



FY26 COUNTY VETERAN SERVICE FUND 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. The Authorized 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. The three contacts listed must all be different individuals.

Requested Total Grant Amount is the total of all initiatives/programs/salaries and must balance with the total of all Budget Request Forms and Staff Salary Budget Request Forms.

CONTACT INFORMATION

Applicant County	Alpena County		
Requested Total Grant Amount	\$12,893		
SIGMA Vendor Code	CV0047952	SIGMA Address Code	045

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

Financial Officer	Cindy Cebula		
Mailing Address	720 W. Chisholm St, Ste 3, Alpena, MI 49707		
Phone	989-354-9534		
E-mail Address	Cebulac@alpenacounty.org		

Authorized Official	John Kozlowski		
Mailing Address	720 W. Chisholm St, Alpena, MI 49707		
Phone	989-354-9500		
E-mail Address	johnkozlowski@alpenacounty.org		

All assistance, programming, and service initiatives must be submitted with separate Project Narrative, Budget Narrative/Justification, and Budget Request Forms. Duplicate forms as needed for each initiative and attach supporting documentation (quotes, contracts, etc.) as necessary.

PROJECT DETAIL

Enter the name of the initiative in the Project Title and which of the four initiative categories listed in the Grant Guidance the initiative falls into in the Grant Focus Area.

Project Title	Marketing
Grant Focus Area	Veterans Benefits and Services Outreach and Awareness

PROJECT NARRATIVE

Describe, in detail, the project/initiative and how grant funds will be used to execute. Include how the project/initiative links to the Grant Focus Area.

This project is aimed to increase the awareness of local county services provided by this office and to help more county veterans and dependents connect to available benefits. We hope by implementing the 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.

BUDGET NARRATIVE/JUSTIFICATION

Describe the budget and include an **itemized list** of all planned expenditures. The items listed below must be included on the Budget Request Form(s) or Staff Salary Budget Request Form(s) and balance with the Requested Total Grant Amount.

Marketing Project Total:

Professionally Produced Radio Commercial: \$ No Charge with commercial run

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

30 Second Radio Spots: \$8,748

This would run our professionally produced advertisement on our local radio stations enabling our ad to reach veterans across the county numerous times per day. Ads would run numerous times per week for a total of 100+ spots per month spots.

Newspaper Ads: \$345

These ads 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.

Bus Ads: \$3,800

These will advertise our office, and the services available to veterans. Advertisements will be run on the side of local transit bus to ensure maximum visibility by our veterans and their family members. The content/message of the advertisements can be run for multiple months.

PROGRAMMING/INITIATIVE JUSTIFICATION

Describe how the requested programming/initiative meets the purpose of the grant, to enhance the connection between veterans, eligible dependents, survivors and the federal veteran benefits they may have not accessed previously. Include how each initiative links to the Grant Focus Area identified in the Project Narrative.

The requested funds are aimed at enhancing/increasing/advertising services to veterans and eligible family members. In past years we have relied on television commercials and billboards, but more recently we have attempted to reach our target audience in different ways. We believe that by changing our focus to local area bus ads and radio advertisements we can reach a more broad audience. Our hope is through these efforts we can connect more eligible veterans, service members, eligible dependents and survivors to benefits by marketing our office/services to as many eligible claimants as possible through radio, print, and bus ads.

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 have included a digitally signed FY26 PIV Verification Form indicating active remote access to the United States Department of Veterans Affairs computing systems or will submit one no later than September 25, 2026 .	
I understand that my County must submit Michigan Veterans Trust Fund applications for emergency assistance prior to utilizing the County Veteran Service Fund when applicable.	
I have included itemized Budget Request Forms for each initiative/program/salary request.	
I have included a FY17 and current year county budget for the veteran service office 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 the grant agreement must be signed by the Authorized Official before grant funds can be expended.	

Signature: _____
 Authorized Official

Date: _____

**County Veteran Service Fund Grant
Budget Request**

One initiative per page. Make additional sheets for each initiative.			
Applicant County	Grant Number	SIGMA Vendor Code	
Alpena County	FOR MVAA USE ONLY	CV0047952	
I. Project / Initiative Name			
Marketing			
II. Project Total (Amount requested for this initiative)			
			\$12,893
III. Expenditure Details			
Item / Service Description	Quantity	Cost Per Unit	Cost
Radio Advertising	1	\$8,748.00	\$8,748.00
Bus Ads	1	\$3,800.00	\$3,800.00
Newspaper Ads	1	\$345.00	\$345.00
			\$0.00
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			\$0.00
			\$0.00
			\$0.00
			\$0.00
		Total	\$12,893.00

GL NUMBER	DESCRIPTION	2017 ACTIVITY
Dept 683		
ESTIMATED REVENUES		
Function: HEALTH AND WELFARE		
267-683-403.000	CURRENT TAXES-EXTRA SPECIAL VO	109,530
267-683-409.000	CURRENT CFT'S & IFT'S COLLECTI	219
267-683-420.000	DELINQUENT PERSONALS/DNR	835
267-683-441.000	LOCAL COMMUNITY STABILIZATION	9,250
267-683-665.000	INTEREST	380
Total - Function HEALTH AND WELFARE		120,214
TOTAL ESTIMATED REVENUES		120,214
APPROPRIATIONS		
Function: HEALTH AND WELFARE		
267-683-702.000	DIRECTOR'S SALARY	40,927
267-683-703.000	ASSISTANT DIRECTOR	4,374
267-683-725.000	LONGEVITY	500
267-683-725.001	SOCIAL SECURITY/MEDICARE	3,865
267-683-725.002	RETIREMENT	313
267-683-725.004	IN LIEU OF HOSPITALIZATION	5,200
267-683-725.005	SICK & ACCIDENT	474
267-683-725.008	LIFE INSURANCE	77
267-683-725.009	WORKER'S COMPENSATION	287
267-683-728.000	POSTAGE	156
267-683-729.000	ADVERTISING-PRINTING	778
267-683-732.000	EDUCATION & TRAINING	409
267-683-801.000	JANITORIAL SERVICES	3,487
267-683-805.000	CENTRAL SERVICES (COST ALLOCAT	16,253
267-683-807.000	DUES AND SUBSCRIPTIONS	170
267-683-833.000	VETERAN BURIALS	7,875
267-683-834.000	GRAVE MARKERS	1,625
267-683-850.000	TELEPHONE	3,771
267-683-860.000	TRAVEL	283
267-683-931.000	EQUIPMENT MAINTENANCE	3,230
267-683-940.000	VETERANS RELIEF	100
267-683-949.000	BUILDING RENTAL	8,710
267-683-962.000	COUNTY SETTLEMENTS	226
267-683-977.000	EQUIPMENT	500
Total - Function HEALTH AND WELFARE		103,590
TOTAL APPROPRIATIONS		103,590
NET OF REVENUES/APPROPRIATIONS - 683 -		16,624
ESTIMATED REVENUES - FUND 267		120,214
APPROPRIATIONS - FUND 267		103,590
NET OF REVENUES/APPROPRIATIONS - FUND 267		16,624

REVENUE AND EXPENDITURE REPORT FOR ALPENA COUNTY
 PERIOD ENDING 03/31/2025
 % Fiscal Year Completed: 24.66
 ACTIVITY FOR

GL NUMBER	DESCRIPTION	MONTH 03/31/2025	YTD BALANCE 03/31/2025	2025 AMENDED BUDGET	AVAILABLE BALANCE	% BDGT USED
Fund 293 - VETERANS AFFAIRS						
Dept 682 - VETERANS' COUNSELOR						
Revenues						
293-682-403.000	CURRENT TAXES-EXTRA SPECIAL VOTED	92,654.81	244,370.57	249,732.00	5,361.43	97.85
293-682-411.000	DELINQUENT REAL (SETTLEMENTS)	0.00	0.00	50.00	50.00	0.00
293-682-412.000	DELINQUENT PERSONALS/DNR	94.03	102.01	1,415.00	1,312.99	7.21
293-682-437.000	CURRENT CFT'S & IFT'S COLLECTIONS	0.00	0.00	0.00	0.00	0.00
293-682-528.000	CORONA REL FED GRANT(CRLGG)	0.00	0.00	0.00	0.00	0.00
293-682-553.000	STATE GRANT	0.00	23,855.00	23,855.00	0.00	100.00
293-682-573.000	LOCAL COMM STABILIZATION SHARE TAX	0.00	5,360.95	15,300.00	9,939.05	35.04
293-682-665.000	INTEREST	629.52	2,888.40	5,500.00	2,611.60	52.52
293-682-674.000	PRIVATE DONATION	0.00	0.00	0.00	0.00	0.00
293-682-674.001	AAACU DONATION	0.00	0.00	0.00	0.00	0.00
293-682-677.000	REIMBURSEMENTS/REFUNDS	0.00	0.00	0.00	0.00	0.00
293-682-684.000	MISCELLANEOUS REVENUE	0.00	0.00	0.00	0.00	0.00
293-682-691.000	OFS - LEASE FINANCING	0.00	0.00	0.00	0.00	0.00
293-682-699.010	TRANSFER ARPA STIPEND PAYROLL	0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES		93,378.36	276,576.93	295,852.00	19,275.07	93.48
Expenditures						
293-682-702.000	ASSISTANT DIRECTOR	4,023.20	11,087.28	53,405.00	42,317.72	20.76
293-682-703.000	DIRECTOR'S SALARY	5,262.00	15,609.28	60,083.00	44,473.72	25.98
293-682-708.000	OVERTIME	0.00	0.00	0.00	0.00	0.00
293-682-709.000	SOCIAL SECURITY	564.22	1,764.45	7,708.00	5,943.55	22.89
293-682-711.000	MEDICARE	131.95	412.65	1,803.00	1,390.35	22.89
293-682-712.000	IN LIEU OF HOSPITALIZATION (TAXABLE)	600.00	1,800.00	7,200.00	5,400.00	25.00
293-682-714.000	LONGEVITY	0.00	0.00	1,100.00	1,100.00	0.00
293-682-716.000	MERS DEFINED CONTRIBTUION	682.82	2,123.54	9,056.00	6,932.46	23.45
293-682-717.000	MERS DEFINED BENEFIT	0.00	0.00	0.00	0.00	0.00
293-682-718.000	HOSPITALIZATION	0.00	0.00	0.00	0.00	0.00
293-682-724.007	LIFE INSURANCE	0.00	0.00	0.00	0.00	0.00
293-682-724.009	WORKER'S COMPENSATION	3.52	141.04	250.00	108.96	56.42
293-682-724.010	INCENTIVE PAYMENT	0.00	0.00	0.00	0.00	0.00
293-682-724.014	SICK & ACCIDENT	90.78	272.34	1,140.00	867.66	23.89
293-682-724.017	DENTAL/OPTICAL (NON-TAXABLE)	0.00	0.00	0.00	0.00	0.00
293-682-725.000	PER DIEMS	0.00	60.00	2,160.00	2,100.00	2.78
293-682-727.000	OFFICE SUPPLIES	(650.40)	99.60	700.00	600.40	14.23
293-682-727.001	OFFICE EQUIP/SUPPLIES GRANT	0.00	0.00	2,500.00	2,500.00	0.00
293-682-728.000	POSTAGE	0.00	0.00	200.00	200.00	0.00
293-682-746.000	CLOTHING -UNIFORMS	0.00	0.00	0.00	0.00	0.00
293-682-801.000	JANITORIAL SERVICES	339.48	1,018.44	4,200.00	3,181.56	24.25
293-682-801.001	PROFESSIONAL SERVICES - TEMP	0.00	0.00	0.00	0.00	0.00
293-682-801.002	ALARM MONITORING-YRLY	0.00	0.00	500.00	500.00	0.00
293-682-805.000	CENTRAL SERVICES (COST ALLOCATION)	0.00	9,799.78	39,199.00	29,399.22	25.00
293-682-833.000	VETERAN BURIALS	600.00	600.00	4,500.00	3,900.00	13.33
293-682-833.001	GRAVE MARKERS	0.00	0.00	4,500.00	4,500.00	0.00
293-682-850.000	TELEPHONE	199.97	579.94	2,500.00	1,920.06	23.20
293-682-860.000	TRAVEL	0.00	0.00	2,000.00	2,000.00	0.00
293-682-861.001	MILEAGE REIMBURSEMENT	0.00	7.00	360.00	353.00	1.94
293-682-903.000	ADVERTISING-PRINTING	0.00	90.58	500.00	409.42	18.12
293-682-903.001	GRANT MARKETING	3,968.00	3,968.00	21,355.00	17,387.00	18.58
293-682-931.000	EQUIPMENT MAINTENANCE	0.00	17.71	500.00	482.29	3.54
293-682-940.000	BUILDING RENTAL	0.00	2,435.01	9,750.00	7,314.99	24.97
293-682-955.000	CONTINGENCY FUND	0.00	0.00	0.00	0.00	0.00
293-682-955.001	EDUCATION & TRAINING	0.00	200.00	550.00	350.00	36.36
293-682-955.002	DUES AND SUBSCRIPTIONS	0.00	100.00	500.00	400.00	20.00
293-682-955.003	CONFERENCE FEES	0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT FOR ALPENA COUNTY
 PERIOD ENDING 03/31/2025
 % Fiscal Year Completed: 24.66

GL NUMBER	DESCRIPTION	ACTIVITY FOR		2025 AMENDED BUDGET	AVAILABLE BALANCE	% BDGT USED
		MONTH 03/31/2025	YTD BALANCE 03/31/2025			
Fund 293 - VETERANS AFFAIRS						
Expenditures						
293-682-955.004	VETERANS RELIEF	0.00	0.00	10,000.00	10,000.00	0.00
293-682-955.005	AAACU DONATION EXPENDITURE	0.00	0.00	500.00	500.00	0.00
293-682-955.006	PRIVATE DONATION EXPENDITURE	0.00	0.00	200.00	200.00	0.00
293-682-962.000	COUNTY SETTLEMENTS	0.00	9.74	2,000.00	1,990.26	0.49
293-682-977.000	EQUIPMENT	0.00	0.00	0.00	0.00	0.00
293-682-977.001	OFFICE FURNITURE	267.98	267.98	500.00	232.02	53.60
293-682-977.002	OFFICE COMPUTERS	0.00	0.00	1,200.00	1,200.00	0.00
293-682-980.000	CAPITAL OUTLAY - LEASE FINANCING	0.00	0.00	0.00	0.00	0.00
293-682-991.000	DEBT SERVICE PAYMENT (LEASE) - PRINCIPAL	0.00	0.00	0.00	0.00	0.00
293-682-993.000	DEBT SERV PAYMENT (LEASE) - INTEREST	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		16,083.52	52,464.36	252,619.00	200,154.64	20.77
Net - Dept 682 - VETERANS' COUNSELOR		77,294.84	224,112.57	43,233.00	(180,879.57)	
TOTAL REVENUES		93,378.36	276,576.93	295,852.00	19,275.07	93.48
TOTAL EXPENDITURES		16,083.52	52,464.36	252,619.00	200,154.64	20.77
NET OF REVENUES & EXPENDITURES		77,294.84	224,112.57	43,233.00	(180,879.57)	518.38



Alpena County Veterans Affairs 2026

WATZ 99.3 "Today's Country"

- **Time 6am-12 Midnight**
 - January 1st to August 31st
 - 1 paid commercial per day
 - 1 no charge commercial per day
 - Total \$4,374

- **The Bird 105.7 "The Oldies"**
- **Time 6am-12 Midnight**
 - January 1st to August 31st
 - 1 paid commercial per day
 - 1 no charge commercial per day
 - Total \$4,374

Non-profit rate \$18 per :30 commercial matched by a :30 commercial at no charge.

Daniel Perge

From: Kirk Bedtelyon <kirk@dynamicbusads.com>
Sent: Tuesday, June 3, 2025 7:50 AM
To: Daniel Perge
Subject: Re: Price Quote
Attachments: Clare County Veterans Services POP 2022-2023 Paul & Kellie.pdf; Isabella County VA POP 2023.pdf; Isabella County VA POP 2020.pdf

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Daniel,

I'm sorry, I dropped the ball on this. I think I'm getting old. 😞

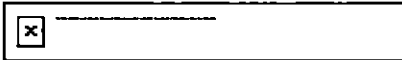
Daniel, production in Alpena is \$1,200, and the monthly display is \$325. So the cost for an ad from January through August would be \$3,800. (\$1,200 production + \$2,600 display).

I've enjoyed working with Karl from the Clare County VA and Ian from the Isabella County VA for several years now. I attached some of their ads.

I look forward to working with you!

Thanks, Daniel.

Kirk Bedtelyon, CEO
Dynamic Bus Ads
Wade Promotions, LLC
(989) 632-3222 Office
(989) 709-7006 Cell



On Tue, Jun 3, 2025 at 7:30 AM Daniel Perge <perged@alpenacounty.org> wrote:

Good morning Kirk,

Just wanted to follow up this morning to see about getting a quote for advertising.

Thank you.

Dan Perge

Director, Alpena County Veterans Affairs

Ph: 989-354-9671

Fax: 989-354-9784

From: Daniel Perge

Sent: Friday, May 30, 2025 9:27 AM

To: kirk@dynamicbusads.com

Subject: Price Quote

Kirk,

You have been messaging with Kevin in my office about advertising for the Alpena County Veterans Affairs Office. I wanted to see if we could get a price quote to advertise from January through August 2026. I am currently working on funding. We would need to keep it under \$4800. Any assistance would be greatly appreciated.

Dan Perge

Director, Alpena County Veterans Affairs

Ph: 989-354-9671

Fax: 989-354-9784



Daniel Perge

From: Jennifer Robinette <jrobinette@thealpenanews.com>
Sent: Tuesday, June 3, 2025 12:28 PM
To: Daniel Perge
Subject: Re: Price Quote

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Daniel!

I'm sorry for the delay!

The total cost for the two ads for the Proud to be American is \$220 total. We do also have an "Alpena Honor Roll" Memorial page that we do on Memorial Day that honors all of the Alpena Veterans that died during wartime.. the cost for that is \$110 with color (\$90 black and white) in case you would like to do something for that next year. The Senior Expo was only \$125 with the half off that we were able to charge.

Otherwise a few extra dollars for special print jobs or your VA Question/Answer ad that you've done in the past might be a good investment. 😊

Thank You!

Jennie Robinette
The Alpena News
jrobinette@thealpenanews.com
office 989-358-5684
Cell 989-255-1467

From: Daniel Perge <perged@alpenacounty.org>
Sent: Tuesday, June 3, 2025 7:30 AM
To: Jennifer Robinette <jrobinette@thealpenanews.com>
Subject: RE: Price Quote

Jennifer,

Just wanted to follow up this morning to see about getting a quote for future advertising.

Dan Perge
Director, Alpena County Veterans Affairs
Ph: 989-354-9671
Fax: 989-354-9784

From: Daniel Perge
Sent: Friday, May 30, 2025 9:08 AM
To: Jennifer Robinette <jrobinette@thealpenanews.com>
Subject: Price Quote

Jennifer,

Can you provide me with a pricing quote for future advertising (2026). I need updated quotes to see about funding for next year.

Thank you.

Dan Perge

Director, Alpena County Veterans Affairs

Ph: 989-354-9671

Fax: 989-354-9784