

17 Apr 2023

MEMORANDUM FOR BOARD OF COMMISSIONERS

FROM VETERANS AFFAIRS OFFICE

On 1 March 2023, the Michigan Veterans Affairs Agency (MVAA) notified us of the County Veterans Service Fund (CVSF) Grant application deadline of 12 May 2023. The Veterans Board has reviewed and approved the submission of the CVSF Grant application in the amount of \$31,950 to the Board of Commissioners for approval. On 17 April 2023, the application was submitted to the Grant Committee for review/approval and is currently pending signatures.

There is no County match for this grant.

We are requesting approval of the application in the amount \$31,950 from the Board of Commissioners before submitting to the MVAA. A copy of the grant package is attached.

Contract / Leases / Agreements / Grants Form

This is	New			Renewal	X	Filling this out on a computer? Please type an X into the appropriate box.
This is a Grant	Yes	X		No		If you marked YES this needs to go through Grant Review.
This is an	Agreement ___ Contract ___ Lease ___ Other <u>X</u> : CVSF GRANT APPLICATION					
Name of Entity who Contract / Lease / Agreement / Grant is with	MICHIGAN VETERANS AFFAIRS AGENCY					
Project Name	COUNTY VETERANS SERVICE FUND GRANT					
Attorney Review	All Contracts / Leases / Agreements / Grants must have Attorney Review and approval through the Commissioner's Office.					
Insurance Review	All Contracts / Leases / Agreements / Grants must have appropriate insurance coverage per the attached list. It is the Department Heads responsibility to make sure that all requirements are met and listed on the insurance certificate.					
Total Amount	\$31,950					
Organization Match	\$0					
County Match	\$0					

I have reviewed and approved this Contract / Lease / Agreement / Grant and attached appropriate insurance:

 The Department Head Requesting	4-17-23 Date Signed
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GRANT REVIEW COMMITTEE APPROVAL:

County Clerk: 	Date Signed: 4-17-23	I am requesting a meeting
County Treasurer: 	Date Signed: 4-17-23	I am requesting a meeting
Finance Chairman: 	Date Signed: 17 Apr 23	I am requesting a meeting
County Administrator: 	Date Signed: 4/20/23	I am requesting a meeting

Please do NOT mark below this line

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INTEROFFICE USE ONLY

Date Received:	Date Sent for Attorney Review:
Attorney Approval Received:	Insurance Received:



FY24 COUNTY VETERAN SERVICE FUND GRANT

GRANT APPLICATION TEMPLATE

This is the only approved template for use in submitting the County Veteran Service Fund (CVSF) grant request.

Definitions to determine the proper individual to list as a contact can be found in the Grant Guidance. Your Authorizing Official is the person able to accept funds and enter the County into agreements and contracts. This is usually the Chairperson of the Board of Commissioners.

CONTACT INFORMATION

Applicant County	Alpena County		
Total Grant Amount	\$31,950		
SIGMA Vendor Code	CV0047952	SIGMA Address Code	045

Project Director	Dan Perge		
Mailing Address	150B North State St, Alpena, MI 49707		
Phone	989-354-9671		
E-mail Address	perged@alpenacounty.org		

Financial Officer	Kimberly Ludlow		
Mailing Address	720 W. Chisholm St, Alpena, MI 49707		
Phone	989-354-9534		
E-mail Address	ludlowk@alpenacounty.org		

Authorized Official	Bill Peterson		
Mailing Address	720 W. Chisholm St, Alpena, MI 49707		
Phone	989-354-9500		
E-mail Address	billpeterson@alpenacounty.org		

All assistance, programming, and service initiatives need to be submitted with separate project narrative, budget narrative, and budget request forms. Please duplicate the Project Detail, Budget Narrative, and Excel request sheets as needed for each initiative/program/salaries your county is seeking funding. Attach pages as needed.

Grant amount requested above is the TOTAL of ALL initiatives/programs/salaries.

PROJECT DETAIL

Project Title	Marketing
Grant Focus Area	Enhance/Increase Service and Connect to Benefits

PROJECT NARRATIVE

Detailed project narrative must be provided below:

Our goal is to increase awareness of the services provided by our office and to help more county veterans and dependents connect to available benefits. We hope by implementing these marketing steps more veterans/dependents will be guided toward one of our accredited VSOs who can advise, assist and advocate that they receive their earned benefits.

Increased number of veterans/dependents will be measured by the monthly count of veteran/next of kin/dependent contacts and referral of services. Our goal is a 10% increase in overall services provided

BUDGET NARRATIVE/JUSTIFICATION

Budget Narrative/Justification must be provided below. In addition, an **Itemized list** of all expenditures, including salary if applicable, must be provided in the Excel budget templates provided. Add Excel spreadsheets as an attachment for each initiative.

Marketing Campaign Total: \$31,950

Professionally Produced Video: \$ No Charge with commercial run

This will be used in advertising services on local television. A professionally produced video will guarantee that the delivered message is received with a positive impression/view.

30 Second Television Spots: \$18,500

This would run our professionally produced video on our local ABC, CBS and Fox station enabling our video to reach veterans across the county numerous times per day. Ads would run numerous times per week (during morning news, evenings) for a total of 1,372 spots.

Shipwreck Tour Tickets: \$4500

These trips will be provided to veterans/eligible family members on a first come first served basis. Each veteran/eligible family member will be provided 2 tickets (eligible person and a guest). These trips are aimed at boosting veterans' mental health and relaxation. Each veteran/eligible family member will have a benefits check/information provided at that time tickets are issued.

Newspaper Ads: \$1000

These will advertise our office, events and the services available to veterans. Advertisements will be updated and run in the Alpena News to ensure maximum visibility by our veterans and their family members. The content/message of the advertisements can also be changed with each run.

Billboard Creation and Rotation: \$5,000

These billboards will advertise our office and the services available to veterans. Billboards will be updated and relocated on a monthly basis throughout the county to ensure maximum visibility by our veterans and their family members. The content/message of the billboards can also be changed monthly.

(Continued)

SUBMISSION OF APPLICATION

Type an "X" in the box for confirmation of the following statements.

I understand that my County must become registered to do business with the State of Michigan prior to receiving any grant funding. Registration is available at the following website: www.michigan.gov/SIGMAVSS .	
I understand that the grant agreement must be signed by the Authorized Official before grant funds can be expended.	
I have included itemized budget attachments for each initiative/program/salary request.	
I have included FY17 and current year county budgets for the organization structure that provides assistance to veterans and/or family members.	
I understand that I should receive an email confirmation of submission of my application within 24 business hours, and if I do not receive an email confirmation, I should contact the agency for confirmation.	
I understand that remote access to the United States Department of Veterans Affairs computing systems to obtain PIV cards for county veteran services officers must be established no later than September 24, 2023.	

Signature: _____
 Authorized Official

Date: _____