

United Way Neighborhood Partnership Grants

2020 NPG - NPG Application

NPG Application Letter Status: Submitted

MERION VILLAGE ASSOCIATION - 8th Annual Merion Village Festival

Application Letter: Neighborhood Partnership Grants

Fiscal Agent Information

Do you have a Fiscal Agent sponsoring this program?	No
Fiscal Agent's EIN	31-1198305
Fiscal Agent's Name	Merion Village Association
Fiscal Agent's Executive Director	Jessica Norman (President / Volunteer)
Fiscal Agent's Contact Email	jnorman@merionvillage.org
Fiscal Agent's Street Address	1330 S 4TH ST
Fiscal Agent's Address Line 2	
Fiscal Agent's City	COLUMBUS
Fiscal Agent's State	OH
Fiscal Agent's Zip Code	43206
Fiscal Agent's Contact Phone Number	██████████

Tell us about your Project

Project Name 8th Annual Merion Village Festival

Project Overview

The Merion Village Festival is held annually on the Second Sunday in September. This event is now in its 8th year and continues to bring together members of the community to celebrate artists, crafters, local businesses and organizations and well as the beautiful and vibrant atmosphere of the Historic Merion Village neighborhood. ?This event is free and open to the public and includes live music and performances, food trucks, activities for children, handmade wares, non-profit organization, and local businesses.

How long has your group been in existence? Since 1985

Describe how the project aligns with creating an equitable and inclusive neighborhood

Our festival is held outdoors in Moeller Park at the heart of Merion Village. This event brings together our residents and southside neighbors of all ages, backgrounds, and cultures to celebrate the strength of community. Our planning committees have worked hard to ensure that this event is visible, accessible, diverse and welcoming to everyone in the community.

What is the name of the area or neighborhood the project will serve? Merion Village

North Boundary/Street of the project River EAST on Greenlawn to S High, EAST on Thurman, SOUTH on South Pearl, EAST on Nursery, NORTH on North on Blackberry, EAST on Whittier, to Parsons

East Boundary/Street of the project Parsons

South Boundary/Street of the project Scioto River, along Frank, NORTH on S High, EAST along alley south of Morrill , to Parsons

West Boundary/Street of the project Scioto River

Please describe the conditions or characteristics of the neighborhood:

Home to historic houses, churches, schools, a hospital, and businesses, the Merion Village area remains a vibrant and special place. Today, many of the people residing in the area have strong family ties dating back to the early 1900s. The neighborhood continues to attract new families and individuals for many of the same reasons it did almost a century ago: pleasant, affordable and solidly built housing, strong neighborhood institutions, and easy access to area employers.

Describe how the project is community building and resident driven.

Over the last 8 years, we have watched this event become a favorite for our community. Neighbors have been so excited for our annual festival that we secured all necessary signatures to close portions of the street around the event in just a few days. Every year we look forward to seeing many familiar and new faces as we come together to share music, food, information and fun with one another.

Who will be involved in project planning and implementation?

- The Festival Committee: Volunteers from the Merion Village Association who live in the neighborhood.
- The MVA will engage with offices in the City of Columbus to secure the appropriate permits, licenses and security personnel necessary to conduct the event.

Who would benefit from this project? Describe the target population

Our festival is a fully inclusive event, targeting all members of our community. This year, we look forward to engaging attendees with community art projects, live performances and entertainments, and activities for children of all ages. We also connect with a wide variety of local organizations who attend the festival and provide valuable information and resources for senior citizens, individuals with disabilities, families engaged with the foster care and adoption system, various grass-roots political organizations, etc.

What improvements will this project achieve in the neighborhood?

The primary goal of the Merion Village Festival each year is to strengthen our community by creating and strengthening the connections and relationships of our residents and neighbors. The festival offers the perfect opportunity for well-established and new residents alike to engage with the people and organizations throughout their community. This free event is open to the public and offers an inviting, safe space to learn, engage, connect and enjoy the day!

What does successful implementation of the project look like?

Our festival is successful when the event is filled with residents and neighbors who are connecting with one another, learning valuable information from our vendors, enjoying performances and meals together, and building relationships that help to build our community. We are also proud to say that we have returned our host site to its prior state each year within a matter of a few hours after the festival ends. Success includes maintaining that tradition to ensure this important public space continues to be a wonderful resource for the community.

Timeline - List the key activities and/or events as they relate to the planning and execution of the project. Provide dates whenever possible.

February-March 2020: Initial planning stage including volunteer assignments and first outreach to organizations and vendors.

April-June 2020: Announce event publically, submit permit applications, initial requests for silent auction contributions, open applications for entertainment, vendor applications, launch early volunteer requests.

July-August 2020: Finalize permits and vendor applications, begin event layouts, hire CPD security officers, finalize entertainment and marketing materials, order supplies for the event.

September 2020: Finalize event layout and volunteer roster, communication day-of instructions to all volunteers and vendors, assemble silent auction baskets, etc.

September 13, 2020 / 12 PM to 6 PM: day of the festival

Project Funding Information

Total Project Budget 19,600.00

Funding Request (Can not be more than \$10,000 or 75% of the Total Program Budget) 6,200.00

United Way request percent of total program budget 31.63

List of expected funders

Merion Village Association, Paul Peterson Company, Silent Auction Donations from 50-100 local businesses and organizations

Brief summary how funding will be used

The size and scope of this event have grown significantly over the past 8 years, increasing the costs associated with planning and hosting the event. Additionally, we have been fortunate to receive a wealth of feedback from the community and plan to implement some of the most requested ideas including community art projects and additional entertainments and activities for children.

MERION VILLAGE ASSOCIATION - 8th Annual Merion Village Festival

NPG Project Budget

Project Funding

	Projected Project Budget
Monetary Contributions (click to list)	7,100.00
Merion Village Association	7,100.00
In Kind Donations (click to list)	6,300.00
Road Closure Barricades	300.00
Silent Auction Donations	6,000.00
Number of Volunteers and their Monetary Equivalent (Valued at \$24.05 per hour) - (click to list)	20,899.45
665 Hours - Planning Volunteers	15,993.25
204 Hours - Event Execution Volunteers	4,906.20
Grants (click to list)	0.00
Other Funding Sources (click to list)	0.00
Total	34,299.45

Project Expenses

	Projected Project Budget
Stipend	0.00
Facility Rental (click to list)	700.00
Portable Restroom Facilities (Standard + ADA)	700.00
Printing and Postage	1,800.00
Supplies (click to list)	4,800.00
General Day-Of Supplies	400.00
Reuseable Event Mugs	1,800.00
Beer + Wine Garden	2,600.00
Fiscal Agent Fees	0.00

	Projected Project Budget
Miscellaneous (click to list)	12,300.00
Event Permits	400.00
Event Insurance	500.00
Event Security	1,000.00
Entertainment (Music, Performances, etc.)	1,000.00
Digital Design + Marketing	400.00
Road Closure Barricades	300.00
Silent Auction Items	6,000.00
Interactive Community Art Project(s)	1,200.00
Activities + Entertainment for Children	1,500.00
Total	19,600.00

MERION VILLAGE ASSOCIATION - 8th Annual Merion Village Festival**Revised NPG Project Budget****Project Funding**

	Projected Project Budget	Revised Project Budget
Monetary Contributions (click to list)	7,100.00	10,200.00
Merion Village Association	7,100.00	10,200.00
In Kind Donations (click to list)	6,300.00	6,300.00
Road Closure Barricades	300.00	300.00
Silent Auction Donations	6,000.00	6,000.00
Number of Volunteers and their Monetary Equivalent (Valued at \$24.05 per hour) - (click to list)	20,899.45	20,899.45
665 Hours - Planning Volunteers	15,993.25	15,993.25
204 Hours - Event Execution Volunteers	4,906.20	4,906.20
Grants (click to list)	0.00	3,100.00
United Way NPG		3,100.00
Other Funding Sources (click to list)	0.00	0.00
Total	34,299.45	40,499.45

Project Expenses

	Projected Project Budget	Revised Project Budget
Stipend	0.00	0.00
Facility Rental (click to list)	700.00	700.00
Portable Restroom Facilities (Standard + ADA)	700.00	700.00
Printing and Postage	1,800.00	1,800.00
Supplies (click to list)	4,800.00	4,800.00
General Day-Of Supplies	400.00	400.00
Reuseable Event Mugs	1,800.00	1,800.00
Beer + Wine Garden	2,600.00	2,600.00
Fiscal Agent Fees	0.00	0.00

	Projected Project Budget	Revised Project Budget
Miscellaneous (click to list)	12,300.00	12,300.00
Event Permits	400.00	400.00
Event Insurance	500.00	500.00
Event Security	1,000.00	1,000.00
Entertainment (Music, Performances, etc.)	1,000.00	1,000.00
Digital Design + Marketing	400.00	400.00
Road Closure Barricades	300.00	300.00
Silent Auction Items	6,000.00	6,000.00
Interactive Community Art Project(s)	1,200.00	1,200.00
Activities + Entertainment for Children	1,500.00	1,500.00
Total	19,600.00	19,600.00