

4-15-13- Talked to Kandace Keuler
And told her the grant request would
be on the agenda for the next meeting.
ja

Elmer G Biddick
CHARITABLE FOUNDATION
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GRANT APPLICATION. Due Dates April 15th and November 1st

Date: April 11, 2013

Name of Organization (must match IRS 501(c)(3) designation) Point Forward Inc.

Address 222 High Street

City, State, Zip Mineral Point, WI 53565

Phone 608.987.2832

Person Responsible for the Grant Kandace Keuler

Position in the Organization President

Organization's Purpose To provide an umbrella under which various qualifying community wide support programs and activities may operate.

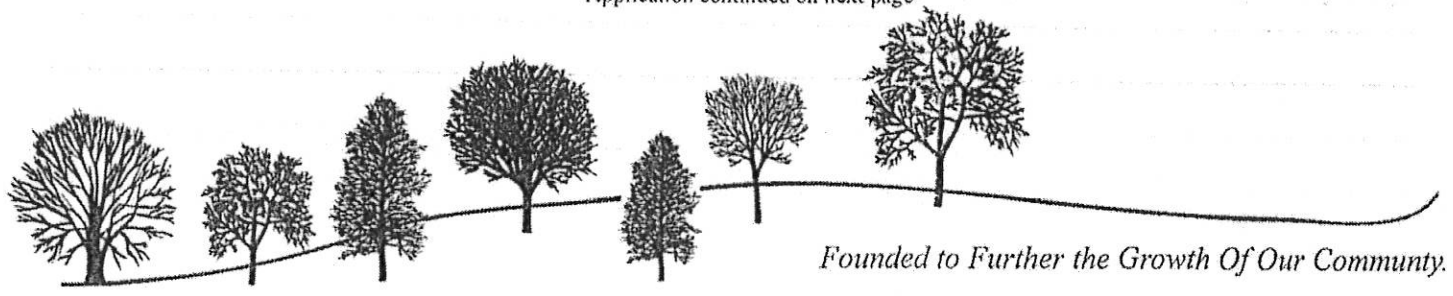
This application must include your organization's latest IRS Letter of Determination showing exemption and public support status. (Not required for units of Government & public schools).

Grant Request \$ 1,167.98

Describe the reason for this grant request in the space below:

The Southwest Wisconsin Book Festival is sponsored by Point Forward Inc. Its mission is to educate, unite and inspire those drawn to the written word and its imagery. The festival serves artists, authors, aspiring authors and readers through workshops, book signings and networking opportunities. The festival opens the lines of communication between authors and their audiences, making authors and their work accessible to everyone. Finally, it builds an environment of camaraderie and support between those in the literary community.

-Application continued on next page-



Reason for grant request

We are requesting funding to pay for publicizing the 2013 Southwest Wisconsin Book Festival to residents of Iowa, Grant, and Lafayette counties.

A. Supporting information

Specific use of grant.

Grant money will be used to publicize the Book Festival to those who live not more than sixty miles from Mineral Point, the site of the 2013 Book Festival. Although we will also publicize the Festival to a wider audience, we would like to develop a publicity campaign specifically aimed at a more local audience. The Festival offers educational opportunities that may not be easily available to this group otherwise and we want to make sure our neighbors are aware of our plans.

Cost.

We are requesting \$1,167.98 from the Foundation.

At present, our plan is to use it as follows:

PRINT PUBLICITY:

Mineral Point Democrat/Dodgeville Chronicle/Iowa County Ad-Visor

\$110.40 per week for 2 weeks total \$220.80

Shopping News

\$119.84 per week for 2 weeks total \$239.68

Platteville Journal

\$58.50 per week for 1 weeks total \$58.50

Tri-County Press (Cuba City)

\$58.50 per week for 1 weeks total \$58.50

Herald Independent (Lancaster)

\$58.50 per week for 1 weeks total \$58.50

Total for Print Publicity: \$635.98

RADIO PUBLICITY

Dodgeville/Mineral Point D99.3

14 – 30 second commercials @\$10 each \$140.00

Lancaster WGLR 97.7

14 – 30 second commercials @\$16 each \$224.00

Dubuque 106.1

14 – 30 second commercials @\$12 each \$168.00

Total for Radio Publicity: \$532.00

Time schedule.

The 2013 Southwest Wisconsin Book Festival is scheduled for Saturday, September 14, 2013. To allow local residents adequate time to make plans to attend, our publicity campaign needs to start two months before the date of the Festival (July 15, 2013). Since the publicity depends heavily on local newspaper ads and local radio announcements, we need to have the funding for these items secured no later than June 30, 2013, so that we can reserve space in the local media for our announcements.

Other sources of funding.

The Southwest Wisconsin Book Festival has several sources of funding, including:

1. Sponsorship by local businesses and individuals, at various levels; In 2012, individual amounts ranged from \$5 to \$250 and totaled \$1,415. We expect the same level of support for the 2013 Festival.

The primary corporate supporter of the Festival is Little Creek Press, a publishing company located in Southwest Wisconsin. Little Creek Press assigns its employees to work in the planning and preparation phases, as well as on the day of the event, without charge to the Festival, and provides substantial financial support.

2. Workshop Fees.

Participants will pay a nominal fee of \$20 to \$30 per workshop. There will be 12 workshops. We hope to have a total enrollment of 150 for a total of \$3,000 in workshop fee income.

3. Book Sales.

Books by participating authors will be available for sale at the book signing portion of the Festival. The author will receive 60% of the cover price while the Book Festival will retain 40%.

4. In-kind and monetary donations.

The Book Festival benefits the local Southwest Wisconsin communities and businesses in a variety of ways; therefore, we are asking those communities and businesses to support us with donations that might range from hotel accommodations for workshop presenters to free coffee for Festival participants.

5. Additional Grants.

We are applying to other community organizations for assistance in the form of grants. These include a JEM Grant offered by the Wisconsin Department of Tourism and an Alliant Energy Foundation grant.

Describe the effect of postponing your request to another time.

Timing is essential to an effective publicity campaign. Potential participants need to know about the event well ahead of the date in order to plan to attend. A delayed decision on funding would delay announcements about the Book Festival and could result in decreased attendance.

Describe who, when, how and where the effects of this grant will be felt.

Who: Residents of Grant, Iowa, and Lafayette counties in Southwest Wisconsin.

When: The effects of the grant will be felt immediately, as participants will gain knowledge on the day of the Festival; more importantly, the effects will be felt long after the day of the Festival as participants will be inspired to continue their involvement with books and the written word.

How:

1. Children and adults will be introduced to various genres of writing, gain new appreciation for the details of the creative process, and realize that publication of their own literary efforts is an achievable goal.
2. Aspiring authors, through the workshops, will gain valuable information about how to write, market, and publish their work.
3. Published authors will receive encouragement and recognition, publicity, an opportunity to network with their peers, and a venue for sales.
4. All participants will be encouraged to think critically about the world around them.

5. Businesses, restaurants, lodging facilities and attractions will benefit from increased travel to and within Southwest Wisconsin.

Where:

Local advertising will target residents in Iowa, Grant, and Lafayette counties, but the Festival will attract participants from other areas of Wisconsin as well as the neighboring states. The Festival will have a positive affect on all of Southwest Wisconsin, not just because of the actual event, but also because advertising the event will increase the public's awareness of the area and the variety of culturally rich experiences available.

B. Your organization's history, activities, services, and composition

Point Forward is a nonprofit organization formed in 1994 to provide an umbrella under which various qualifying community-wide support programs and activities may operate. Point Forward is sponsoring the Southwest Wisconsin Book Festival because it meets the goals of the organization.

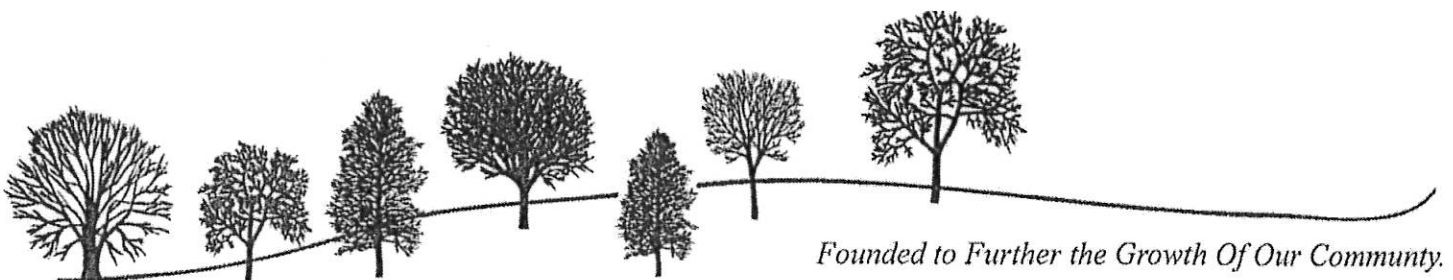
In 2011 the first Southwest Wisconsin Book Festival attracted 300 participants. Feedback forms indicated that such an event should be offered annually, that a full-day event would allow more time for conversation and interaction, and that more "how to" information would be appreciated.

In 2012 the second Southwest Wisconsin Book Festival responded to these suggestions and provided a time and place for readers and authors, thinkers and doers, to meet and talk together, and learn from each other. 350 people attended the day-long Festival which included morning workshops focusing on the needs and interests of published and unpublished authors, held at the newly renovated Mineral Point Public Library; a free afternoon book signing and reading event for the general public, at the Quality Inn, Mineral Point; and an evening keynote address exploring creativity, at the Historic Mineral Point Opera House. Some of the comments received on the 2012 Festival's feedback forms were: "I am going to become an author. At first I didn't want to but now I do. This class has inspired me to become an artist when I grow up." "This was an amazing inspiring class." "Wonderful conference in a beautiful setting. I will definitely come next year. Great workshops!" The 2013 Festival will again respond to participant feedback.

The 2013 Book Festival begins at the Mineral Point Public Library and Opera House with eight one-hour workshops and four two-hour long workshops. A few of the presenters include: Jerry Apps, prolific Wisconsin author; Max Garland, Wisconsin poet laureate; Nancy Pfothenauer, Mineral Point historian and author; Steve Busalacchi, media specialist and former public radio reporter, and Laurie Scheer, author and Writers' Institute Director. Attendees will be able to pre-register for workshops online to reserve their seat.

In the afternoon a book signing will be held at the historic Walker House. Approximately 30 authors will be available to sign their books and discuss them with their readers. Books and e-books from all genres will be represented. The Festival's Literary Advisory Group will select authors for the book signing event from responses received to a call to authors, which is currently circulating.

The day will conclude with a reception at Tony's Tap in Mineral Point, which will provide networking opportunities for authors and participants.



Founded to Further the Growth Of Our Community.