

West Orange Township
TRAV-2023-CMP-00085
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Profile Information

To populate this area you must roll over "Main Menu" at the top corner of the page , roll over "My Organizations" and click on the name of organization for which you are applying. Once on that page, scroll down below "Organization Information" boxes to "NJDOS Organization Profile Information" and click on it. Fill out that information and click **SAVE**. Return to Profile Information Review, click on **SAVE** to populate the new information, review the information for accuracy, check off the box at the bottom, left of the page if you agree and click **SAVE** again.

Name	West Orange Township
Federal Tax I.D. Number	226002396
Address	Municipal Building 66 Main Street
City, State, Zip	West Orange, New Jersey, 07052-5054
County	Essex County
Phone, Fax	Ph- (973) 325-4100, Fx- (973) 669-0238
Email	
Website	

Charities Registration #	00000
Division of Revenue Registration #	0

Executive Director of applicant	Mr. Robert Parisi	Mayor
	(Prefix, First, Name, Last Name)	(Title)
Primary Program Contact (for application correspondence)	Ms. Megan Brill	Executive Director

Board President or Chairman	Mr. Robert Parisi	Mayor
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Address	66 Main Street
	West Orange, New Jersey 07052

Phone	973-325-4100
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Email	RParisi@westorange.org
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Congressional District of Applicant	10
State legislative District of Applicant	27

Date of Incorporation	1/1/1806
Fiscal Year Ends	12/31

✓ By checking this box you confirm that all information shown above is accurate to the best of your knowledge.

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Project Title

Project Title should describe the marketing project for which you are applying. Is the application for creation and distribution of a single brochure? Is the application to market a single event regardless of whether the event lasts for a day, weekend, week or longer? Is the application for a general marketing plan for a destination or tourism season?

- **The project period must be clearly identified.** Specify the time frame that begins when the marketing is started and ends with its completion*. The project period may not begin before official award notification , and funds awarded cannot be used for expenses incurred prior to the stated project start date. *If you are applying to market an event, the End Date must be the last day the event is held.

Purchase of marketing, advertising and deliverables must begin before the end of the State's Fiscal Year for which you are applying (June 30). Funds are usually awarded for a twelve-month period or for the duration of the marketing campaign whichever is less.

The event, destination or attraction to be marketed must promote tourism in or to New Jersey.

Project Title	Start Date	End Date	Months Funded
Downtown West Orange Printed Advertising Project	1/1/2023	12/31/2023	11

Type of Project Brochure

Event Date

Start Date

End Date

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Project Narrative

Narrative of the proposed project, including information about the applicant's organization and program, event or initiative for which the applicant is seeking grant dollars. Also include any background or history on the program, event, or initiative. Proposal for funding for local events or programs must explain how the project demonstrates significance to or affects the broader context of the tourism industry.

The Township of West Orange is the 5th largest municipality in Essex County, with an area of 12.1 square miles and a population of approximately 49,000. West Orange is economically and demographically diverse with a racial/ethnic breakdown of approximately 41% White/Non-Hispanic, 27% Black/African American, 22% Hispanic/Latino, 7% Asian, 3% Other. The Township is located less than 20 miles away from Manhattan and is in close proximity to Interstate 280, Route 10, and County Route 508. West Orange is also a commuter suburb, making most of its business and tourism offerings accessible through most public transit systems. West Orange offers a rich array of attractions for both visitors and residents alike. The community boasts spectacular views of New York City from South Mountain and Eagle Rock reservations, five-star golf courses, 12 beautiful public parks, four public tennis courts, an outdoor amphitheater, a dine-in multi-screen movie theater, a state-of-the-art public pool and recreation center, a waterfront recreation complex, a zoo, and a skating arena, as well as four hotels for visitors to stay.

The Township is home to the former resident and inventor Thomas Edison, his home and laboratory being a National Historic Park. West Orange has also been deemed the "Wedding Capital of New Jersey," attracting couples from all over the northern region, as well as the entire state, with its several five-star venues and four local hotels. The Township has a thriving Downtown scene, with many shopping and dining options for visitors to choose from. In addition to those attractions, West Orange hosts numerous events year-round, such as the street fair, the food truck festival in combination with the firework extravaganza that takes place on July 4th, music and performing arts festivals, and "Downtown Thursdays" to promote its local businesses and restaurants in its downtown area. The Township works closely together with the West Orange Downtown Alliance (DWOA), a New Jersey nonprofit 501(c)3 organization formed for the purpose of managing the town's Special Improvement District (SID) to assist in the economic revitalization of the neighborhoods known as Tory Corner, Eagle Rock, St. Mark's, and the Valley.

The DWOA follows the Four Point Approach to Downtown Management using organization, promotion, design, and economic revitalization as defined by the National Main Street Center and Main Street New Jersey Organizations. The DWOA has followed the Main Street Four Point Approach which is a volunteer-driven, historic preservation-based, economic development program. A nationally successful model for revitalizing downtowns entirely dependent on grants, donations, and volunteer muscle, the Main Street Approach stresses historic preservation as the underlying design principle for the revitalization effort. Main Street efforts nationwide aim to maximize the economic potential of each historic commercial district while preserving its authentic character. For West Orange, the volunteer-led teams are critical to the success of the program and involve stakeholders – residents, business owners, and property owners – in making decisions about the future of the Downtown. Throughout the year, the DWOA organizes and promotes local events that accomplish these goals and focus consumers on backbone economic supports like local retailers, restaurants, and services.

The Township has currently been working with the DWOA on the Downtown effort locally for residents, but would like to expand efforts to out-of-state and out-of-town visitors. The Township hosts many events throughout the year, including the recent street fair, and has many additional recreational opportunities around town, drawing many local visitors. The Township continues to expand and has even approved an ordinance and are preparing legislation for a new film studio. This will draw those working for and interested in the film industry to visit West Orange. To expand upon these efforts, the Township would like to increase out-of-state visitors and encourage them to stay and venture to the surrounding areas to experience the recreational facilities, shops, and restaurants the Township has to offer. Expanding our reach and marketing to these visitors will allow us to increase current efforts well beyond the local community and target those visiting for the numerous events and attractions the Township offers year-round.

As such, together the Township of West Orange and DWOA request funds for printed marketing materials to continue efforts to expand visitors to Downtown and numerous attractions, as West Orange is becoming a premier destination in Northern NJ. The printed marketing materials will promote Downtown businesses, events, services, professionals, and West Orange as a tourism destination with amazing attractions, activities and events; so that out-of-state visitors consider "making a weekend – or even a week" out of a visit, by staying in one of the hotels to enjoy 40+ shopping and dining options; visiting the zoo; taking in history and culture; playing 18 holes at the public golf course; enjoying parks, nature trails, and sporting activities. Grant funds will be used to print marketing materials that received the most traction through West Orange's online platforms to be circulated throughout sites and attractions such as local hotels, recreation sites such as the golf course, the Turtle Back Zoo and more. With the funds from

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Project Narrative

this grant, The DWOA, under the leadership of the Township of West Orange, will accomplish the following objectives:

- Position Downtown and the Township of West Orange as the premier shopping/dining and professional services destination in Northern New Jersey.
- Expand upon the first phase of the marketing campaign to promote businesses, events, services, and professionals, along with promoting the successes of the DWOA through printed materials, such as brochures and flyers.
- Partner with the many nearby West Orange Township visitor attractions and sites by promoting the Downtown and the entire Township as the heart of a day trip or vacation-worthy destination.

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Marketing Plan

Attach sample collateral material.

https://njsage.intelligrants.com/_Upload/2721303_1984622_1-MarketingMaterials-CooperativeMarketing- WestOrange.pdf

A detailed marketing plan, including a plan to determine your project's success/return on Investment information.

The DWOA and the Township of West Orange is proposing to expand the existing Downtown Campaign to attract out -of-state and out-of-town visitors to shop and dine in West Orange when visiting for other events . Each year, the Township draws many visitors to its Downtown area with its business offerings and community programming . However, many of these visitors are local and do not hail from outside of the state. Despite the draw of various wedding venues, the zoo, the golf course, and more, most out-of-state visitors do not venture to the surrounding commercial areas to experience the shops and restaurants the Township has to offer . The Township would like to expand our reach and marketing to these visitors to increase the current efforts well beyond the local community and target those visiting for the numerous events and attractions in West Orange . This will be done by distributing printed marketing materials to hotels, roadway stops along major highways and popular attractions throughout the Township , so these entities can promote the Township to visitors and guests of their establishments .

In 2021, the DWOA started working with a marketing firm to determine what efforts could be made to help attract more local and regional visitors to West Orange. Partnering with this firm for additional efforts helped encourage outside visitors to see West Orange as a destination when attending events. The comprehensive marking plan created reached an extensive audience to provide a platform for the Township to be a destination and not just a “pass through” for visitors attending events . With funding, the Township will create printed marketing materials for the expanded Downtown campaign. This will allow the Township to target potential markets, solicit the proper media outlets, and create incentives for visitors to frequent local businesses in West Orange . This will help the Township to achieve regional reach and drive out-of-county and out-of-state tourism to West Orange. The continued marketing plan will utilize printed media to attract visitors of all ages to the Township . To do so, the Township needs to demonstrate all the various attractions, as well as restaurants, shops, and local businesses that are available to make West Orange a destination when visiting. The overall goal of the printed marketing plan will be to utilize the existing event- specific tourism the Township attracts to have these visitors stay and spend time in the Township to grow the local economy . The target market for the Downtown West Orange Marketing Plan will be all visitors , both out-of-county and out-of-state, who plan to attend events such as for weddings or golfing within West Orange throughout the entire year . This also includes concerts, theatre performances, art exhibits, festivals, and other recreational events that take place around town or at the various complexes in West Orange . Numerous visitors often “pass through” West Orange for various events or for day trips throughout the year ; however, many attend events and leave, not spending additional time in the Township to visit the numerous attractions offered . All ages will be targeted as existing events offer a wide array of interests and age groups.

The Township will particularly target individuals that are more likely to stay overnight in the area and spend an extended amount of time surrounding an event. Proposed tactics to accomplish the objectives of this project will include activities such as:

- Create and distribute printed marketing materials such as brochures and flyers.
- Develop printed materials that cover buying trends, fashion trends, a dining mecca, retailer profiles, shop local, economic development, etc.
- Target “Best Of” Awards including Downtown, Main Street, shopping, restaurants, development, etc. Promote awards, accolades and recognition received by DWO.
- Coordinate and integrate with Township initiatives and area attractions whenever possible .

By completing this printed marketing plan, the Township hopes to increase local business and positively impact the local economy in the first year of the marketing campaign. To evaluate the success and return on investment, the Township will carefully track data from a variety of sources including the audiences for the various marketing distribution channels (social media, site visits, print advertising etc.). In addition, tracking of potential discount codes, URL tracking and form submissions and downloads during promotion periods, email collections at events, and attendance at Downtown events will all be utilized. There will also be a focus on awards and the pursual of such accolades to highlight the successes of the Downtown area. The Township will also coordinate with all local event sponsors and hosts to provide surveys for all attendees, as well as at local shops and restaurants to determine how long each visit will be in West Orange (outside of the event they are attending), how they travelled to the Township, and their expectation to return. This will help determine which marketing materials to use for print.

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Marketing Plan

Additionally, the Township will work with local businesses including hotels , hospitality venues, and restaurants to evaluate any increases in sales or traffic resulting from the marketing efforts . The marketing plan will build on the success and momentum gained once the distribution of marketing materials is underway. Together with the existing marketing firm for the Downtown West Orange campaign and local partners, we will evaluate the progress of the campaign quarterly and adjust accordingly to enhance efforts where successful and redistribute resources that need improvement. At the end of the 12-month period of the grant funded campaign, the Township will have a comprehensive marketing approach for both local and visitor efforts to sustain into the future at a minimal cost to continue through the identified advertising distribution channels. It is expected that the plan completed with these funds will serve as a tool for the Township beyond the designated project period .

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Project Sponsors and Partners: Cambria West Orange

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name	City
Cambria West Orange	West Orange
Street Address	State
12 Rooney Circle	New Jersey
Contact Name	Zip Code
Miloe St. Fleur	07052
Phone Number	
(862) 233-4980	
Email Address	
cws-sales@cambriawestorange.com	

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

Cambria West Orange is a local hotel that embraces the history of West Orange through its décor . They offer amenities and an on-site restaurant and bar to cultivate a memorable experience for guests. Cambria will offer lodging to guests, and space for private and public events to attract visitors to the Township .

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Project Sponsors and Partners: Grill350

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name

Grill350

City

West Orange

Street Address

350 Pleasant Valley Way

State

New Jersey

Contact Name

Gina Palazzolo

Zip Code

07052

Phone Number

(973) 780-4572

Email Address

gina@grill350.com

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

Grill350 located in West Orange, New Jersey is a restaurant and lounge which serves food and drinks. They also have event space to host weddings, graduations and other parties. They will offer discounts for food and beverages to visitors who are exploring the Township.

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Project Sponsors and Partners: Pleasant Valley Productions (OSPAC-Oskar-Schindler Performing Arts Center)

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments.

Partner Name

Pleasant Valley Productions (OSPAC-Oskar-Schindler Performing Arts Center)

City

West Orange

Street Address

4 Boland Drive

State

New Jersey

Contact Name

Camille DiLorenzo - Pleasant Valley Productions Director

Zip Code

07052

Phone Number

(973) 669-7385

Email Address

contact@pleasantvalleyproductions.org

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

Pleasant Valley Productions is a nonprofit performing arts organization within West Orange . As a project partner they will contribute by hosting entertainment at their outdoor Performing Arts venue at the Oskar Schindler Performing Arts Center , publicizing the township and Downtown events from the stage during announcements, and displaying banners at the facility to advertise community events. Their events and performances attract visitors to the Township, who in turn, can utilize local accommodations, such as hotels, and experience local businesses and attractions, such as restaurants, the golf course and the zoo.

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Project Sponsors and Partners: Thomas Edison National Historic Park

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name

Thomas Edison National Historic Park

City

West Orange

Street Address

211 Main Street

State

New Jersey

Contact Name

Superintendent Thomas Ross

Zip Code

Phone Number

(973) 736-0550

07052

Email Address

thomas_ross@nps.gov

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

Thomas Edison National Historical Park will partner with the Township of West Orange and DWOA to help further the efforts of the proposed marketing plan. Thomas Edison National Historical Park will serve as a representative on the Alliance's Marketing Committee to ensure coordination between site and DWOA partners . They will distribute printed marketing materials through their park Visitor Center and will allow the DWOA to use the National Park Service Arrowhead logo , park name and website/app information in their marketing materials.

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Project Sponsors and Partners: West Orange Public Library

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name

West Orange Public Library

City

West Orange

Street Address

46 Mt. Pleasant Avenue

State

New Jersey

Contact Name

David Cubie

Zip Code

Phone Number

(973) 736-0198

07052

Email Address

dcubie@westorangelibrary.com

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

The West Orange Public Library is the Township's center for lifelong learning and literacy , enrichment, and community engagement. The dedicated staff serves all patrons by providing information and resources . The Library will provide information on Township events by displaying marketing materials throughout the establishment.

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Project Sponsors and Partners: Wilshire Caterers

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name

Wilshire Caterers

City

West Orange

Street Address

350 Pleasant Valley Way

State

New Jersey

Contact Name

Travis Weiss

Zip Code

Phone Number

(973) 736-3240

07052

Email Address

Affairs@wilshirecaterers.com

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

Wilshire Caterers LLC located within the Wilshire Grand Hotel in West Orange , New Jersey will provide tours of the venue with behind the scenes access and the chance the meet the entire Wilshire Catering team. The Wilshire Caterers and Wilshire Grand Hotel offer fine catering and features more than 20,000 square feet of beautiful banquet and meeting space.

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Project Sponsors and Partners: Wilshire Grand Hotel

Names of the applicant's additional sponsor(s) and partners and describe the partnership. These are partners with whom you are working to promote tourism to the area. They may be financial partners or sponsors (include in Match Information section also) or they may be non-financial partners. If you are listing a large group of partners, such as "hotels" call the group "hotels" under Partner Name and attach a list of "hotels" in Miscellaneous Attachments .

Partner Name

Wilshire Grand Hotel

City

West Orange

Street Address

350 Pleasant Valley Way

State

New Jersey

Contact Name

Ed Naula

Zip Code

Phone Number

(973) 731-7007

07052

Email Address

gm@thewilshiregrandhotel.com

Describe the Partnership and how it pertains to the marketing plan. Describe how your partnership will cause a higher likelihood of success or will help promote tourism to the area.

The Wilshire Grand Hotel is located in West Orange , New Jersey. The hotel will provide guest discounts and behind the scenes tours to entice visitors to stay and explore and Township . The Wilshire Caterers and Wilshire Grand Hotel offer fine catering and features more than 20,000 square feet of beautiful banquet and meeting space.

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Promotional Opportunities/Sponsorship Benefits

Include a list of promotional opportunities/sponsorship benefits to which the Division of Travel and Tourism will be entitled . Examples include: NJDTT is entitled to a full-page advertisement in the program guide; NJDTT brochures/promotional materials will be inserted in the event's welcome bag; NJDTT will be provided a 10 x 20 booth to display at the expo; A representative from NJDTT will be able to address the audience at opening ceremony.

Description

The Township will work together with the NJDTT as a partner for this campaign . Without assistance through this grant, the Township would not be able to expand the current marketing to target out of state and regional visitors. If awarded, the Township will display the NJDTT logo and URL within all promotional materials as well as on all online and social media outlets connected with the Downtown West Orange Alliance. Press releases announcing grant funds made possible by the NJDTT will be distributed to various media outlets. NJ Tourism guides will be included in all promotional materials distributed or on -site at booths or distribution points at the DWOA events. In addition, NJDTT representatives will be invited to address the audience at any of the highlighted events that take place in the Township which typically draw larger crowds .

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Miscellaneous Attachments: Matching Funds Letter-West Orange

Description

Matching Funds Letter-West Orange

https://njsage.intelligrants.com/_Upload/2720514_1984715-MatchingFundsLetter-DWOA-WestOrange.pdf

Description

Letters of Support-West Orange

https://njsage.intelligrants.com/_Upload/2720514_1984717-LettersofSupport-CooperativeMarketingFY2023-WestOrange.pdf

Description

Marketing Materials-West Orange

https://njsage.intelligrants.com/_Upload/2720514_1984719-MarketingMaterials-CooperativeMarketing-WestOrange.pdf

Description

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Contact Information

Application specific contact information (This is the contact person for questions about the DOI and Grant Application and grant compliance.)

Name:	Ms. Megan Brill
Organization:	Downtown West Orange Alliance
Street Address:	66 Main Street
City:	West Orange
State & Zip:	New Jersey, 07052
Telephone:	(973) 325-4109
Fax:	
Email:	downtown@westorange.org

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Marketing Amount Requested

The "Other Funds for this Project" column should be used for other funds above the grant request and required match for expenditures that directly relate to this project or to the organizations marketing plan or event.

<u>Amount Requested from NJ</u>	<u>Required</u>	<u>Other Funds for</u>	<u>Total Project</u>
<u>Division of Travel & Tourism</u>	<u>Match (25%)</u>	<u>Project</u>	<u>Budget</u>
\$5,000	\$1,250	\$0	\$6,250

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Match Information: Downtown West Orange Alliance

All proposals for this program must include a match of .25/1.00 from Non-State funding sources. The match cannot be in-kind, bartered services or cash on hand. In order to reflect the purpose of the grant, that is to create partnerships to promote smaller tourism destinations within New Jersey, the match must be in the form of a sponsorship from one or more partners. State funds awarded for the Cooperative Marketing Grant plus the non-state match must be spent on your marketing program or project for eligible expenses.

Identify Origin of Match	Amount
Downtown West Orange Alliance	\$1,250

Street Address	City
66 Main Street	West Orange

Zip Code	State
07052	New Jersey

Full Name
Megan Brill

Phone Number
(973) 325-4109

Email Address
downtown@westorange.org

Proof of matching funds (a copy of check, letter of commitment, etc.)
https://njsage.intelligrants.com/_Upload/2720506_1984698-MatchingFundsLetter-DWOA-WestOrange.pdf

Required match must be committed at time of application. If awarded, you must have proof you have the match in hand at time of execution of contract.

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Source of Funds

The amount for other funds for this project that you filled in on the "Marketing Amount Requested" page should be placed in the column "Other Funds for this Project" on the line that best represents from where the funds came, such as cash on hand or private tourism industry sources. This amount should be the same as the amount you filled in on the Marketing Amount Requested page.

<u>Budget Categories</u>	<u>State</u>	<u>Non-State Match (25%)</u>	<u>Other Funds for Project</u>	<u>Total Budget</u>
Grant amount requested	\$5,000			\$5,000
Match		\$1,250		\$1,250
<u>Other Funding Sources:</u>				
Cash on hand			\$0	\$0
Chamber of Commerce			\$0	\$0
Private tourism industry sources			\$0	\$0
Sales			\$0	\$0
Other			\$0	\$0
Total Sources:				
Total Funding:	\$5,000	\$1,250	\$0	\$6,250

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Marketing Expenses

This page should be used for eligible marketing expenses only. The State column must total the amount of the request. The Non-State Match column should equal the amount of the required match (25% of the request amount) and the "Other" column may be used for additional spending, over and above the grant request and required (25%) match for marketing expenses only

<u>Budget Categories</u>	<u>State</u>	<u>Non-State Match (25%)</u>	<u>Other</u>	<u>Total Budget</u>
Marketing Expense				
<u>List eligible expenses</u>				
Creation and Marketing Materials	\$3,500			\$3,500
Display Cases and Structures		\$250		\$250
Printing of Marketing Materials	\$1,500	\$1,000		\$2,500
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
				\$0
Sub-total Marketing Expense:	\$5,000	\$1,250	\$0	\$6,250

This page should be used for additional expenses not listed under Marketing Expense. This may include in-kind or non-eligible expenses that you need to complete your event or marketing campaign.

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Total Expenses

This page should show the total of your entire plan. The amounts on this page should match the amounts on your Source of Funds page plus Other Expenses page.

<u>Budget Categories</u>	<u>State</u>	<u>Non-State Match (25%)</u>	<u>Non-State Other</u>	<u>Total Budget</u>
Marketing Expenses	\$5,000	\$1,250	\$0	\$6,250
Other Expenses			\$0	\$0
TOTAL EXPENSES:	\$5,000	\$1,250	\$0	\$6,250