

wo # 61

**Elmer G Biddick**  
**CHARITABLE FOUNDATION**  
11623 State Road 80 Livingston, WI 53554  
Phone (608) 943-6363 Fax (608) 943-6365  
[www.biddickfoundation.com](http://www.biddickfoundation.com)

4-14-14 - Left message for Kandace Keuler. Told her the grant app would be placed on agenda for next foundation meeting.  
Danel B. Biddick  
Peggy J. Biddick  
James W. Neuendorf  
William R. Warner

Brian D. Nodoff - President  
Rachel L. Jordan - Vice-President  
Bradley D. Biddick - Secretary/Treasurer

**GRANT APPLICATION. Due Dates April 15<sup>th</sup> and November 1<sup>st</sup>**

Date: April 8, 2014

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.

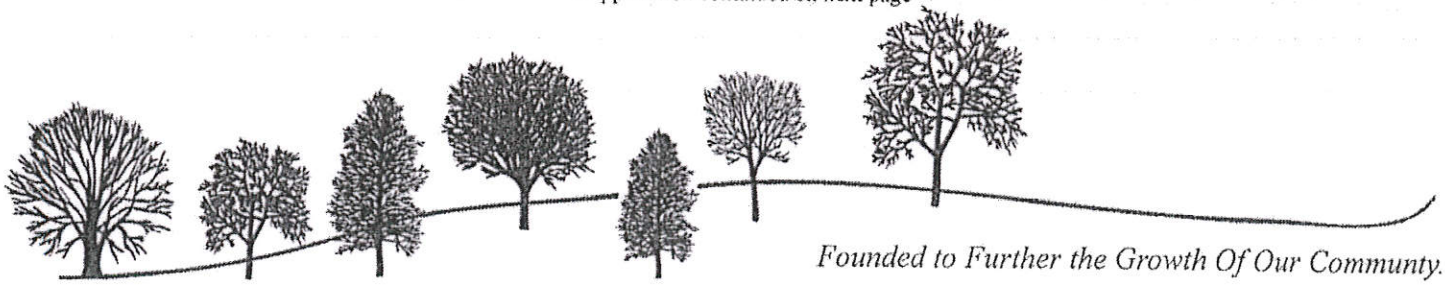
This application must include your organization's latest IRS Letter of Determination showing exemption and public support status. (Not required for units of Government & public schools).

Grant Request \$ 1,171.50

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 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-



*Founded to Further the Growth Of Our Community.*

## Reason for grant request

We are requesting funding to pay for publicizing the 2014 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 2014 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 \$1,171.50 from the Foundation.

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

#### PRINT PUBLICITY:

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

\$121.00 per week for 2 weeks . . . . . total \$242.00

*Shopping News*

\$123.00 per week for 2 weeks . . . . . total \$246.00

*Platteville Journal*

\$50.50 per week for 1 weeks . . . . . total \$50.50

*Tri-County Press (Cuba City)*

\$50.50 per week for 1 weeks . . . . . total \$50.50

*Herald Independent (Lancaster)*

\$50.50 per week for 1 weeks . . . . . total \$50.50

Total for Print Publicity: \$639.50

#### 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 2014 Southwest Wisconsin Book Festival is scheduled for Saturday, September 13, 2014. 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, 2014). 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, 2014, 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; individual amounts range from \$5 to \$250.

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 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. 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.

4. Additional Grants.

We are applying to other community organizations for assistance in the form of grants. These include the Mineral Point Tourism Commission and an Alliant Energy Foundation grant. We have already received \$250.00 from the Mineral Point Community Chest.

## 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

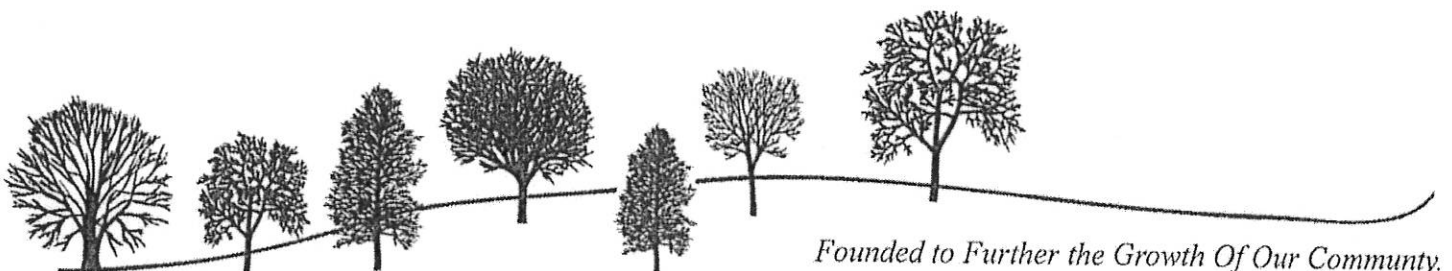
Point Forward is a nonprofit organization formed in 1994 to provide an umbrella under which various qualifying community-wide support programs and activities may operate. Point Forward is sponsoring the Southwest Wisconsin Book Festival because it meets the goals of the organization.

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 kept attendees downtown with the workshops held at the Mineral Point Public Library, the book signing at the Walker House, and the networking event at Tony's Tap. The day featured 12 morning workshops ranging from one to two hours in length. The workshops had great attendance with around 100 people participating. The book signing featured 24 authors from Wisconsin and neighboring states. The day concluded with the networking event.

The 2014 Festival will feature at least 12 workshops and a networking event. Each year workshop attendance has steadily increased leading us to shift the focus of the festival to workshops. The workshops will be held at the Mineral Point Public Library and the Mineral Point Opera House. We have already booked blogger Penelope Trunk as a presenter, and are lining up other presenters to discuss topics like publishing options, book promotion, writing and editing. The workshop length will increase to an hour and a half as many presenters and attendees wanted more time to learn and ask questions. The day will conclude with networking event.



*Founded to Further the Growth Of Our Community.*