

1. **Date:** September 9, 2016
2. **Local Organization Name:** Avenida de Colores d/b/a Chalk Festival
3. **Contact Person:** Denise Kowal     **Telephone:** (941) 488-8877
4. **501(c) Status:** 3

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 03 2010

AVENIDA DE COLORES INC  
C/O MICHAEL R PENDER JR  
2381 FRUITVILLE RD  
SARASOTA, FL 34237

Employer Identification Number:  
27-3251334  
DLN:  
17053291307000  
Contact Person:  
JEFFERY A CULLEN ID# 31215  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
509(a) (2)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
August 13, 2010  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

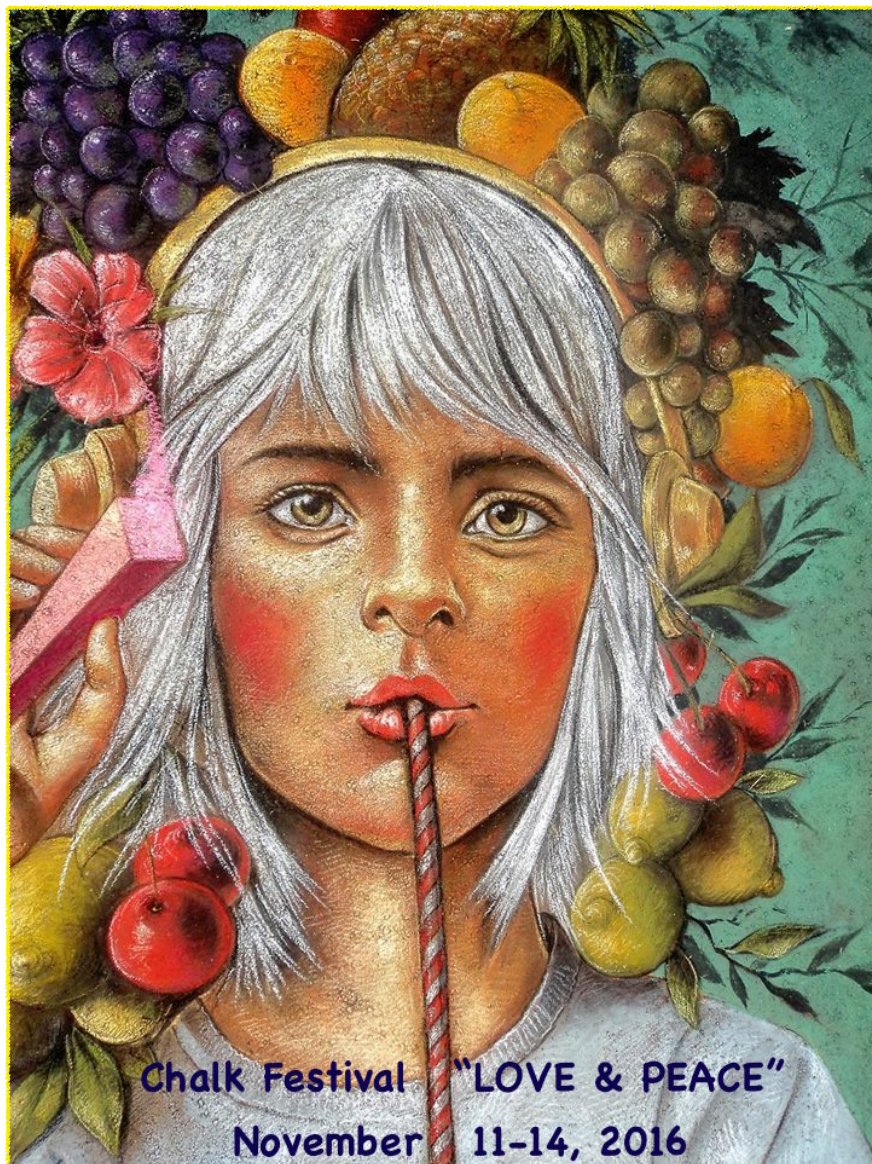
Letter 947 (DO/CG)

## 5. Organization's Mission Statement:

To celebrate and inspire while enhancing community collaboration, cultural, economics and health by hosting the largest international gathering of renown pavement artists worldwide who perform alongside anyone of any age and skill level.

## 6. Special Event Details:

Venice Airport Fairgrounds



Festival Set-up  
November 5-10, 2016

Set-up Rental of the Fairgrounds will commence from Saturday, November 5th till Thursday, November 10th. This will include, but not limited to, the set-up of:

- Vertical walls for the Going Vertical artists
- Festival props
- Music Performance stage
- Ma'Ceo Equestrian Show
- Art supplies
- Festival tents
- Fencing of festival grounds
- Port-o-lets
- Trash receptacles/Recycling and Garbage Dumpsters
- Signage and decorations
- Parking directional signs and staked parking isles
- Beverage and food service/Craft Vendors
- Ticket booths
- Office Trailer and campers/Venice City Event Trailer

Artists that require more days to complete their artwork may begin their smaller 3D installation at the Festival Fairgrounds starting Monday, November 7th and continue into the opening of the Chalk Festival to the public. All artists will use chalk or tempera chalk paints only.

During this time our signage captain, Ray Ellison, will work with city police to make sure appropriate signage is located where agreed and needed.

Chalk Festival Open to Public  
November 11-14, 2016

The Chalk Festival will be open during daylight hours. Visitors will enter and park free of charge. An entrance fee will be collected at the festival entrance after visitors park.

Traditional & 3D pavement and Going Vertical artists will perform Friday, November 11 through Sunday, November 13. All artists will use chalk or tempera chalk paints only unless otherwise permitted.

The Little Chalk'ers area for families and the Senior Citizens area will be combined and open Friday, November 11 through Monday, November 14. All artists will use chalk or tempera chalk paints only.

Student pavement artists will perform Saturday, November 12 and Sunday, November 13. All artists will use chalk or tempera chalk paints only.

Performing artists, musicians and stage events will take place Friday, November 11 through Monday, November 14.

Tents for beverages and food, vendors and activities will be active Friday, November 11 through Monday, November 14.

At this time no evening events are planned at the Festival Fairgrounds.

The Festival Grounds will have trash & recycling bins are placed ever 50' throughout.

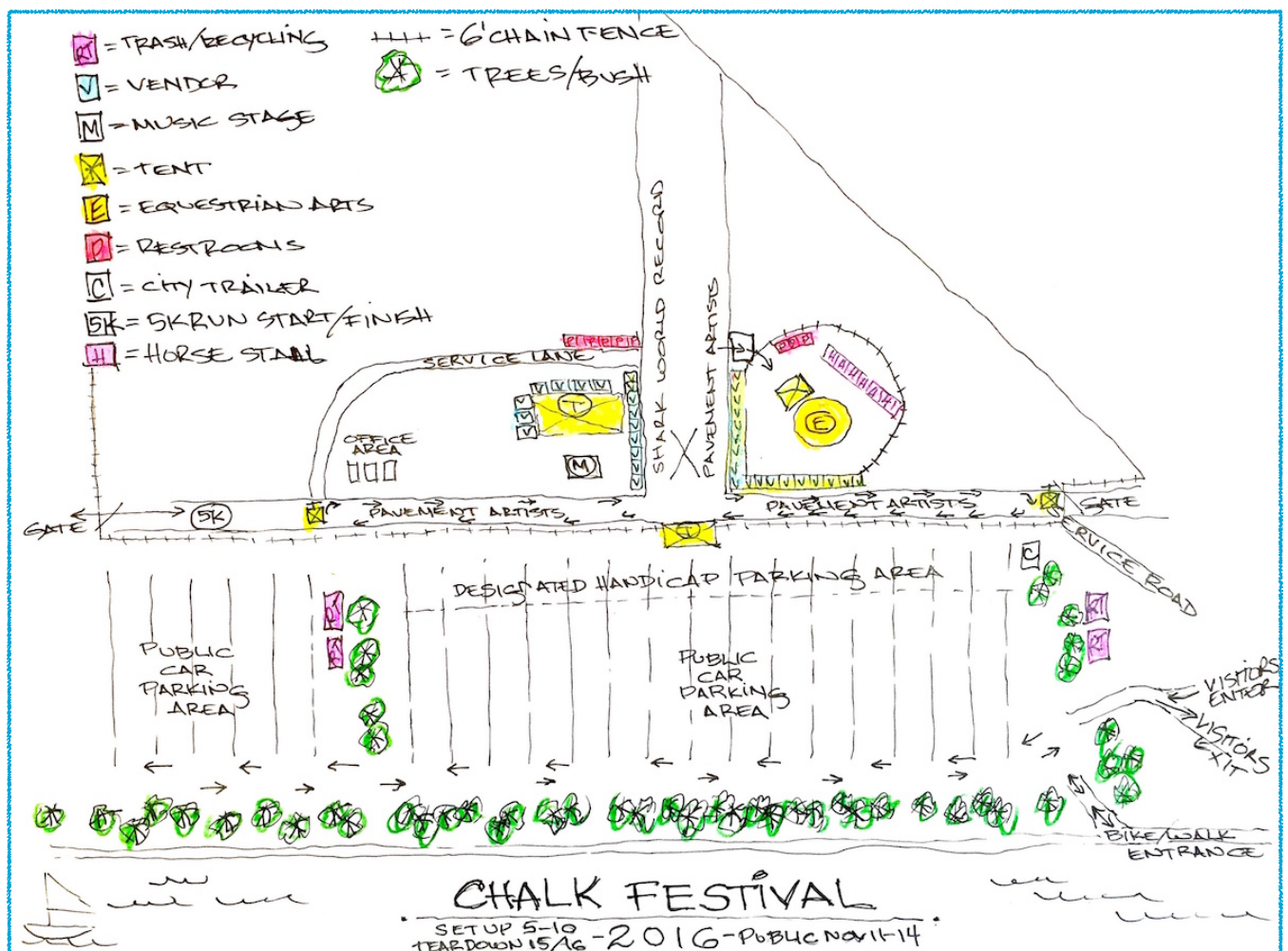
Event volunteers, artists and suppliers will be instructed via flyer that recycling is a priority for the City of Venice and all efforts to do so are mandatory. Trash and recycling will be located on-site and taken each evening to Airport Fairgrounds trash and recycling dumpsters. Signage for visitors to the Festival will be placed around trash collection areas to encourage recycling. Our Logistics Captain will be instructed to



train volunteers to monitor trash and separate recycling when necessary to support our goal to make recycling a priority during the Festival.

## Festival Clean Up November 15-16, 2016

Clean-up and removal of all Festival belongings and debris will take place Tuesday, November 15 and Wednesday, November 16.



## 7. Special Event Budget Details:

Project Expenses	Matching Funds		TDT Grant Funds	Total Project Expenses
	Cash	In-Kind		
Project Fees & Contracted Services	\$160,000	\$800,000	\$40,000	\$1,000,000
Project Personnel - Admin/Artistic/ Production	\$80,000	\$800,000		\$880,000
Project Materials and Supplies	\$49,828	\$100,000	\$5,172	\$155,000
Project Promotions & Marketing	\$10,000	\$200,000		\$210,000
Project Space Rental	\$46,800	\$27,000	\$5,000	\$78,800
<b>TOTAL PROJECT EXPENSES</b>	<b>\$346,628</b>	<b>\$1,927,000</b>	<b>\$50,172</b>	<b>\$2,323,800</b>

## Project Revenues

Admissions	\$191,800
Contracted Services	
Other Revenue	
Corporate Contributions	\$34,828
Other Private Support	\$60,000
Grantee Cash Contributions	
<b>Sub-Total - Cash Revenues</b>	<b>\$286,628</b>
Foundation Grants	\$35,000
Government Grants: Federal & State	\$25,000
Government Grants: Other	
<b>Sub-Total - Grant Revenues</b>	<b>\$60,000</b>
<b>Total - Cash Matching Funds</b>	<b>\$346,628</b>
TDT Request	\$50,172
In-Kind Contributions	\$1,927,000
<b>TOTAL PROJECT REVENUES</b>	<b>\$2,323,800</b>

## 8. Annual Event? Yes

## 9. Describe Past Results:

Last years was the Chalk Festival's eighth season and second season in Venice. We moved our warehouse and office to 200 Base Avenue East on the Island of Venice in September 2015. We successfully managed close to 400 artists and students, 370 volunteers, 100,000+ visitors over 8 days of festivities in two separate locations. The Pavement Music Festival was added and showcased 36 local and regional bands. Bus service shuttled people from the Airport to the downtown location. A partnership with the Venice Art Center hosted exhibitions and art classes. We once again hosted the largest number of renowned pavement artists in the world and the largest display of 3-D interactive pavement paintings in one location.

## 10. Sponsorship Amount Requested: \$ 10,000.00

### 11. Acknowledged Promotion Level for City of Venice:

The City of Venice logo on website, Listed on Website and at the festival as a sponsor of a Featured Artist, Listed on Festival Banners, Posters, T-shirts, 10' x 10' space to promote city, 8 unlimited Chalk Festival admission passes, 8 Tickets Chalk Festival Events, 8 Preferred Seating Tickets to Cirque Ma'Ceo

### 12. Specific Usage of City Sponsorship Funds:

Festival Grounds Rental	\$ 2,500.00	<i>actual</i>	\$ 4,800
Police Services	\$ 3,000.00	<i>actual</i>	\$ 4,500
Solid Waste & Recycling	\$ 500.00	<i>actual</i>	\$ 1,250
Repaving Cost	\$ 5,000.00	<i>actual</i>	\$ 5,000
	<u>\$10,000.00</u>	<u><i>actual</i></u>	<u>\$15,550</u>

### 13. Other Event Sponsors/Contributors (Partial List):

Sarasota County TDT, Sarasota Herald Tribune, Advanced Asphalt, Berlin Sign Company, Fairfield Inn & Suites, Roe Media, Venice Gulf Coast Living, Clothesline Tees, Kenyon Kowal Designs, Kurt Wenner, Sharky's on the Pier, Patterson Foundation, Gulf Coast Community Foundation, Festival Artists and Volunteers

### 14. Areas of Economic Benefit for the Venice Community:

The Chalk Festival's support a sustainable Venice. The Sarasota County Visitor and Tourism bureau conducted a professional analysis of the economic impact of the Chalk Festival in 2010 - our third season. They conservatively estimated 60,000 attendees and an economic impact on our region of \$3,100,000 and with the festival growth upward this yields additional sales tax revenues for the City of Venice.

Arts strengthens the economy. The U.S. Bureau of Economic Analysis reports that the arts and culture sector represents 3.25 percent of the national GDP-a larger share of the economy than tourism and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audience) that supports 4.1 million jobs and generates 22.3 billion in government revenues.

Arts are good for local merchants. Attendees at nonprofit art events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts (\$39.96 vs. \$17.42)-valuable revenue for local businesses and the community.

Arts drives tourism. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers has grown from 18 to 24 percent.

Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming because of their healing benefits-shorter hospital stays, better pain management, and less medication.

**15. Post Event Analysis: Applicant to provide a written Event Summary within 30 days of the Event conclusion for review at the next regular scheduled EDAB meeting.**

**Reviewed by: Economic Development Advisory Board**

**Date:** \_\_\_\_\_ **Recommendation:** \_\_\_\_\_