

# ***Parks, Arts & Recreation Commission Special Meeting Agenda***



***April 22, 2026***

***4:30 PM***

***City of Turlock, Yosemite Room***

***156 S. Broadway, Turlock, California***

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Commission Chair

**Keristofer Seryani**

Commission Vice Chair

**Brent Bohlender**

Commissioners

**Barbara Jensen**

**Bob Holly**

**Lupe Aguilera**

**Shehu Hassan**

**Michael Casale**

Municipal Services Director

**Chris Fisher**

**NOTICE REGARDING NON-ENGLISH SPEAKERS:** The Parks, Arts & Recreation Commission meetings are conducted in English and translation to other languages is not provided. Please make arrangements for an interpreter if necessary.

**EQUAL ACCESS POLICY:** If you have a disability which affects your access to public facilities or services, please contact the City Clerk's Office at (209) 668-5540. The City is committed to taking all reasonable measures to provide access to its facilities and services. Please allow sufficient time for the City to process and respond to your request.

**NOTICE:** Pursuant to California Government Code Section 54954.3, any member of the public may directly address the City Council on any item appearing on the agenda, including Consent Calendar and Public Hearing items, before or during the City Council's consideration of the item. Members of the public will be allowed three (3) minutes for comments.

**AGENDA PACKETS:** Prior to the City Council meeting, a complete Agenda Packet is available for review on the City's website at [www.cityofturlock.org](http://www.cityofturlock.org) and in the City Clerk's Office at 156 S. Broadway, Suite 230, Turlock, during normal business hours. Materials related to an item on this Agenda submitted to the Council after distribution of the Agenda Packet are also available for public inspection in the City Clerk's Office. Such documents may be available on the City's website subject to staff's ability to post the documents before the meeting.

1. **CALL TO ORDER**
2. **ROLL CALL AND DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS**
3. **CONSENT CALENDAR**

Information concerning the consent items listed herein below has been forwarded to each Commissioner prior to this meeting for study. Unless the Chair, a Commissioner or member of the audience has questions concerning the Consent Calendar, the items are approved at one time by the Commission. The action taken by the Commission in approving the consent items is set forth in the explanation of the individual items.

- A. Accepting the Minutes of the March 11, 2026, Regular Commission Meeting

**CITY OF TURLOCK  
PARK, ARTS & RECREATION COMMISSION  
SPECIAL MEETING AGENDA  
Wednesday, April 22, 2026**

**4. STAFF UPDATES**

- A. Donnelly Park Grant Opportunity

**5. PUBLIC PARTICIPATION**

Pursuant to California Government Code Section 54954.3(a), this portion of the meeting is set aside for members of the public to address the Park, Arts, and Recreation Commission on matters that are not listed on tonight's agenda but are within the subject matter jurisdiction of the Commission. Speakers will be allowed up to three (3) minutes for their comments. Speakers who wish to address a matter listed later on the agenda may be asked to wait until that item is heard. Comments on matters outside the Commission's subject matter jurisdiction may be ruled out of order by the presiding officer and not permitted to continue. Pursuant to Government Code Section 54954.2(a)(3), the Park, Arts, and Recreation Commission may not take action or engage in substantive discussion on items not listed on the posted agenda. However, the Commission or staff may briefly respond to public comments, refer matters to staff, or request that a topic be placed on a future agenda.

**6. SCHEDULED MATTERS**

- A. Community Events and Activities Grant Application Presentations

**7. COMMISSION COMMENTS**

Commissioners may provide a brief report on notable topics of interest. The Brown Act does not allow discussion or action by the legislative body.

**8. ADJOURNMENT**

# Parks, Arts & Recreation Commission Meeting Minutes



March 11, 2026

6:00 PM

City of Turlock, Yosemite Room

156 S. Broadway, Turlock, California

## 1. ROLL CALL AND DECLARATION OF CONFLICTS OF INTEREST

Chair Seryani called the meeting to order at 6:03 PM.

Present: Commissioners Shehu Hassan, Michael Casale, Bob Holly, Barbara Jensen, Lupe Aguilera, Vice Chair Brent Bohlender, and Chair Keristofer Seryani

Absent: None

Commissioner Casale	Commissioner Hassan	Vice Chair Bohlender	Commissioner Holly	Commissioner Jensen	Commissioner Aguilera	Chair Seryani
Yes	Yes	Yes	Yes	Yes	Yes	Yes

## 2. APPOINTMENTS, ANNOUNCEMENTS & CORRESPONDENCE

None

## 3. CONSENT CALENDAR

- A. Accepting the Minutes of the December 10, 2025, Regular Commission Meeting

Chair Seryani opened public comment. There were no comments from the public, and Chair Seryani closed public comment.

**Action:** Motion: by Commissioner Holly, seconded by Commissioner Hassan, to adopt the Consent Calendar and carried 7/0 by the following vote:

Commissioner Casale	Commissioner Hassan	Vice Chair Bohlender	Commissioner Holly	Commissioner Jensen	Commissioner Aguilera	Chair Seryani
Yes	Yes	Yes	Yes	Yes	Yes	Yes

## 4. STAFF UPDATES

- A. Donnelly Park Grant Opportunity

Recreation Superintendent Vargas provided updates about Donnelly Park and the potential of grant opportunities.

## 5. PUBLIC PARTICIPATION

**CITY OF TURLOCK  
PARKS, ARTS & RECREATION COMMISSION  
REGULAR MEETING MINUTES  
Wednesday, March 11, 2026**

Chair Seryani opened public comment and the following members of the public spoke:

Ana Ramirez

With no further comments, Chair Seryani closed public comment.

**6. SCHEDULED MATTERS**

**A. Community Events and Activities Grant Applications Recommended for Presentation**

The Sub-Committee, which consisted of Commissioner Holly and Commissioner Jensen made the recommendation to invite all 25 applicants to present to the full Commission.

Chair Seryani opened public comment. There were no comments from the public, and Chair Seryani closed public comment.

**Action: Motion:** by Vice Chair Bohlender, seconded by Commissioner Hassan, to receive the Sub-Committee recommendation to invite all 25 applicants to present to the full Commission, and carried 7/0 by the following vote:

Commissioner Casale	Commissioner Hassan	Vice Chair Bohlender	Commissioner Holly	Commissioner Jensen	Commissioner Aguilera	Chair Seryani
Yes	Yes	Yes	Yes	Yes	Yes	Yes

Action: **Approved Motion**

**B. Discussion and Possible Action to Schedule a Special Meeting for Community Events and Activities Grant Presentations**

Recreation Superintendent Vargas presented options for the Commission’s consideration regarding the date and time of the Special Meeting for community events and activities grant presentations.

Chair Seryani opened public comment. There were no comments from the public, and Chair Seryani closed public comment.

**Action: Motion:** by Commissioner Holly, seconded by Commissioner Jensen, to set the special meeting for the community events and activities grant presentation for April 22, 2026, at 4:30 p.m., and carried 7/0 by the following vote:

Commissioner Casale	Commissioner Hassan	Vice Chair Bohlender	Commissioner Holly	Commissioner Jensen	Commissioner Aguilera	Chair Seryani
Yes	Yes	Yes	Yes	Yes	Yes	Yes

Action: **Approved Motion**

**CITY OF TURLOCK  
PARKS, ARTS & RECREATION COMMISSION  
REGULAR MEETING MINUTES  
Wednesday, March 11, 2026**

**7. COMMISSION COMMENTS**

Commissioner Jensen expressed appreciation for the community events and activities grant process and the opportunity it provides to fund community initiatives

Chair Seryani expressed support for the Donnelly Park grant opportunity and thanked the subcommittee for reviewing all applications.

**8. ADJOURNMENT**

Chair Seryani called for a motion to adjourn. A motion was made by Commissioner Aguilera and seconded by Commissioner Hassan to adjourn the meeting. The motion carried by 7/0.

The meeting was adjourned at 6:36 p.m.

Respectfully Submitted

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Nichole Fiez, City Clerk

**Parks, Arts & Recreation Commission Staff  
Report  
April 22, 2026**



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From: Juan Vargas, Recreation Superintendent  
Prepared by: Juan Vargas, Recreation Superintendent  
Agendized by: Christopher Fisher, Municipal Services Director

**1. ACTION RECOMMENDED:**

Donnelly Park Grant Opportunity Update

**2. NARRATIVE:**

California State Parks is offering the Statewide Park Development and Community Revitalization Program (SPP) Round 5 Grant, which provides grant funding to support parks in local communities. The program funds the creation of new parks, the expansion of existing parks, and the renovation of current park facilities. City staff are exploring the possibility of renovating Donnelly Park. Potential improvements under consideration include upgrades to existing amenities—such as playgrounds and restrooms—as well as the addition of new recreational opportunities. These may include features like pickleball courts, fitness areas, interior walking paths, and other park enhancements. Staff are currently awaiting final guidance from the State regarding the eligibility criteria and requirements for Round 5. Once that information becomes available, staff plan to pursue applicable grant opportunities to help enhance one of Turlock’s premier parks.

**3. FISCAL IMPACT / BUDGET AMENDMENT:**

N/A

**4. ENVIRONMENTAL DETERMINATION:**

N/A

**5. ATTACHMENTS:**

None

# **Parks, Arts & Recreation Commission Staff Report**

**April 22, 2026**



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From: Juan Vargas, Recreation Superintendent  
Prepared by: Juan Vargas, Recreation Superintendent  
Agendized by: Christopher Fisher, Municipal Services Director

**1. ACTION RECOMMENDED:**

Motion: Receive presentations, finalize scoring and funding allocations, and forward recommendations to City Council for approval (\$60,000 Transient Occupancy Tax)

**2. NARRATIVE:**

The Community Events and Activities Grant (CEAG) process begins with applicants submitting proposals for events and activities scheduled to take place between July 1, 2026, and June 30, 2027. The application period occurred during the month of February 2026. All submitted applications were forwarded to the Parks, Arts and Recreation Commission (PARC) CEAG Subcommittee for an initial review. The subcommittee evaluated each application and at the March 11 PARC meeting, presented its recommendations regarding which applicants should be invited to give presentations at a future special PARC meeting. The PARC voted on the subcommittee's recommendation and approved all applicants to attend and present their application at the Special Meeting. After hearing the presentations, the Commission will score and deliberate on who to recommend for funding in the 2026–2027 fiscal year.

**3. FISCAL IMPACT / BUDGET AMENDMENT:**

\$60,000 has been requested as a part of the 2026-2027 budget process. The Community Events and Activities Grant is contingent upon the adoption of the 2026-2027 Budget.

**4. ENVIRONMENTAL DETERMINATION:**

N/A

**5. ATTACHMENTS:**

1. Order of Presentations
2. CEAG Applications Alpha Order

Number	Organization	Event
1	Alegria Performing Arts	Downtown Turlock Community Trick or Treat & Fall Fest
2	Associated Students Inc.	Warriors Explore Downtown
3	East Stanislaus Resource Conservation District	Turlock Urban Hedgerow & Public Lands Workshop
4	Faith Home Adult & Teen Challenge	Ball Drop for hope
5	Love Turlock	Love Turlock
6	California State University Stanislaus	Presidential Celebration Series
7	Pitman High School Band Boosters	Preview of Champions
8	Stanislaus County Fairgrounds	Art Day featuring the Performing Arts Showcase
9	Science in Our Community	Later learning summer stem camp
10	The Holy Apostolic Catholic Assyrian Church of the East	Assyrian Festival
11	Turlock Historical Society	Turlock Melon Carnival
12	Turlock Moms Club	Annual Spring Family Fun Day
13	Turlock Police Chaplaincy	Run for First Responders
14	Carnegie Art Center	Garden Party at the Greenery
15	Carnegie Arts Center	CACBlock Party
16	The Market Turlock	The Market
17	The Market Turlock	The Holiday Market
18	West side Ministries	CUPS Christmas Production
19	Westside Ministries	CUPS Summer Performing Arts Intensive
20	Family Advocacy & Resource Alliance	Cinco De Mayo
21	Family Advocacy & Resource Alliance	Night of Remembrance
22	Family Advocacy & Resources Alliance	Dia Del Ninos
23	Turlock Senior Citizens	Open House
24	Turlock Senior Citizens	Dinner Series
25	Turlock Senior Citizens	Hotdogs & Hotrods

# Alegria Performing Arts

**Event: Downtown Turlock Community Trick  
or Treat**

**Organization: For-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

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To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

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### Sponsoring Organization

Alegria Performing Arts Academy

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Downtown Turlock Community Trick-or-Treat & Fall Fest

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The Downtown Turlock Community Trick-or-Treat & Fall Festival is a free, family-friendly event held on Main Street in downtown Turlock. Children and families are invited to safely trick-or-treat at participating downtown businesses while enjoying live entertainment, student performances, interactive activities, and seasonal festivities.

**How funds will be used**

Grant funds will primarily be used to purchase candy for distribution through participating downtown businesses to ensure a consistent and high-quality experience for attendees. Funds will also support entertainment, sound equipment rental, event signage, promotional materials, seasonal decorations, activity supplies, and safety-related event operations. These investments enhance attendance, support participating businesses, and create a safe and engaging environment for families.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

October 18th, 2025 from 1-3PM

**Location of Event/Activity**

Main Street Corridor between Palm and Lander

**Please describe how your event/activity benefits the community**

This event provides a safe and organized alternative to neighborhood trick-or-treating while strengthening downtown economic vitality. By partnering with local businesses and community organizations, the event increases foot traffic and supports local retail and restaurants.  
Families from Turlock and surrounding communities including Denair, Hilmar, Keyes, and Modesto attend the

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

The Downtown Turlock Trick-or-Treat event has been held

How has the event grown since its inception? (N/A if first year)

Since its inception, the event has experienced steady growth

CONTACT INFORMATION

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Contact Person

Gabrielle Aguiar-Forrest

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

alegriaballroomdance@gmail.com

Mailing Address

320 E. Main Street.

City

Turlock

City / Zip Code

95341

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

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Expected Total Attendance

2000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

50

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

3500

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

4750

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Attendance estimates are based on prior years' participation counts, business feedback, and crowd density observations. Out-of-town attendance is estimated through community feedback and participation from surrounding regional communities. While the event does not typically generate overnight stays, it produces measurable same-day economic activity for downtown businesses.

EVENT BUDGET TEMPLATE

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**Projected Revenue (money earned):**

**Category**

Community Event - No Admission Revenue

Amount \$

0

Category

Local Business Sponsorships

Amount \$

750

Category

Amount \$

Category

Amount \$

Total Revenue \$

140000

**Projected Expenses (*money spent*):**

Category

Candy & Treat Supplies

Amount \$

1200

Category

Entertainment & Sound Production

Amount \$

1800

Category

Event Marketing & Signage

Amount \$

600

Category

Decorations & Activity Supplies

Amount \$

500

Category

Safety & Event Operations

Amount \$

650

Total Expenses \$

4750

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

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What is your marketing plan? When and Where will you advertise?

The event will be promoted beginning 4-6 weeks prior through coordinated digital and print marketing. Promotion will include social media campaigns across Facebook and Instagram, boosted posts targeting surrounding communities (Denair, Hilmar, Keyes, Modesto), and event listings on local community calendars. Printed flyers and posters will be distributed throughout downtown businesses, local schools, and community centers. Participating businesses will also promote the event through their own platforms, increasing reach.

Does your event have a dedicated website?

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Event posters, printed flyers, social media graphics, sponsored digital advertisements, press releases, and email newsletter promotions distributed through participating businesses and community partners.

PROMOTIONAL OPPORTUNITIES

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Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

City of Turlock logo placement on all printed and digital

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

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By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Gabrielle Aguiar-Forrest

**Date**

02/27/2026

# Associated Students Inc.

**Event: Warriors Explore Downtown**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

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### Sponsoring Organization

Associated Students, Inc.

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Warriors Explore Downtown

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

Warriors Explore Downtown is a strategic community engagement initiative designed to drive economic activity, increase visibility for local businesses, and strengthen the connection between the university and Downtown Turlock. The event intentionally introduces new and returning students to locally owned shops, restaurants, and services, transforming first-time visits into long-term patronage.

**How funds will be used**

The requested funds will be used to directly reimburse participating Downtown Turlock businesses for vouchers redeemed during Warriors Explore Downtown. Students currently receive \$10 vouchers to spend at participating businesses, ensuring that event participation translates into immediate, measurable economic impact for locally owned establishments.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

Fall Edition anticipated to be on or around Wed, 9/16/2020

**Location of Event/Activity**

Downtown Turlock, Central Park

**Please describe how your event/activity benefits the community**

Warriors Explore Downtown strengthens the connection between the university and Downtown Turlock by intentionally directing foot traffic, spending, and long-term engagement into the city's small business district.  
**Direct Economic Impact**  
The event generates immediate, trackable economic benefit through voucher redemptions at locally owned businesses. By incentivizing students and campus community members to step inside downtown storefronts,

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

Since 2018, with a 5-year hiatus during covid.

How has the event grown since its inception? (N/A if first year)

Since its initial launch, Warriors Explore Downtown has

CONTACT INFORMATION

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Contact Person

Megan Parravano

Primary Phone

209-667-3825

E-Mail Address (This will be the main source of communication)

mparravano@csustan.edu

Mailing Address

One University Circle

City

Turlock

City / Zip Code

CA, 95382

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

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Expected Total Attendance

300

**Admission/Gate Fee (\$)**

**Number of Out-of-Town Attendees (50 miles away or further)**

**Number of Rooms Booked**

**Number of Nights Booked**

**Direct Economic Impact (Based on \$70/person/day visitor)**

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

**Total Event Budget**

**Total Amount of Funding Requested**

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

We anticipate guests spend anywhere between \$10 and \$30 during their visit to downtown, so estimated at \$20 per person, which would be \$6,000. We measure additional participation and impact through a combination of event check in data, voucher redemption tracking, raffle entry counts, and post event follow up with participating businesses. Student, staff and faculty, and alumni attendance is recorded through sign in systems and engagement tracking at designated event locations. Voucher redemption totals provide

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

Amount \$

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

**Projected Expenses (*money spent*):**

Category

Amount \$

Category

Amount \$

1500

Category

Raffle Prizes

Amount \$

1000

Category

Marketing-Advertising/Printing

Amount \$

700

Category

Transportation/Other Supplies

Amount \$

300

Total Expenses \$

6500

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

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**What is your marketing plan? When and Where will you advertise?**

Our marketing plan focuses on high-visibility, student-centered outreach via social media and both on campus and within the downtown community. Promotion typically begins 4-5 weeks prior to the event to build awareness and excitement.

We utilize social media promotion across official campus and student life platforms to reach a broad audience. In addition, we distribute printed flyers and display posters in high-traffic campus areas. Digital signage across

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

The event details change year to year, but it's posted on

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Flyers, Social Media, Lawn Signs, A-Frames, and Posters. We also place a banner downtown and have lots of signage on the day of the event.

PROMOTIONAL OPPORTUNITIES

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Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Social Media Blast

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Megan Parravano

**Date**

02/27/2026

# California State University Stanislaus

**Event: Presidential Celebration Series**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

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### Sponsoring Organization

California State University, Stanislaus

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Presidential Celebration Series

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The Presidential Celebration Series at California State University, Stanislaus is a community focused initiative that brings residents, regional partners and campus members together in Turlock for shared cultural and educational experiences. Designed to strengthen connections across the Central Valley, the series highlights the people, perspectives and stories that shape our region while positioning Turlock as a welcoming gathering place for meaningful dialogue and celebration.

**How funds will be used**

Grant funds will support the production and implementation of the Presidential Celebration Series during the upcoming program year. While specific speakers and performers are confirmed on a rolling basis, the series will include at least four public events hosted in Turlock.

Funds will be used to offset speaker and artist honoraria, travel and lodging expenses for invited guests, and

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

TBD - July 1, 2026 - June 30, 2026

**Location of Event/Activity**

CSU Stanislaus - on campus (Student Center Quad, Amp

**Please describe how your event/activity benefits the community**

The Presidential Celebration Series benefits the Turlock community both culturally and economically. By hosting nationally recognized speakers, artists and performers, the series attracts visitors from across the Central Valley and surrounding regions, positioning Turlock as a destination for high quality arts and educational programming.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

**How long has the event been held in Turlock?**

The Presidential Celebration Series was launched in Oct

**How has the event grown since its inception? (N/A if first year)**

Since its launch in October 2024, the Presidential Celebri

**CONTACT INFORMATION**

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**Contact Person**

Neisha Rhodes, Director Presidential Initiatives

**Primary Phone**

2096673201

**E-Mail Address (This will be the main source of communication)**

nrhodes@csustan.edu

**Mailing Address**

1 University Circle

**City**

Turlock

**City / Zip Code**

95382

**Are you a first-time applicant?**

Yes

No

**ESTIMATED ECONOMIC IMPACT**

---

**Expected Total Attendance**

250

**Admission/Gate Fee (\$)**

0

**Number of Out-of-Town Attendees (50 miles away or further)**

50

**Number of Rooms Booked**

8

**Number of Nights Booked**

3

**Direct Economic Impact (Based on \$70/person/day visitor)**

6720

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

14400

**Total Event Budget**

25000

**Total Amount of Funding Requested**

3000

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

All events in the Presidential Celebration Series are free and open to the public, ensuring broad access for residents, students and visitors throughout the region.

Based on an average of three to eight hotel rooms booked for two to three nights per event and four events annually, estimated direct visitor spending ranges from approximately \$1,680 to \$6,720 per year using the \$70

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

The Presidential Celebration Series does not generate e

Amount \$

0

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

0

**Projected Expenses (*money spent*):**

Category

Venue and Operations (facilities, Security, Staff & Crew,

Amount \$

6400

Category

Production and Equipment (Sound & Lighting)

Amount \$

5500

Category

Artist & Entertainment (Performer Fees, Travel, Hospital

Amount \$

12600

Category

Marketing & Promotion (Printing, Promotional Items)

Amount \$

500

Category

Amount \$

Total Expenses \$

25000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

The marketing plan for the Presidential Celebration Series includes coordinated outreach through university and community channels to attract both residents and regional visitors. Promotion includes digital marketing through the University website, email campaigns, social media platforms and event listings, as well as targeted outreach to alumni, community organizations, local schools and regional partners. Printed materials such as posters and flyers are distributed on campus and at select community locations. When appropriate, local

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

<https://www.csustan.edu/president/presidential-celebration>

How do you market your website to drive traffic? If no website, type N/A

Website traffic is driven through coordinated digital outreach efforts that direct audiences to a central event page for details and registration information. Promotional emails, social media posts, digital newsletters, campus announcements and partner organization communications include direct links to the event website. Event listings can also be shared through community calendars and local media outlets to increase visibility. These combined efforts guide prospective attendees to the website as the primary source of event information.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, flyers, social media

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

The Presidential Celebration Series will provide the City

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Neisha Rhodes

**Date**

02/28/2026

# Carnegie Arts Center

**Event: Garden Party at The Greenery**

**Organization: Non-Profit**

**Amount Requested: \$2000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Carnegie Arts Center

Is the Sponsoring Organization:

Non-Profit

For-Profit

Name of event:

Garden Party at the Greenery

Funds Requested (Up to \$3,000)

2000

Description of Event

A nostalgic fundraising event for the Carnegie Arts Center is planned for September 26, 2026; The Garden Party at the Greenery is returning after a 10-year hiatus. For more than 20 years the Turlock City Arts Commission and then the CAC Foundation held this event on the beautiful grounds of Turlock's downtown nursery and garden shop. With The Greenery's support, we are excited to be bringing this popular evening event back to the community. Past events attracted over 250 people— artists, art lovers, and arts supporters.

How funds will be used

Expenses for the event include permits, fees for performers, printing, postage, marketing, catering, security, and insurance. We will be seeking local business sponsors, but the more we can offset costs with donations, the more successful the event will be.

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

09/26/2026

Location of Event/Activity

The Greenery, 742 E. Olive Avenue, Turlock

Please describe how your event/activity benefits the community

The Garden Party at the Greenery presents an opportunity for the CAC to engage with supporters in a casual, but unique, setting. We highlight the work of local artists with the exhibit and feature local musicians, local cuisine, local breweries, and local wineries. We anticipate that 25-35% of tickets will be sold to non-Turlock residents; bringing these audiences to downtown Turlock builds the community's image, creates a wholly positive impression, and encourages more participation from our regional neighbors to explore and

Has your organization received CEAG funding previously for this event?

Yes

No

How long has the event been held in Turlock?

For 20+ years, but the first time since 2015.

How has the event grown since its inception? (N/A if first year)

N/A

CONTACT INFORMATION

---

Contact Person

Lisa McDermott

Primary Phone

2096325761

E-Mail Address (This will be the main source of communication)

lisa@carnegieartsturlock.org

Mailing Address

250 N. Broadway

City

Turlock

City / Zip Code

95380

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

250

**Admission/Gate Fee (\$)**

**Number of Out-of-Town Attendees (50 miles away or further)**

**Number of Rooms Booked**

**Number of Nights Booked**

**Direct Economic Impact (Based on \$70/person/day visitor)**

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

**Total Event Budget**

**Total Amount of Funding Requested**

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

We do not anticipate guests spending beyond the event itself; but that net income will be over \$10,000.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Sponsors & Donations

Amount \$

7500

Category

Ticket Sales

Amount \$

9500

Category

Silent Auction

Amount \$

2000

Category

Artist fees

Amount \$

1725

Total Revenue \$

20725

**Projected Expenses (*money spent*):**

Category

Entertainment

Amount \$

1200

Category

Catering

Amount \$

5000

Category

Printing & Postage

Amount \$

645

Category

Licenses/Permits/Insurance

Amount \$

440

Category

Portable Rental

Amount \$

750

Total Expenses \$

9777

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Advertising will mainly be by mail to CAC mailing list, posters displayed locally, and social media. Combined Instagram and Facebook followers=7,900; CAC email list=4,500

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

The event will be featured on a special page of the CAC website.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, postcard, signage displayed at the event, social media posts for 2 months leading up to the event

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Recognition as a sponsor on website.

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

| Lisa McDermott

**Date**

| 02/27/2026

# Carnegie Arts Center

**Event: CAC Block Party**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Carnegie Arts Center

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

CAC Block Party

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The 2027 Carnegie Arts Center BLOCK PARTY will take place on Saturday, June 12, 2027, from 8 a.m. - 1 p.m., growing on the success of the past 4 celebrations. The 2027 Block Party will be held in Central Park, Downtown Turlock, adding family fun and excitement to the nearby Turlock Farmer's Market. Admission is free. The event will include art activities, a DJ, and opportunities for other non-profit organizations to provide booths with information, games, and activities. As we did last year, to encourage new

**How funds will be used**

Expenses for the event include permits, fees for performers, printing, postage, marketing, and equipment needed to hold a fully professional off-site event. We expect to have an ad in the Turlock Journal, posters, signage, and a mailed postcard. We also plan to advertise the event through Peach Jar to Turlock public school parents and teachers.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

6/12/2027

**Location of Event/Activity**

Central Park, E. Main & Golden State Blvd.

**Please describe how your event/activity benefits the community**

The Block Party presents an opportunity for the CAC to highlight our many educational and entertaining activities to a wide audience, creating a lively and engaging atmosphere for attendees and their families. We can also introduce residents from Turlock and surrounding communities to other non-profit organizations that serve local families. Offering the event in Central Park also brings more attention to our Downtown, increasing foot traffic to stores and restaurants in the neighborhood. We are excited to be able to again offer a free

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

5 years

How has the event grown since its inception? (N/A if first year)

Since 2022 we have gained an estimated 100 more part

CONTACT INFORMATION

---

Contact Person

Lisa McDermott

Primary Phone

2096325761

E-Mail Address (This will be the main source of communication)

lisa@carnegieartsturlock.org

Mailing Address

250 N. Broadway

City

Turlock

City / Zip Code

95380

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

700

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

0

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

49000

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

4700

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Economic impact based on \$70/day per person for 700 attendees. Event attendees are likely to enjoy food/shopping at the Farmer's Market and in the Downtown in connection with their visit.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

City of Turlock Community Activities Grant

Amount \$

3000

Category

Sponsorships-local business

Amount \$

2000

Category

Amount \$

Category

Amount \$

Total Revenue \$

5000

**Projected Expenses (*money spent*):**

Category

Entertainment

Amount \$

1000

Category

Advertising/Marketing

Amount \$

1450

Category

Printing/Postage

Amount \$

275

Category

Licenses/Permits

Amount \$

175

Category

Supplies

Amount \$

1350

Total Expenses \$

4700

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

We'll use the Peachjar system to send fliers out through the public schools; we plan to create a poster and fliers for the event to distribute throughout the community; we will be promoting the event through our Constant Contact email list, and will through boosted posts on our social media accounts. We've also budgeted for one ad in the Turlock Journal.

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

The event is featured on the Events page of the CAC website (carnegieartsturlock.org). Social media on Instagram and Facebook (4,800 followers combined). And through Constant Contact emails (mailing list of over 4,500).

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Poster, school flier, & social media posts.

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Recognition as a sponsor on website and signage in the

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Lisa McDermott

**Date**

02/26/2026

# **East Stanislaus Resource Conservation District**

**Event: Turlock Urban Hedgerow & Public  
Lands Workshop**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

East Stanislaus Resource Conservation District

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

Turlock Urban Hedgerow & Public Lands Workshop Seri

Funds Requested (Up to \$3,000)

3000

Description of Event

**Project Overview:**  
The East Stanislaus Resource Conservation District (ESRCD) proposes to host a two-event, free public workshop and community engagement series in Fall 2026 focused on urban conservation, pollinators, and stewardship of public lands in Turlock.  
This project is designed first and foremost as a free, welcoming community event series that invites residents

How funds will be used

Workshop facilitation and event support  
Participant T-shirts (co-branded)  
Canvas tote bags (co-branded)  
Educational materials and handouts (co-branded)  
Semi-permanent interpretive signage (co-branded)

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

Fall 2026

Location of Event/Activity

City of Turlock Public Lands

Please describe how your event/activity benefits the community

By hosting these events on public land within Turlock, the project intentionally draws participants into the city to spend time outdoors, explore local spaces, and engage with the community in a positive, place-based setting. The proposed workshop series promotes Turlock by highlighting and enhancing public lands as shared community assets. Events are designed to draw participants to Turlock specifically to engage in hands-on learning and restoration in real-world settings. Improvements made during the workshops will increase the

Has your organization received CEAG funding previously for this event?

- Yes
- No

How long has the event been held in Turlock?

This would be the 1st

How has the event grown since its inception? (N/A if first year)

N/A

CONTACT INFORMATION

---

Contact Person

Alix Clausen

Primary Phone

209-648-6910

E-Mail Address (This will be the main source of communication)

alix@eaststanrccd.org

Mailing Address

3800 Cornucopia Way, Ste E

City

Modesto

City / Zip Code

Ca, 95358

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

30

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

1

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

2100

Direct Economic Impact (Based on \$150/person/overnight visitor)

4500

Total Event Budget

3000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Please see attached proposal

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

staff hours

Amount \$

800

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

800

**Projected Expenses (*money spent*):**

Category

supplies

Amount \$

2200

Category

Amount \$

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Expenses \$

3000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

- Event listings on the ESRCD website, local press, and community calendars
- ? Social media promotion highlighting Turlock's public spaces and the workshop experience
- ? Flyers and outreach through partner organizations and local networks
- ? On-site event signage and Interpretive signage that continues to promote the site beyond the event dates
- ? Event announcements and follow-up highlights in ESRCD's public newsletter

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

<https://eaststanrcd.org/>

How do you market your website to drive traffic? If no website, type N/A

Newsletter and social media

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Flyers, Shirts, totes, and signage

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Participant T-shirts (co-branded) Canvas tote bags (co-branded)

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Alix Clausen

**Date**

02/27/2026

# Faith Home Adult & Teen Challenge

**Event: Ball Drop for Hope**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Faith Home Adult & Teen Challenge

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Ball Drop for Hope

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

Community fund raising event benefiting Faith Home Adult & Teen Challenge, Turlock Chaplaincy, Prodigal Sons & Daughters, Kitchens for Change. The Ball Drop for Hope will have a Float in Turlock Independence Parade and will be held at Fairgrounds on 10/31/26.

**How funds will be used**

All funds will be used to support men and women in the greater Turlock community needing a second chance. There are no paid promoters. All volunteers. The helicopter is donated by Sheriff Dirkse.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

Saturday October 31 2026

**Location of Event/Activity**

Stanislaus Fairgrounds

**Please describe how your event/activity benefits the community**

With a 70% success rate Adult & Teen Challenge graduates return to a productive life free from life controlling addictions.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

This is our 7th year.

How has the event grown since its inception? (N/A if first year)

Grows every year. 1st year raided \$65,000, last year \$1.

CONTACT INFORMATION

---

Contact Person

Brad Hansen

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

bradleyhansen@me.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

Turlock 95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

250

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

0

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

17500

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

14000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

six years of records

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Adult & Teen Challenge

Amount \$

125000

Category

Sponsorship

Amount \$

100000

Category

Ball Sales

Amount \$

25000

Category

na

Amount \$

0

Total Revenue \$

125000

**Projected Expenses (*money spent*):**

Category

Street closures

Amount \$

0

Category

advertising Turlock Journal, Turlock Direct

Amount \$

1200

Category

security

Amount \$

0

Category

Fairgrounds

Amount \$

500

Category

misc

Amount \$

0

Total Expenses \$

14000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

See sample attached

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

fhtc.life/balldrop

How do you market your website to drive traffic? If no website, type N/A

mailing list

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

all above

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Brad Hansen

**Date**

02/26/2026

# **Family Advocacy & Resources Alliance**

**Event: Cinco De Mayo**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Family Advocacy & Resources Alliance

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Cinco de Mayo

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

FARA's Cinco de Mayo celebration highlights cultural heritage through live music, traditional dance performances, local artisans, and food vendors. The event provides an opportunity for residents and visitors to experience cultural traditions in a welcoming and educational environment.

**How funds will be used**

Funds awarded for the Cinco de Mayo celebration will support cultural programming, event operations, and local vendor engagement. Funding will assist with:  
Stage, sound, and lighting for live music and cultural performances

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

May 5,2026

**Location of Event/Activity**

Turlock

**Please describe how your event/activity benefits the community**

Cinco de Mayo attracts both residents and out-of-town guests, increasing visitor presence within Turlock. Attendees support local restaurants, food vendors, retail shops, and service providers during their visit. The event strengthens community identity, promotes cultural appreciation, and fosters collaboration between nonprofit organizations and local businesses. By creating a vibrant and inclusive gathering space, the celebration enhances Turlock's reputation as a diverse and welcoming city.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

Second year

How has the event grown since its inception? (N/A if first year)

Yes

CONTACT INFORMATION

---

Contact Person

Paola Maldonado

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

familyadvocacyresourcealliance@gmail.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

4000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

10

Number of Rooms Booked

10

Number of Nights Booked

1

Direct Economic Impact (Based on \$70/person/day visitor)

700

Direct Economic Impact (Based on \$150/person/overnight visitor)

1500

Total Event Budget

8000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

it can be emailed.

EVENT BUDGET TEMPLATE

Projected Revenue (*money earned*):

Category

Organization/Self Funding

Amount \$

0

Category

Sponsorships

Amount \$

2000

Category

Ticket Sales

Amount \$

0

Category

Pre-Registration

Amount \$

0

Total Revenue \$

2000

**Projected Expenses (*money spent*):**

Category

Street Closures

Amount \$

1600

Category

Advertising

Amount \$

300

Category

Security

Amount \$

300

Category

Venue Rental

Amount \$

700

Category

Misc.

Amount \$

0

Total Expenses \$

2900

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

La Mejor Magazine, Instagram, Instagram ads, Facebook, Facebook ads

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

fracases.org

How do you market your website to drive traffic? If no website, type N/A

FARA does not currently operate a standalone website. Event promotion and community engagement are conducted through active social media platforms, community partnerships, digital flyers, email outreach, and collaboration with local businesses and organizations. These strategies effectively drive attendance and regional participation in our events.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

posters, flyers, invitations, social media

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Paola Maldonado

**Date**

02/27/2026

# **Family Advocacy & Resources Alliance**

**Event: Night of Remembrance**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Family Advocacy & Resources Alliance

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Night of Remembrance

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

Día de los Muertos is a culturally significant event honoring loved ones through traditional altars (ofrendas), art displays, performances, and community participation. The event includes cultural education, local artists, food vendors, and family-centered activities.

**How funds will be used**

Grant funding for Día de los Muertos will be used to support cultural arts programming and community participation. Funds will assist with:  
Stage and sound equipment for performances

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

November 2, 2026

**Location of Event/Activity**

Turlock

**Please describe how your event/activity benefits the community**

This event promotes cultural tourism and encourages extended visits to Turlock, particularly from surrounding communities. Local businesses benefit from increased patronage before, during, and after the event. By incorporating local artists, performers, and vendors, the event creates economic opportunities while strengthening cultural awareness and civic engagement. Día de los Muertos also enhances the arts within Turlock by providing a public platform for creative expression.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

2 years

How has the event grown since its inception? (N/A if first year)

Yes

CONTACT INFORMATION

---

Contact Person

Paola Maldonado

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

familyadvocacyresourcealliance@gmail.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

4000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

10

Number of Rooms Booked

10

Number of Nights Booked

1

Direct Economic Impact (Based on \$70/person/day visitor)

700

Direct Economic Impact (Based on \$150/person/overnight visitor)

1500

Total Event Budget

8000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

It can be emailed.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Organization/Self Funding

Amount \$

0

Category

Sponsorships

Amount \$

2000

Category

Ticket Sales

Amount \$

0

Category

Pre-Registration

Amount \$

0

Total Revenue \$

2000

**Projected Expenses (*money spent*):**

Category

Street Closures

Amount \$

1600

Category

Advertising

Amount \$

300

Category

Security

Amount \$

300

Category

Venue Rental

Amount \$

1400

Category

Misc.

Amount \$

0

Total Expenses \$

2900

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

La Mejor Magazine, Instagram, Instagram ads, Facebook, Facebook ads

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

fracases.org

How do you market your website to drive traffic? If no website, type N/A

FARA does not currently operate a standalone website. Event promotion and community engagement are conducted through active social media platforms, community partnerships, digital flyers, email outreach, and collaboration with local businesses and organizations. These strategies effectively drive attendance and regional participation in our events.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

posters, flyers, invitations, social media

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Paola Maldonado

**Date**

02/27/2026

# **Family Advocacy & Resources Alliance**

**Event: Dia del Ninos**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Family Advocay & Resources Alliance

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Dia del Ninos

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

Día del Niño is a family-centered celebration focused on honoring children through donated toys, educational activities, cultural performances, local vendors, and community resource booths. The event will include entertainment, youth art activities, local food vendors, and small business participation.

**How funds will be used**

This event enhances quality of life by providing free, family-friendly programming that celebrates children and promotes community pride. By partnering with local businesses, performers, and vendors, the event drives foot traffic to the surrounding area and encourages families to shop and dine locally. The event also invites neighboring communities to attend, increasing visitation to Turlock and supporting our local economy.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

April 30, 2026

**Location of Event/Activity**

Turlock

**Please describe how your event/activity benefits the community**

Grant funds awarded for Día del Niño will be used to support event infrastructure, youth-centered programming, and community engagement efforts. Funding will specifically assist with:  
Event permits, insurance, and safety requirements

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

**How long has the event been held in Turlock?**

First year

**How has the event grown since its inception? (N/A if first year)**

n/a

**CONTACT INFORMATION**

---

**Contact Person**

Paola Maldonado

**Primary Phone**

[REDACTED]

**E-Mail Address (This will be the main source of communication)**

familyadvocacyresourcealliance@gmail.com

**Mailing Address**

[REDACTED]

**City**

Turlock

**City / Zip Code**

95382

**Are you a first-time applicant?**

- Yes
- No

**ESTIMATED ECONOMIC IMPACT**

---

**Expected Total Attendance**

4000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

10

Number of Rooms Booked

10

Number of Nights Booked

1

Direct Economic Impact (Based on \$70/person/day visitor)

700

Direct Economic Impact (Based on \$150/person/overnight visitor)

1500

Total Event Budget

8000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

It can be emailed.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Organization/Self Funding

Amount \$

0

Category

Sponsorships

Amount \$

2000

Category

Ticket Sales

Amount \$

0

Category

Pre-Registration

Amount \$

0

Total Revenue \$

2000

**Projected Expenses (*money spent*):**

Category

Street Closures

Amount \$

1600

Category

Advertising

Amount \$

300

Category

Security

Amount \$

300

Category

Venue Rental

Amount \$

700

Category

Misc.

Amount \$

0

Total Expenses \$

2900

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

La Mejor Magazine, Instagram, Instagram ads, Facebook, Facebook ads

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

fracases.org

How do you market your website to drive traffic? If no website, type N/A

FARA does not currently operate a standalone website. Event promotion and community engagement are conducted through active social media platforms, community partnerships, digital flyers, email outreach, and collaboration with local businesses and organizations. These strategies effectively drive attendance and regional participation in our events.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

posters, flyers, invitations, social media

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Paola Maldonado

**Date**

02/27/2026

# Love Turlock

Event: Love Turlock

Organization: Non-Profit

Amount Requested: \$3000

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

**Sponsoring Organization**

Love Turlock

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

Love Turlock

Funds Requested (Up to \$3,000)

3000

Description of Event

Love Turlock's mission is to inspire our city to love one another through connecting, serving, and giving to our neighbors. We do this by organizing a city wide volunteer day the last Saturday in April each year. We celebrate with a kick off celebration at Donnelly Park, then disperse across the city to complete dozens of volunteer projects. These projects are designed to meet needs across the city and involve a range of skills to invite all ages and abilities to participate.

How funds will be used

\$3000 Shirts

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

04/24/2027

Location of Event/Activity

Donnelly Park and dozens of other project locations thr

Please describe how your event/activity benefits the community

Love Turlock benefits Turlock in over \$70,000 in volunteer work and the tangible needs met across the city. The positivity, improved safety, and unity it brings to our city is priceless.

Has your organization received CEAG funding previously for this event?

- Yes
- No

How long has the event been held in Turlock?

More than 10 years

How has the event grown since its inception? (N/A if first year)

Last year we had over 750 volunteers. We continue to s

CONTACT INFORMATION

---

Contact Person

Lindsay Plett

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

loveturlock@gmail.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95380

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

800

**Admission/Gate Fee (\$)**

0

**Number of Out-of-Town Attendees (50 miles away or further)**

0

**Number or Rooms Booked**

0

**Number of Nights Booked**

0

**Direct Economic Impact (Based on \$70/person/day visitor)**

0

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

0

**Total Event Budget**

18000

**Total Amount of Funding Requested**

3000

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

None

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

sponsorships

Amount \$

17120

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

17120

**Projected Expenses (*money spent*):**

Category

morning kick off & lunch

Amount \$

3000

Category

shirts

Amount \$

4500

Category

marketing

Amount \$

500

Category

annual website platform

Amount \$

1620

Category

project expenses

Amount \$

7500

Total Expenses \$

17120

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

We have over 40 4ftx8ft signs that are displayed across Turlock for 1 month. We also promote on social media, direct marketing to businesses, organization, and churches.

Does your event have a dedicated website?

- Yes
- No

If yes provide here, if no, N/A

www.loveturlock.com

How do you market your website to drive traffic? If no website, type N/A

The website is on every large sign across town and used for all volunteers to sign up.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, Flyers, Social Media, and shirts.

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Platinum Sponsors receive the following: banner on stage

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Lindsay Plett

**Date**

02/14/2026

# **Pitman High School Band Boosters**

**Event: Pitman Preview of Champions**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Pitman High School Band Boosters

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Pitman High School Preview of Champions Band Review

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The Pitman Preview of Champions is an annual marching band competition that kicks off the Northern California Band Association's fall season. The event is hosted at Pitman High School and features junior high and high school marching bands, color guards, and drum lines across Northern California and sometimes even Nevada. Throughout the day, ensembles perform for professional judges in categories including music performance and showmanship. The event culminates in an afternoon awards ceremony held in Pitman's

**How funds will be used**

Grant funds will go directly toward the logistical costs of running a professional regional event. This includes hiring specialized judges, providing hospitality for directors, purchasing trophies, and covering essential costs like street closures and district custodial services.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

September 26, 2026

**Location of Event/Activity**

Pitman High School Campus along with a marching ban

**Please describe how your event/activity benefits the community**

This event directly supports Turlock's local economy by hosting a free, open to the community, event that hosts approximately 30 marching bands to the area each year. The Preview of Champions brings over 2,000 student performers, along with thousands of family members, directors, and staff who travel to Turlock and frequent local restaurants and stores throughout the day. In addition to visiting families, local residents are invited to attend and enjoy a full day of performances at no cost, making the event accessible to the broader

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

**How long has the event been held in Turlock?**

The event began in 2017 and will celebrate its 9th annu:

**How has the event grown since its inception? (N/A if first year)**

The Pitman Preview of Champlons, while always part of

CONTACT INFORMATION

---

**Contact Person**

Allison Byers

**Primary Phone**

[REDACTED]

**E-Mail Address (This will be the main source of communication)**

11allisonb@gmail.com

**Mailing Address**

[REDACTED]

**City**

Turlock

**City / Zip Code**

95382

**Are you a first-time applicant?**

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

**Expected Total Attendance**

4000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

1000

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

280000

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

16800

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Attendance is based on confirmed school registrations of approximately 2,000 student performers, along with additional family, staff and community attendance estimated from prior years. The estimate of 800 attendees travelling over 50 miles is based on participation school locations. Economic impact is calculated using the required formula of projected attendance multiplies by \$70 per person per day.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

Band Participation Fees

Amount \$

10500

Category

Vendor Donation Revenue Share

Amount \$

3400

Category

Event Sponsorships

Amount \$

2000

Category

Trophy Sponsorships

Amount \$

3000

Total Revenue \$

18900

**Projected Expenses (*money spent*):**

Category

NCBA Judges Fees

Amount \$

5600

Category

Trophies/Awards

Amount \$

3500

Category

County/City/School District Fees

Amount \$

4250

Category

Hospitality/Concessions/Thank You

Amount \$

2300

Category

Advertising/Signage/Supplies

Amount \$

1200

Total Expenses \$

16850

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Months before the event we advertise on multiple different social media accounts across Instagram and Facebook. The participating schools usually advertise to their families and community on their social media accounts as well. News and community outlets like Turlock Journal, 209 Magazine, and Hey Turlock create posts to spread the word. Turlock Unified also shared with all TUSD families.

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

<https://themarchingpride.org/preview-of-champions>

How do you market your website to drive traffic? If no website, type N/A

The website is shared with all students and their families. It is also shared through all social media.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Marketing efforts will include social media promotion, VIP, Donor, & Sponsor invitations, and extensive word of mouth outreach through participating schools, local schools and community networks.

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Our parade announcer will publicly thank the City multi

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Allison Byers

**Date**

02/28/2026

# Science in Our Community

**Event: Later Learning Summer STEM  
Camp**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

Sponsoring Organization

Science in Our Community

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

Later Learning Summer STEM Camp

Funds Requested (Up to \$3,000)

3000

Description of Event

Our project is an eight-week summer STEM program designed for older adults (ages 55+), focusing on environmental and planetary health. Participants will explore topics such as climate science, biodiversity, and sustainable technologies through hands-on workshops, interactive labs, field trips, and citizen science initiatives.

The program emphasizes intergenerational learning, with college students serving as mentors and facilitators.

How funds will be used

The Later Learning STEM Camps will focus on 2 weekly activities over 8 weeks. Funds will be used to cover transportation costs for field trips, supplies for activities, and snacks for participants. Since the activities will be held during the summer, we want to ensure that our participants remain hydrated, and have access to snacks during active portions of the activities. Supplies include purchasing reusable water bottles for each participant, sun hats and binoculars for outdoor activities, as well as consumables like water, fruit, and granola bars to

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

May-June 2027, 2 hours/day, 2 days per week, 8 weeks

Location of Event/Activity

Will vary per week, however, half of the events will occur

Please describe how your event/activity benefits the community

This program addresses two urgent and interconnected challenges: the need for inclusive climate education and the growing social isolation among older adults. Climate change and biodiversity loss require broad public engagement, yet older adults are often excluded from STEM learning opportunities. At the same time, many seniors face loneliness and limited opportunities for cognitive engagement.

By empowering older adults with scientific knowledge and practical sustainability skills, the program promotes

Has your organization received CEAG funding previously for this event?

- Yes
- No

**How long has the event been held in Turlock?**

First time

**How has the event grown since its inception? (N/A if first year)**

n/a

**CONTACT INFORMATION**

---

**Contact Person**

Dr. Jeanette Pirlo

**Primary Phone**

2096673481

**E-Mail Address (This will be the main source of communication)**

jpirlo@csustan.edu

**Mailing Address**

One University Circle, N255

**City**

Turlock

**City / Zip Code**

95382

**Are you a first-time applicant?**

- Yes
- No

**ESTIMATED ECONOMIC IMPACT**

---

**Expected Total Attendance**

25

Admission/Gate Fee (\$)

Number of Out-of-Town Attendees (50 miles away or further)

Number of Rooms Booked

Number of Nights Booked

Direct Economic Impact (Based on \$70/person/day visitor)

Direct Economic Impact (Based on \$150/person/overnight visitor)

Total Event Budget

Total Amount of Funding Requested

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

This is a free event for local 55+ community members to learn about local conservation, climate, and biodiversity issues and solutions. This program is meant to reach a subset of our community that is often excluded from STEM education. We will use quantitative and qualitative assessments to evaluate the impact of the program, gauging the popularity and the feasibility to offer it again as a low cost paid activity.

EVENT BUDGET TEMPLATE

---

Projected Revenue (*money earned*):

Category

Amount \$

0

Category

n/a

Amount \$

0

Category

n/a

Amount \$

0

Category

n/a

Amount \$

0

Total Revenue \$

0

**Projected Expenses (*money spent*):**

Category

SIOC Funding & City Funding (see attached budget)

Amount \$

5000

Category

Advertising

Amount \$

500

Category

Printing Supplies

Amount \$

500

Category

Misc.

Amount \$

1000

Category

n/a

Amount \$

0

Total Expenses \$

5000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

We will use our social media networks to advertise, as well as utilize the Stan State Alumni network to target our goal community (55+). Importantly, we will connect with senior centers and 55+ housing communities to advertise the event. Advertising will begin in April, finalizing participants by start of May.

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

<https://www.csustan.edu/science>

How do you market your website to drive traffic? If no website, type N/A

We share our website information with our social media and alumni network.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, flyers, social media, personal invites to target community

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Recognition on social media posts

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Dr. Jeanette Piro

**Date**

02/27/2026

# Stanislaus County Fairgrounds

**Event: Art Day featuring the Performing  
Arts Showcase**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Stanislaus County Fairgrounds

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

Art Day featuring the Performing Arts Showcase

Funds Requested (Up to \$3,000)

3000

Description of Event

The Stanislaus County Fair Art Day & Performing Arts Showcase is a one-day juried performing and visual arts competition featuring youth and adult exhibitors from Stanislaus County participating in live competitive performance and visual arts divisions as part of the Stanislaus County Fair. The event will feature live competitive performances in dance, vocal music, instrumental music, and theatre, along with a Live Art division in which visual artists complete an original full-scale painting during a timed six-

How funds will be used

Live Art Competition canvases and materials  
Stage lighting and sound equipment  
Portable staging and seating  
Signage and wayfinding  
Marketing and promotional materials

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

July 11th, 2026 during the Stanislaus County Fairground

Location of Event/Activity

900 N Broadway, Turlock CA 95380

Please describe how your event/activity benefits the community

Art Day & the Performing Arts Showcase benefits the Stanislaus County community by providing accessible opportunities for youth and adult residents to participate in and experience live performing and visual arts within a safe, educational, and family-friendly environment.  
As part of the Stanislaus County Fair's 75th Fair celebration, this event expands the Fair's long-standing

Has your organization received CEAG funding previously for this event?

- Yes
- No

How long has the event been held in Turlock?

Art Day is debuting in 2026 as part of the Stanislaus Col

How has the event grown since its inception? (N/A if first year)

N/A

CONTACT INFORMATION

---

Contact Person

Troy Stanhope

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

tstanhope@stancofair.com

Mailing Address

900 N Broadway

City

Turlock

City / Zip Code

95380

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

1200

Admission/Gate Fee (\$)

12.00

Number of Out-of-Town Attendees (50 miles away or further)

300

Number of Rooms Booked

75

Number of Nights Booked

150

Direct Economic Impact (Based on \$70/person/day visitor)

63000.00

Direct Economic Impact (Based on \$150/person/overnight visitor)

45000.00

Total Event Budget

10500.00

Total Amount of Funding Requested

3000.00

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Estimated attendance and participation statistics will be measured through a combination of pre-event online registration for Art Day competitors, Fair admission ticket scans, and participant entry records maintained by the Stanislaus County Fair Competitive Exhibits Department.

ZIP code data collected during the Art Day entry process will be used to estimate the number of participants

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

Sponsorships - we are seeking community sponsorship:

Amount \$

2000.00

Category

Fair Funding - The fairgrounds has approved only \$2,000

Amount \$

2000.00

Category

Exhibitor Entry Fees

Amount \$

500.00

Category

City of Turlock Community Event Grant (Requested)

Amount \$

3000.00

Total Revenue \$

7500.00

**Projected Expenses (*money spent*):**

Category

Participant Awards

Amount \$

2200.00

Category

Live Art Canvases

Amount \$

800.00

Category

Art Day Displays & Activities

Amount \$

4000.00

Category

Event Signage

Amount \$

500.00

Category

Amount \$

Total Expenses \$

7500.00

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

Dedicated event page on the Stanislaus County Fair website  
Social media promotion across the Fair's Facebook and Instagram platforms  
Email marketing through the Fair's subscriber database

Does your event have a dedicated website?

- Yes  
 No

If yes provide here, if no, N/A

A dedicated web page on [www.stancofair.com](http://www.stancofair.com)

How do you market your website to drive traffic? If no website, type N/A

Traffic to the Stanislaus County Fair website and Art Day event page will be driven through social media promotions on the Fair's Facebook and Instagram platforms, targeted email marketing to the Fair's subscriber database, and direct outreach to local schools, performing arts programs, and youth organizations.

Additional traffic will be generated through inclusion in the Fair's Competitive Exhibits Guide, online event

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, Flyers/Brochures, Social Media, website, etc.

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

City Representatives could help hand out awards or eve

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

| Troy Stanhope

**Date**

| 02/17/2026

# **The Holy Apostolic Catholic Assyrian Church of The East**

**Event: Assyrian Festival**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

The Holy Apostolic Catholic Assyrian Church of the East

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Assyrian Festival

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

Immerse yourself in the culture that started it all! Experience the culture and hospitality of the Assyrian people in an outdoor, open market setting under the beautifully shaded Stanislaus County Fairgrounds on September 12 & 13, 2026! Just about everything served at the Assyrian Festival is homemade by local Assyrians, using family recipes that have been used for generations, meaning you'll have a truly authentic experience! Educate yourself about the Assyrian people and the Assyrian Church of the East by going through their cultural exhibit.

**How funds will be used**

Funds will go towards providing free entry to the event, security costs, rent for the fairgrounds, decorations etc.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

September 12 and 13 (2 days)

**Location of Event/Activity**

Turlock Fairgrounds

**Please describe how your event/activity benefits the community**

Immerse yourself in the culture that started it all! Experience the culture and hospitality of the Assyrian people in an outdoor, open market setting under the beautifully shaded Stanislaus County Fairgrounds on September 16 & 17, 2023! Just about everything served at the Assyrian Festival is homemade by local Assyrians, using family recipes that have been used for generations, meaning you'll have a truly authentic experience! Educate yourself about the Assyrian people and the Assyrian Church of the East by going through their cultural exhibit.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

This will our 12th year anniversary.

How has the event grown since its inception? (N/A if first year)

In 2014 we had approximately 1,000 visitors. In 2023 we

CONTACT INFORMATION

---

Contact Person

George Odisho

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

George.odisho@gmail.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

10000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

1000

Number of Rooms Booked

0

Number of Nights Booked

2

Direct Economic Impact (Based on \$70/person/day visitor)

700000

Direct Economic Impact (Based on \$150/person/overnight visitor)

300000

Total Event Budget

120000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Manual visitor count taken in prior years and the large Assyrian population from within the central valley and the large Assyrian population in LA and San Jose

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

Organization/Self-Funding

Amount \$

20000

Category

Food Sales

Amount \$

30000

Category

Sponsorship

Amount \$

20000

Category

Raffle Ticket Sales

Amount \$

50000

Total Revenue \$

120000

**Projected Expenses (*money spent*):**

Category

Decorations & Entertainment

Amount \$

20000

Category

Fairgrounds Rental + Security

Amount \$

20000

Category

Advertising & Other

Amount \$

5000

Category

Raffle Prizes

Amount \$

40000

Category

Food Costs

Amount \$

20000

Total Expenses \$

105000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Billboards, social media, raffle tickets sent to the homes of Diocese members

**Does your event have a dedicated website?**

- Yes
- No

If yes provide here, if no, N/A

<https://www.cvassyrianfestival.com/> and <https://www.f>

How do you market your website to drive traffic? If no website, type N/A

Social media, QR codes at Church facilities. Mar Addai Parish and Larsa Banquet Hall.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, Flyers, Billboards, Social Media, T-Shirts, Invitations

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Invite Mayor, City Council, Chief of Police and Fire Chief

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

| George Odisho

**Date**

| 02/28/2026

# The Market

**Event: The Market**

**Organization: For-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

The Market Turlock

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

The Market

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The Market is a makers market where local artisans, bakers, and makers come together to showcase and sell their handmade goods. These goods can range from handmade jewelry, pottery, textiles, artwork, candles, soaps, woodworking, food products and more. Makers markets often emphasize unique, one-of-a-kind items that are not mass-produced.  
The atmosphere at The Market is lively and community-oriented, with vendors setting up booths or stalls to

**How funds will be used**

Funds will be used for TFF Form, advertising, weekly live music, a website for The Market, additional seating for guests, signage, extra trash bins and recycle bins and any additional items we may need as we continue to grow. We have also expanded the Market and will need additional road closure signs

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

July 4th - November 14th 2026

**Location of Event/Activity**

Main St between 1st and Market

**Please describe how your event/activity benefits the community**

It benefits the community by supporting the local economy. When speaking to all the surrounding stores about last years event they all relayed the market was very beneficial to their business and they all saw an increase in sales. It is also a safe and great event for families to come out and enjoy their local community by shopping, eating and listening to live music. It also brings people from surrounding cities into our city once again boosting our local economy here.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

This will be the fourth year

How has the event grown since its inception? (N/A if first year)

We continue to see more people attend The Market eac

CONTACT INFORMATION

---

Contact Person

Adrina Silveira

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

themarketturlock@gmail.com

Mailing Address

[REDACTED]

City

Hilmar

City / Zip Code

95324

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

30000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

400

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

0

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

5000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

We continue to see more people attend the Market weekly. We also have a lot of vendors selling out of products in the first couple of hours and needing to bring more due to increased traffic.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Vendor fee

Amount \$

50

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

22000

**Projected Expenses (*money spent*):**

Category

TFF FORM

Amount \$

850

Category

Street Closures

Amount \$

4000

Category

Advertising- running facebook ads for the duration of th

Amount \$

2500

Category

Insurance

Amount \$

2474.88

Category

Entertainment- live music

Amount \$

6400

Total Expenses \$

16224.88

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

We advertise on our social media platforms as well as weekly facebook ads that we run. Our ads reach over 10,000 people a week. Our social media page has over 100,000 views a month

Does your event have a dedicated website?

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Flyers, social media platforms like instagram and facebook. Facebook ads that run weekly and having our vendors post on their social media pages as well.

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

on all social media posts, flyers or any other advertisement

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Adrina Silveira

**Date**

02/26/2026

# The Market

**Event: The Holiday Market**

**Organization: For-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

The Market Turlock

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

The Holiday Market

Funds Requested (Up to \$3,000)

3000

Description of Event

The Holiday Market is an event that will take place over two weekends in December. Our aim is to create an immersive experience that we can hold annually. We would love this event to be something our town and surrounding cities look forward to each year.

How funds will be used

TFF Fee, photographer for Santa pictures, Santa, live entertainment, advertising, supplies for family activities, and props for creating Santa's Village.

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

December 12-13, 2026 & December 19-20, 2026

Location of Event/Activity

Main Street between First and Market

Please describe how your event/activity benefits the community

An event like this is great for the community as it allows a fun environment for the entire family to enjoy. With live music, Santa's village, great food and shopping it will attract many people from surrounding Cities to come and visit Downtown Turlock. It will be great for local businesses and the local economy. Our goal is to grow this event and make it an annual holiday event for many years to come.

Has your organization received CEAG funding previously for this event?

- Yes
- No

How long has the event been held in Turlock?

This will be the Fourth year

How has the event grown since its inception? (N/A if first year)

yes

CONTACT INFORMATION

---

Contact Person

Adrina Silveira

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

adrinasilveira@yahoo.com

Mailing Address

[REDACTED]

City

Hilmar

City / Zip Code

95324

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

4000

**Admission/Gate Fee (\$)**

**Number of Out-of-Town Attendees (50 miles away or further)**

**Number of Rooms Booked**

**Number of Nights Booked**

**Direct Economic Impact (Based on \$70/person/day visitor)**

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

**Total Event Budget**

**Total Amount of Funding Requested**

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

This event has run for over three years. Volunteers and event organizers collect attendance data and information from Vendors.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Amount \$

50

Category

Amount \$

Category

Amount \$

Category

Amount \$

Total Revenue \$

1500

**Projected Expenses (*money spent*):**

Category

Street closures

Amount \$

600

Category

Entertainment

Amount \$

4000

Category

Marketing

Amount \$

650

Category

Decorations

Amount \$

2000

Category

Activity Supplies

Amount \$

200

Total Expenses \$

7450

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Social media, Facebook ads, digital flyers as well as printed flyers

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, Flyers, Invitations, Social Media

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Stephanie Torres

**Date**

02/26/2026

# **Turlock Historical Society**

**Event: Turlock Melon Carnival**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Turlock Historical Society

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Turlock Melon Carnival

**Funds Requested (Up to \$3,000)**

3000.00

**Description of Event**

Bringing back the melon carnival which first happened in 1911. Will have a Melon Carnival Queens pageant, food court, carnival row games, music, contests, music, art, petting zoo and will be in conjunction with the Farmers Market. If enough funding is arranged we would like to add some small rides.

**How funds will be used**

To aid in the cost of street closures, marketing and liabilities insurance.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

September 19th and 20th

**Location of Event/Activity**

East Main from Golden State to Palm and on South Cen

**Please describe how your event/activity benefits the community**

Helps to highlight our rich agricultural history and this will be a family friendly community activity.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

This will be the 3rd year

How has the event grown since its inception? (N/A if first year)

yes

CONTACT INFORMATION

---

Contact Person

Lori Smith

Primary Phone

209 678-2695

E-Mail Address (This will be the main source of communication)

Turlockhistoricalsociety@gmail.com

Mailing Address

PO Box 18

City

Turlock

City / Zip Code

CA 95381

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

3000

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

50

Number of Rooms Booked

12

Number of Nights Booked

2

Direct Economic Impact (Based on \$70/person/day visitor)

21000

Direct Economic Impact (Based on \$150/person/overnight visitor)

7000

Total Event Budget

12000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

We based the statistics on Manteca's watermelon festival which draws 40,000-50,000 people. We came to that number being that it is a new event but it just a best estimate

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Sponsorships

Amount \$

10000

Category

Vendor Fees

Amount \$

2000

Category

Amount \$

Category

Amount \$

Total Revenue \$

12000

**Projected Expenses (*money spent*):**

Category

Street Closures (Friday night and all day Saturday), city €

Amount \$

6000

Category

Liability Insurance

Amount \$

2000

Category

Promotions

Amount \$

2000

Category

Stage Rental

Amount \$

1000

Category

Entertainment

Amount \$

1000

Total Expenses \$

12000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Website, Social Media, Posters, Flyers and Downtown Radio

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

Turlockmeloncarnival.com

How do you market your website to drive traffic? If no website, type N/A

Through social media, print materials and downtown radio

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, flyers, social media and hopefully t shirts

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Lori Smith

**Date**

02/26/2026

# **Turlock Moms Club**

**Event: Annual Spring Family Fun Day**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Turlock Moms Club

Is the Sponsoring Organization:

- Non-Profit
- For-Profit

Name of event:

Annual Spring Family Fun Day

Funds Requested (Up to \$3,000)

3000

Description of Event

Grant funds will support our Annual Spring Festival and Egg Hunt Kickoff & Family Fun Day. This community event provides families with a free, welcoming space to enjoy a variety of activities, including gardening experiences, face painting, and other family-friendly entertainment. The festival fosters connection, creativity, and outdoor engagement for participants of all ages.

How funds will be used

Funds will be used for activities, insurance, application fees, permits, porta-potty rentals and marketing.

Date(s) of Event/Activity (Shall not exceed 14 consecutive days)

March 21, 2027

Location of Event/Activity

2300 E. Zeering Road

Please describe how your event/activity benefits the community

This event benefits the community by providing free family friendly events, literature and information family friendly services in the area and also allows for vendor booths to promote and support local small businesses.

Has your organization received CEAG funding previously for this event?

- Yes
- No

How long has the event been held in Turlock?

5

How has the event grown since its inception? (N/A if first year)

Largely by 600 people last year

CONTACT INFORMATION

---

Contact Person

Alicia Turino

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

Alicia.turino@yahoo.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

700

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

100

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

10000

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

4200

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Last year we tracked attendance by handing out some punch cards to attendees to visit vendors and collected them at the end of the event. We also analyzed the number of children and families at all three egg hunts. This year we will have six egg hunts divided by age group and will be using one entrance and exit to get more accurate numbers.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

Category

Organization Self Funding

Amount \$

55

Category

Membership

Amount \$

550

Category

0

Amount \$

Category

Amount \$

Total Revenue \$

550

**Projected Expenses (*money spent*):**

Category

Permits and insurance

Amount \$

300

Category

Facilities rentals

Amount \$

500

Category

Trash rentals

Amount \$

200

Category

Entertainment

Amount \$

1200

Category

Advertising

Amount \$

800

Total Expenses \$

3000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

To market on all of our social media platforms. We will also leverage our website. We will also print flyers and put those out around the community and work with the Turlock Journal for a publication. We will also partner with our sponsors to promote on their social media platforms and leverage our reading tent at farmers market.

Does your event have a dedicated website?

- Yes  
 No

If yes provide here, if no, N/A

www.turlockmomsclub.com

How do you market your website to drive traffic? If no website, type N/A

Social media

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, flyers, apparel, social media.

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Alicia Turino

**Date**

06/26/2024

# **Turlock Police Chaplaincy Inc**

**Event: Run For First Responders**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is mandatory.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

TURLOCK POLICE CHAPLAINCY INC

**Is the Sponsoring Organization:**

Non-Profit

For-Profit

**Name of event:**

Run For First Responders

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The Turlock Chaplaincy Fun Run offers a healthy 5KRun/Walk to promote the Chaplaincy and TUSD school Character Coach and Treehouse support programs. Funding raised from the program goes to support Chaplaincy.

**How funds will be used**

Funds will go towards timing company, shirts, logistics, signage posters, postage, printing and flier cost, and mailing of letters to prospective donors in the Turlock Community.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

May 8, 2027

**Location of Event/Activity**

Crossroads Church as start and stop locations, and the

**Please describe how your event/activity benefits the community**

Chaplains are often the first point of contact for police and fire personnel who are processing a crisis. Chaplains are available to First Responders and their families in providing confidential pastoral care including pastoral counseling, prayer support, pre-marital counseling, weddings, funerals, and referrals to other care providers. Chaplains are available on a 24-7 on-call basis to respond to crises. There are currently 5 active public safety chaplains and one additional in background, who respond to call outs.

**Has your organization received CEAG funding previously for this event?**

Yes

No

How long has the event been held in Turlock?

15 years

How has the event grown since its inception? (N/A if first year)

Absolutely! Runner, walkers and joggers have increased

CONTACT INFORMATION

---

Contact Person

Mathew Cotton

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

mcotton.mft@gmail.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95380

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

200

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

50

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

1000

Direct Economic Impact (Based on \$150/person/overnight visitor)

500

Total Event Budget

5500

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

These costs are reflected of the expenses incurred in 2025's Fun Run. The 2026 Fun run is slated for May 9, 2026. This proposal is for the 2026 Fun Run.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (money earned):**

**Category**

Organization will use proceeds to support the chaplains

Amount \$

17200

Category

Sponsorships raise the majority of funds, usually betwe

Amount \$

15000

Category

Runner Entry Fees

Amount \$

2000

Category

General Donations from community and organizations t

Amount \$

200

Total Revenue \$

17200

**Projected Expenses (*money spent*):**

Category

Shirts to participants

Amount \$

2900

Category

Mailings, postage and Printing,

Amount \$

400

Category

Signage banners

Amount \$

800

Category

Synergee Race Timing Company

Amount \$

1200

Category

Food, water, snacks for participants

Amount \$

200

Total Expenses \$

4400

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

Primarily social media, including board members posts, the Chaplaincy Facebook and Instagram, and Crossroads radio.

Does your event have a dedicated website?

- Yes  
 No

If yes provide here, if no, N/A

<https://turlockchaplaincy.org/>

<https://treeho>

How do you market your website to drive traffic? If no website, type N/A

We do not market it.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Banners, T-shirts, Social Media, Website

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Recognition on our webpage, recognition at time of event

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Mathew Cotton

**Date**

02/25/2026

# **Turlock Senior Citizens**

**Event: Open House**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

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To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Greg DeBree (president) on behalf of the Turlock Senior

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Turlock Senior Citizens Group -Open House

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

We held an open house for our 60 Anniversary and it ws a huge success. We want to start hosting an annual open house To the community to see what we have to offer and hope to increase our senior group membership and show our senior community that there are fun and health activities for them to take par in throughout the year

**How funds will be used**

Funds will be used for event cost such as food and drinks, event equipment and supplies, plates, cups, plasticware, paper products entertainment/vendors, flyers, marketing, raffle prizes , photo/vidieo, genera event costs

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

Spring 2027

**Location of Event/Activity**

Turlock Senior Center

**Please describe how your event/activity benefits the community**

It benefits the community by showing the recreational and health benefits provided by participating in the Turlock Senior Citizens Group activities it help build a sense of of belong to those who might not have a close supporter group. The group has many activities that they host 4 days a week at the senior center and not everyone know about it so hosing an open house will help get the world out and build a healthy senior population

**Has your organization received CEAG funding previosuly for this event?**

- Yes
- No

How long has the event been held in Turlock?

This would be the third open house

How has the event grown since its inception? (N/A if first year)

Enough time has passed that we would like to build on it

CONTACT INFORMATION

---

Contact Person

Greg DeBree

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

h2owanderer@aol.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

250

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

0

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

17500

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

4000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

With the 60th Anniversary open house being a success, we feel that paved the way to be able to host open houses in the future and were not trying to make that happen

EVENT BUDGET TEMPLATE

---

Projected Revenue (*money earned*):

Category

Sponsorship/Donations/Grants

Amount \$

3000

Category

Raffle tickets sales

Amount \$

1000

Category

Amount \$

Category

Amount \$

Total Revenue \$

4000

Projected Expenses (*money spent*):

Category

Caterer/finger Foods/Snacks

Amount \$

1500

Category

Entertainment/Vendors

**Amount \$**

1000

**Category**

Flyers/Marketing

**Amount \$**

500

**Category**

Misc General Supplies

**Amount \$**

1000

**Category**

**Amount \$**

**Total Expenses \$**

4000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Posters/Flyers, newspaper articles, social media

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

N/A

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Anything we put out can have the City of Turlock logo on it

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

| Greg DeBree

**Date**

| 02/11/2026

# Turlock Senior Citizens

**Event: Dinner Series**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Greg Debree (president) on behalf of the Turlock Senior

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

Turlock Senior Citizens Group -Dinner series

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

We host a few dinners throughout the year for our senior group member and non-members alike. It is a fun low cost nice dinner for everyone to gather and enjoy each others company

**How funds will be used**

Funds will be used for this event cost such as food and drink, events equipment and supplies, plates, cups, plasticware, paper products, entertainment/vendors/caterer, flyers, marketing, raffle prizes, photo/video, general event costs.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

Two different days, one around the holidays and another

**Location of Event/Activity**

Turlock Senior Center

**Please describe how your event/activity benefits the community**

This is a fun low-cost event for the seniors in the community. The dinner around the holidays is special given that not all of our seniors in the community have family with which to spend the holidays. This gives them an opportunity to enjoy a nice meal with fellow seniors. It provides a fun and safe environment for seniors to gather and enjoy the evening.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

We have been hosting dinners for the seniors of Turloc

How has the event grown since its inception? (N/A if first year)

More and more individuals seem to participate each ye

CONTACT INFORMATION

---

Contact Person

Greg Debree

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

h2owanderer@aol.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

95382

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

300

**Admission/Gate Fee (\$)**

10

**Number of Out-of-Town Attendees (50 miles away or further)**

0

**Number of Rooms Booked**

0

**Number of Nights Booked**

0

**Direct Economic Impact (Based on \$70/person/day visitor)**

21000

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

0

**Total Event Budget**

6000

**Total Amount of Funding Requested**

3000

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

The events growth in popularity and with increased cost over the years with this grant we can really scale up these dinners

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

plate sales

Amount \$

3000

Category

Raffle Ticket Sales

Amount \$

1000

Category

Sponsorship/Donations

Amount \$

2000

Category

Amount \$

Total Revenue \$

6000

**Projected Expenses (*money spent*):**

Category

Caterer

Amount \$

5000

Category

General misc supplies

Amount \$

500

Category

entertainment/vendors

Amount \$

Category

Amount \$

Category

Amount \$

Total Expenses \$

6000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

We plan on advertising through our Turlock Senior Citizens group website, the City of Turlock Recreation Division, the local newspaper, through all our senior groups activities, local businesses and social media We will star advertising about a month before the event and leading all the way up to the event itself

Does your event have a dedicated website?

- Yes
- No

If yes provide here, if no, N/A

N/A

How do you market your website to drive traffic? If no website, type N/A

N/A

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters, flyers, newspaper article, social media

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Anything we put out can have the City of Turlock logo. g

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Greg DeBree

**Date**

02/11/2026

# Turlock Senior Citizens

**Event: Hotdogs & Hotrods**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

### COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

#### Sponsoring Organization

Turlock Senior Center

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

hotdogs and hotrods

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

A public event to showcase local hotrod enthusiasts and get the community to our facility and see what we have to offer people over 50

**How funds will be used**

The funds will be used for advertising, raffle baskets and purchase non donated equipment or food such as hotdogs, ice cream and paper products . We will also use the money to provide entertainment

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

June 12, 2026

**Location of Event/Activity**

Turlock Senior Center 1191 Cahill Ave. Turlock , CA 9538

**Please describe how your event/activity benefits the community**

Make available to the public our facility and showcase activities provided by the TSC to people over 50.

**Has your organization received CEAG funding previousuly for this event?**

- Yes
- No

How long has the event been held in Turlock?

For the past 5 years

How has the event grown since its inception? (N/A if first year)

over the past five years our event has increased from 80

CONTACT INFORMATION

---

Contact Person

Greg DeBree

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

h2owanderer@aol.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

Turlock, CA 95382

Are you a first-time applicant?

- Yes
- No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

150

Admission/Gate Fee (\$)

0

Number of Out-of-Town Attendees (50 miles away or further)

0

Number of Rooms Booked

0

Number of Nights Booked

0

Direct Economic Impact (Based on \$70/person/day visitor)

0

Direct Economic Impact (Based on \$150/person/overnight visitor)

0

Total Event Budget

3000

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

to be provided later

EVENT BUDGET TEMPLATE

---

Projected Revenue (*money earned*):

Category

Organization/self funding

Amount \$

1000

Category

promotion

Amount \$

0

Category

Amount \$

0

Category

0

Amount \$

1000

Total Revenue \$

3000

Projected Expenses (*money spent*):

Category

1000

Amount \$

0

Category

Amount \$

0

Category

none

Amount \$

0

Category

venue rental

Amount \$

0

Category

misc

Amount \$

0

Total Expenses \$

3000

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

What is your marketing plan? When and Where will you advertise?

we plan to make flyers and distribute them at farmers markets and in local businesses windows

Does your event have a dedicated website?

- Yes
- No

If yes provide here, if no, N/A

Turlock Senior Citizens

How do you market your website to drive traffic? If no website, type N/A

providing information on activities promoting activity senior living

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

flyers gift baskets

PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Greg DeBree

**Date**

02/06/2026

# Westside Ministries

**Event: CUPS Christmas Production**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Westside Ministries

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

CUPS Christmas Production

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The CUPS annual Christmas production is a one-day, multi-media theatrical performance incorporating a variety of genres and styles of dance, acting, and aerial arts. The performance showcases the amazing talent and determination of local community members. The event was designed to give a space for underserved children and their families a place to thrive in a heartfelt, and transformative community event that turns limited resources into artistic triumph.

**How funds will be used**

Funds will be used to help cover event materials and supplies, including props, decorations, printed programs, promotional posters, costumes, and meals provided for cast members and volunteers.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

12/12/26

**Location of Event/Activity**

Turlock Community Theatre

**Please describe how your event/activity benefits the community**

The CUPS Christmas production represents the beauty of community. At least 200 people participate in the annual production, which is held at Turlock's historic Community Theatre. The event brings families together in a positive and wholesome way as they learn the nuances of putting on a live production, constructing sets, building props, creating costumes, and working backstage. Themes often celebrate the culture, traditions, and diversity of the students and their families with an uplifting and inspiring message.

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

22 years

How has the event grown since its inception? (N/A if first year)

Since its inception the event has grown in the number of

---

CONTACT INFORMATION

Contact Person

Kylene Murphy

Primary Phone

[REDACTED]

E-Mail Address (This will be the main source of communication)

cupsdance@icloud.com

Mailing Address

[REDACTED]

City

Turlock

City / Zip Code

CA 95380

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

---

Expected Total Attendance

1000

**Admission/Gate Fee (\$)**

10

**Number of Out-of-Town Attendees (50 miles away or further)**

75

**Number or Rooms Booked**

2

**Number of Nights Booked**

1

**Direct Economic Impact (Based on \$70/person/day visitor)**

5250

**Direct Economic Impact (Based on \$150/person/overnight visitor)**

300

**Total Event Budget**

32027

**Total Amount of Funding Requested**

3000

**How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.**

Statistics for budget are measured by receipts and records kept from the 2024 and 2025 Christmas production. Documentation of those records and receipts is available upon requested. Numbers of out of town attendees is estimated based on previous years attendees.

EVENT BUDGET TEMPLATE

---

**Projected Revenue (*money earned*):**

**Category**

Tuition/Production Fee

Amount \$

3115

Category

Sponsorships

Amount \$

26500

Category

Ticket Sales Overall

Amount \$

5042

Category

Program Ads

Amount \$

2135

Total Revenue \$

35212

**Projected Expenses (*money spent*):**

Category

Training Facility Utilities

Amount \$

2087.06

Category

Advertising

Amount \$

1865.74

Category

Staff

Amount \$

9183.28

Category

Venue Rental/Insurance

Amount \$

4961.39

Category

Equipment/Misc

Amount \$

5430.30

Total Expenses \$

31227.77

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

---

**What is your marketing plan? When and Where will you advertise?**

Marketing includes social media, local newspapers, radio stations, letters to supporters, flyers to community and posters hung in local businesses.

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

www.westsideministriesturlock.com

How do you market your website to drive traffic? If no website, type N/A

Pay for website domain, SEO driven. Social media traffic leading to website.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Press Release to local newspaper along with an article week of event.

Posters hung in storefronts through Turlock and surrounding areas.

Flyers and invitations distributed to 600 supporters.

#### PROMOTIONAL OPPORTUNITIES

---

Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Name on poster, promotional videos, and all promotion

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

---

By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Kylene Murphy

**Date**

02/28/2026

# Westside Ministries

**Event: CUPS Summer Performing Arts  
Intensive**

**Organization: Non-Profit**

**Amount Requested: \$3000**

Incomplete applications will not be considered for funding.

Each event/activity will require a separate application.

Each entity may submit a maximum of 3 applications.

The total event budget must be attached to the application (template provided).

The Parks, Arts and Recreation Commission (PARC) will accept proposals from both nonprofit and for-profit entities.

Qualifying applicants will be required to give up to a 3-minute presentation on their proposed event or activity to PARC. This presentation is **mandatory**.

Events/Activities will be evaluated using a point system based on the Application Scoring Sheet.

PARC will forward its recommendation to Council for final consideration and approval.

Once Council takes action, the Recreation Division staff will notify the organization of the funding award decision.

Grant awards will be distributed within 30 days of receiving Council approval, pending all appropriate documentation.

If your event/activity does not occur (excluding acts of nature), your organization will be required to return all funds provided through the Community Event & Activities Grant Program.

#### GRANT CRITERIA

---

To be eligible for funding, all events/activities must take place within the boundaries set forth in the Community Event and Activities Grant Program Application Packet.

Grant funds may not be allocated to or used for administrative or personnel costs.

Organizations may request up to a maximum of \$3,000 per event/activity application.

Event/Activity shall not exceed 14 consecutive days.

Grant recipients must complete a post event report within 60 days of the event/activity date. Failure to return the post event report, including documents/invoices that account for grant expenditures, will require a repayment of all grant funds and result in the organization being ineligible for future grant funding.

## COMMUNITY EVENT AND ACTIVITIES GRANT APPLICATION

---

### Sponsoring Organization

Westside Ministries

**Is the Sponsoring Organization:**

- Non-Profit
- For-Profit

**Name of event:**

CUPS Summer Performing Arts Intensive

**Funds Requested (Up to \$3,000)**

3000

**Description of Event**

The CUPS Summer Performing Arts Intensive is a 7-day creative workshop that provides dance, theatre, folklorico, music, visual arts, and video arts training for ages 3 to adult. Classes are offered over the course of two weeks. Instruction is provided by celebrated professionals within the industry, many of whom are brought in from areas throughout as well as outside of California. These guest artists are brought to invest in our young people and provide them with advanced level skills that prepare them for a future in the performing

**How funds will be used**

Funds will support promotional materials, food, dance ribbons, musical instruments, art and craft supplies, and participation awards.

**Date(s) of Event/Activity (Shall not exceed 14 consecutive days)**

6/15-17 6/21-24

**Location of Event/Activity**

Westside Ministries

**Please describe how your event/activity benefits the community**

The CUPS Summer Performing Arts Intensive provides numerous benefits to our community:  
  
Guest artists from throughout the United States gain an appreciation of Turlock. This has led to return visits, additional workshops, and recommendations to other artists in their circle of influence. Past guest artists have danced with Janet Jackson, choreographed for So You Think You Can Dance, performed in commercials and

**Has your organization received CEAG funding previously for this event?**

- Yes
- No

How long has the event been held in Turlock?

15 years

How has the event grown since its inception? (N/A if first year)

Since it's inception the event has grow from 40 students

CONTACT INFORMATION

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Contact Person

Kylene Murphy

Primary Phone



E-Mail Address (This will be the main source of communication)

cupsdance@icloud.com

Mailing Address



City

Turlock

City / Zip Code

CA 95380

Are you a first-time applicant?

Yes

No

ESTIMATED ECONOMIC IMPACT

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Expected Total Attendance

150

Admission/Gate Fee (\$)

70

Number of Out-of-Town Attendees (50 miles away or further)

10

Number of Rooms Booked

2

Number of Nights Booked

7

Direct Economic Impact (Based on \$70/person/day visitor)

4900

Direct Economic Impact (Based on \$150/person/overnight visitor)

10500

Total Event Budget

19121

Total Amount of Funding Requested

3000

How do you measure the above estimated statistics? Please provide any available documentation to support these statistics.

Estimated statistics are based on summer intensive held in June 2025. Records and receipts will be available upon request. Please also see "event budget" sheet provided in "Summer File" document.

EVENT BUDGET TEMPLATE

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**Projected Revenue (money earned):**

Category

Student Tuition/Registration Fees

Amount \$

2885

Category

Sponsorships

Amount \$

2500

Category

Amount \$

Category

Amount \$

Total Revenue \$

5385

Projected Expenses (*money spent*):

Category

CUPS Staff

Amount \$

4323.19

Category

Advertising

Amount \$

448

Category

Misc/Food/Equipment

Amount \$

320.35

Category

Guest Instructors

Amount \$

8765

Category

Westside Ministries Utilities/Meals

Amount \$

5265.42

Total Expenses \$

19121.96

MARKETING (PRINT, RADIO, TV, SOCIAL MEDIA, WEBSITE, SPECIAL PROMOTION)

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**What is your marketing plan? When and Where will you advertise?**

Marketing includes social media, local newspapers, radio stations, letters to supporters, flyers to community, posters hung in local businesses, and peach jar. In addition, guest artists are required to promote the event on all their platforms.

**Does your event have a dedicated website?**

- Yes  
 No

If yes provide here, if no, N/A

www.westsideministriesturlock.com

How do you market your website to drive traffic? If no website, type N/A

Pay for website domain, SEO driven. Social media traffic leading to website.

What type of marketing material will you produce for this event/activity? Posters, Flyers, Invitations, Social Media, T-Shirts, etc.

Posters hung in local businesses, Flyers, Social Media, Peach Jar Flyer, local newspaper article and press releases

#### PROMOTIONAL OPPORTUNITIES

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Please describe the promotional opportunities that your organization will provide to the City of Turlock Community Events and Activities Grant program. Check all that apply.

- City of Turlock banner displayed at event
- Recognition at reception or banquet
- Speaking opportunity for City representative
- Recognition in event newsletter
- Recognition in press release(s)
- Other

If Other, please list

Name on posters and all promotional material

**Please note: All promotional materials containing the City of Turlock's logo MUST be preapproved by the Department Director or designee.**

Logo with link to the City of Turlock website on event website is **REQUIRED**

Logo on promotional material is **REQUIRED**

#### ACKNOWLEDGEMENT

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By submitting this application, I agree to all terms, conditions, and guidelines set forth in this application.

I declare that the above information is true under penalty of perjury of the laws of the State of California. Should any of the above information change after this date, I will notify the City of Turlock.

**Electronic Signature**

Kylene Murphy

**Date**

02/28/2026