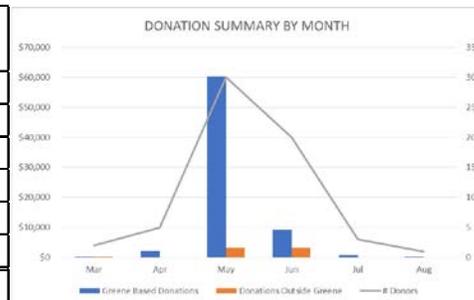
**APPENDIX B-2:
SUMMARY OF DONATIONS RECEIVED
2017-18 CAMPAIGN**

SUMMARY BY TYPE AND LOCATION

Donation Type	Donation From Within Greene County	Donation From Outside Greene County	Totals	% Total
In Kind Donations	\$56,420.00	\$4,616.00	\$61,036.00	77.13%
Cash Donations	\$16,100.00	\$2,000.00	\$18,100.00	22.87%
Totals	\$72,520.00	\$6,616.00	\$79,136.00	100.00%
% Total	91.64%	8.36%	100.00%	

SUMMARY BY DONATIONS RECEIVED BY MONTH

Month	Greene Based Donations	Donations Outside Greene	# Donors
Mar	\$100.00	\$300.00	2
Apr	\$2,150.00		5
May	\$60,250.00	\$3,200.00	30
Jun	\$9,220.00	\$3,116.00	20
Jul	\$700.00		3
Aug	\$100.00		1
Totals	\$72,520.00	\$6,616.00	61



SUMMARY OF TIER RECRUITMENT BY MONTH

Month	Non Tier	Patriots	Delegates	Authors	Statesmen	Heroes	Grand Total
Mar		\$100	\$300				\$400
Apr		\$150	\$500	\$500	\$1,000		\$2,150
May	\$150	\$900	\$1,250	\$2,150	\$9,000	\$50,000	\$63,450
Jun	\$20	\$700	\$1,800	\$1,500	\$8,316		\$12,336
Jul		\$400	\$300				\$700
Aug		\$100					\$100
Grand Total	\$170	\$2,350	\$4,150	\$4,150	\$18,316	\$50,000	\$79,136

**APPENDIX B-3:
TRENDS IN EVENT VALUATION & FUNDRAISING
THROUGH THE 2017-18 CAMPAIGN**

Year	EVENT BUDGET	DONATIONS			NUMBER OF SPONSORS
		IN-KIND	CASH	TOTAL DONATIONS	
2016	\$61,386	\$55,815	\$10,192	\$66,007	67
2017	\$106,883	\$92,846	\$11,395	\$104,241	85
2018	\$78,821	\$61,036	\$18,100	\$79,136	61

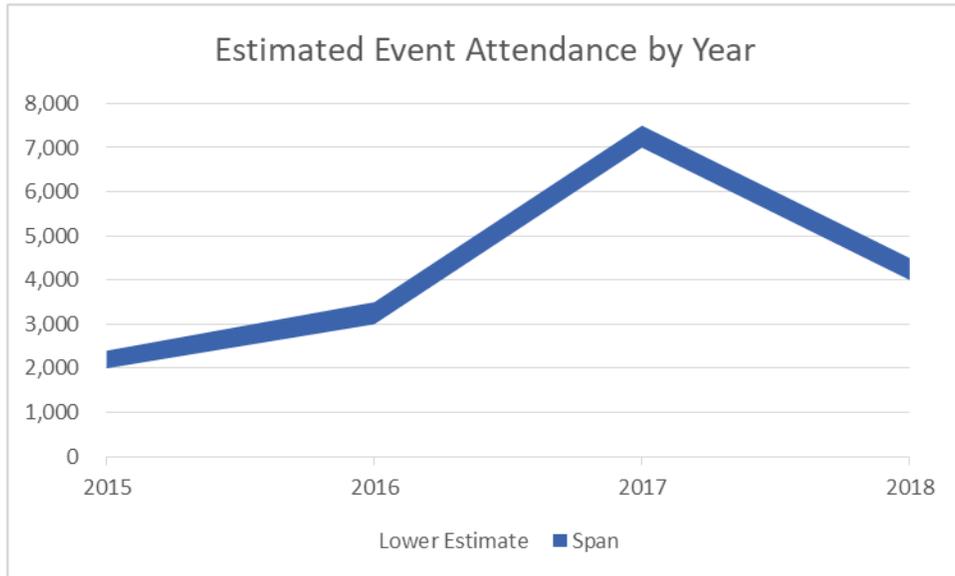
**APPENDIX B-4:
LIST OF DONATIONS BY DONOR
2017-18 CAMPAIGN**

Vendor ID	Amount	Vendor ID	Amount
1	\$100.00	32	\$250.00
2	\$100.00	33	\$1,000.00
3	\$100.00	34	\$300.00
4	\$250.00	35	\$500.00
5	\$3,500.00	36	\$200.00
6	\$500.00	37	\$1,000.00
7	\$1,000.00	38	\$500.00
8	\$50,000.00	39	\$500.00
9	\$200.00	40	\$250.00
10	\$200.00	41	\$100.00
11	\$100.00	42	\$650.00
12	\$100.00	43	\$300.00
13	\$500.00	44	\$100.00
14	\$500.00	45	\$300.00
15	\$100.00	46	\$250.00
16	\$100.00	47	\$250.00
17	\$250.00	48	\$0.00
18	\$250.00	49	\$2,000.00
19	\$100.00	50	\$1,000.00
20	\$1,000.00	51	\$1,000.00
21	\$100.00	52	\$20.00
22	\$150.00	53	\$1,000.00
23	\$250.00	54	\$1,000.00
24	\$100.00	55	\$1,000.00
25	\$50.00	56	\$500.00
26	\$100.00	57	\$100.00
27	\$50.00	58	\$250.00
28	\$50.00	59	\$100.00
29	\$1,000.00	60	\$100.00
30	\$1,816.00	61	\$1,000.00
31	\$1,000.00		

**APPENDIX C-1:
REPORTED VOLUNTEER HOURS
2017-18 CAMPAIGN**

Volunteer	Hours
Adams, Rodney	1,200
Aylor, Chad	120
Basel, Michael	120
Bedker, Shari	100
Fekishazy, Bill	400
Hope, Amy	40
Hope, Andy	40
Jeffries, Mary	50
Kruskamp, Kimmy	1,100
Lowe, Gary	800
Ng, Kenny	12
Pace, Jay	100
Payne, Michael	1,300
Powell, Joann	30
Proffitt, Jessica	20
Proffitt, Kenny	20
Proffitt, Terri	40
Rulison, Kris	800
Tsikerdanos, James	20
Woodson, Amber	20
Woodson, Daniel	12
Woodson, Kiran	80
Woodson, Timothy	20
Ziros, Jennifer	1,100
Total	7,544

**APPENDIX C-2:
TRENDS IN EVENT ATTENDANCE
THROUGH THE 2017-18 CAMPAIGN**



Year	Lower Estimate	Upper Estimate
2015	2,000	2,400
2016	3,000	3,500
2017	7,000	7,500
2018	4,000	4,500

APPENDIX D-1: SUPPORTING MATERIALS EVENT LAYOUT



APPENDIX D-1: SUPPORTING MATERIALS CONSTRUCTION IMPACTS

