

Grant Application Form

Greenbelt Community Foundation

Organization: Greenbelt Pumpkin Festival

Street Address: 2-J Eastway

City: State: Zip: Greenbelt, MD 20770

Phone: 301-318-9621

Email: amyknesel@gmail.com

Website:

Facebook Page: facebook.com/GreenbeltPumpkinFestival

Other Social Media:

Type of Organization:

Volunteer-run community event - CHEARS is serving as the fiscal agent.

Name of Person Completing this application: Amy Knesel

Brief Description of the Organization: (1 paragraph):

The Greenbelt Pumpkin Festival was first held in 1988 as a reaction to looming development of the forested area surrounding Greenbelt Center. What began as a group friends carving pumpkins and inviting people to enjoy the woods to admire the jack-o-lanterns led to a political movement, and culminated in the creation of the Greenbelt Forest Preserve. The Pumpkin Festival has since become a volunteer-driven, two-day community event bringing almost 1,500 people together and into nature.

Title of Proposed Project: 30th Annual Greenbelt Pumpkin Festival

Brief Description of the Project: (1 paragraph):

Each year, the Greenbelt Pumpkin Festival has taken place in Greenbelt Center - the carving in Roosevelt Center and the walk in the Greenbelt Forest Preserve. There are several participation barriers to those living outside of Greenbelt Center that have been made clear in recent years - most specifically the ability to access the unmaintained trail on the night of the walk. Those driving to the walk must rely on street parking up to 0.75 miles from the beginning of the trail, and those with limited mobility or using strollers are unable to access the trail. For the 30th anniversary of the Pumpkin Festival, I would like to bring the Festival to two additional carving and walk locations - Schrom Hills Park and Franklin Park* or Beltway Plaza - so that everyone can enjoy and understand the importance of the woods that surround us.

Project target area (check all that apply):

Greenbelt East X

Greenbelt West X

Center Greenbelt X

Amount of Funding Requested: \$2350

List of board members indicating officers and terms.

(No board, no terms - volunteers only)

Amy Knesel - Festival coordinator, 2017-current

Brief history of the organization with recent accomplishments.

1987 - Walk proposed, "Committee to Save the Green Belt" formed

1988 - First carving and walk

1989-present - yearly rain-or-shine carvings and walks

2003 - Greenbelt Forest Preserve formed per City Council resolution

2017 - First year coordinated by Amy Knesel; \$1000 raised from local businesses and organizations to fund the carving and walk; ~\$700 given in donations to carry forward to 2018 carving and walk; 1,483 walk attendees.

Names, roles and qualifications of administrators and service providers key to the success this project.

Amy Knesel - Coordinator - Coordinated 2017 carving and walk in Center Greenbelt

Greg Varda - Assistant Director of Programs, Greenbelt Recreation Department - Provided City support of the 2017 carving and walk by including the event in the Greenbelt Fall Activity Guide and listing it in the "City Events" section of the Greenbelt News Review. Greenbelt Recreation Department hosts a free Fall Fest at Schrom Hills Park annually.

Marc "Kap" Kapastin - General Counsel, Beltway Plaza - Point of contact for coordination of events at Beltway Plaza mall. Beltway Plaza hosts free Halloween events annually.

Maggie Cahalan - CHEARS Board - Point of contact for fiscal agency. CHEARS provided financial sponsorship, compost assistance, and volunteers for the 2017 Pumpkin Festival.

Denise Knight - Director of Resident Services, Franklin Park - Point of contact for coordination of events at Franklin Park. In 2017, Franklin Park hosted a free Fall Festival for its residents.

Jim Sterling - Director of Public Works, Greenbelt - Annually coordinates Public Works staff to set up the Roosevelt Center for the carving and create a pedestrian walkway on Northway extension using traffic barrels and caution tape.

Greenbelt Forest Preserve Advisory Board - nine-person group - Monitors and reports to City Council on the health and condition of the Forest Preserve. Annually conducts walk-throughs prior to and following each Pumpkin Walk to ensure that the woods surrounding the walk remain undisturbed and free of walk-related litter.

Organizational budget for this year including income and expense (do not include funding requested in this application).

No organizational budget - as this is a once-annual event, all budget information is included in the project budget attached.

Project Description (up to 3 pages):

At its base, the objective of the Greenbelt Pumpkin Festival is to encourage community members to appreciate and enjoy the vast green spaces that surround our unique city. From its roots in 1987 fighting the proposed development of the woods, to the most recent walk in 2017 with its efforts to galvanize the community against a proposed SCMAGLEV route through the Greenbelt Forest Preserve, the Greenbelt Pumpkin Festival has served to shine a light on the beauty and importance of our woods.

Since its humble roots, the Festival has become an annual event for hundreds in the surrounding area. Last year, more than fifty children and their families attended a pre-carving, toddler-friendly pumpkin painting, and well over 300 people attended the carving portion of the evening. (While there are no actual tallies from that night, there were 50 mini pumpkins provided for painting and 250 pumpkins provided for carving; supplies were exhausted before each event ended.) On the night of the walk, 1,483 people trekked the trail of jack-o'-lanterns - groups, families, teenagers, couples, and even dogs were able to enjoy the beauty of the Greenbelt Forest Preserve.

The Greenbelt Pumpkin Festival events are free and open to the public, but as it takes place in Greenbelt Center, residents of other areas in Greenbelt are not always able to access the events. The carving is largely accessible to those who need to drive or commute to the Roosevelt Center, but the walk is only accessible to those who have full mobility (no wheelchairs, walkers, or strollers) and who live within walking distance of the trail or are willing/able to walk from their distant street parking space to the trail. Furthermore, the annually-increasing attendance rate concerns some members of the Forest Preserve Advisory Board (FPAB), who feel that this event may at some point put too much stress on the trail (which is unmaintained per FPAB guidelines).

To alleviate these barriers and minimize the stress on the environment while still increasing public interest in the wonderful green spaces surrounding Greenbelt, three separate events will be organized for the 2018 Pumpkin Festival:

- Greenbelt Center (Roosevelt Center carving, Forest Preserve walk)
- Greenbelt East (Schrom Hills Park carving and walk - ADA compliant)
- Greenbelt West (Franklin Park* or Beltway Plaza carving, Stream Valley Trail or Beltway Plaza walk - ADA accessible)

As there are pre-existing Fall Festivals in both of the newly-proposed locations, the Pumpkin Festival activities will be presented in collaboration with those events, thereby cutting down on costs for entertainment and staffing while maximizing exposure.

Each free event will consist of the following:

- Toddler-friendly pumpkin painting on mini-pumpkins
- Carving of larger pumpkins
- Entertainment (magician or kid-friendly for painting portion; band for later portion)
- Lighting of jack-o'lanterns (on stage, on trail, or both)
- Jack-o'lantern-lit walk through a Greenbelt trail

For the Greenbelt East and Greenbelt West events, both the carving and the walk will take place on the same day (Saturday in mid-to-late October). Jack-o'lanterns will be transported and placed by volunteers and/or Greenbelt Rec Dept staff using private or Greenbelt Rec Dept vehicles. All candles will be extinguished at the end of the walk, and pumpkins will be collected the following morning for display (by those who carved them) or compost (by volunteers).

For the Greenbelt Center event, the carving will take place on Friday and the walk will be held on Saturday. This timeline is in keeping with previous years and allows for the transportation of pumpkins into the more rugged terrain of the Forest Preserve. This will be completed by volunteers using private vehicles. All candles will be extinguished at the end of the walk, and pumpkins will be collected the following morning for display (by those who carved them) or compost (by volunteers). A final walk-through will be completed by FPAB Sunday morning to ensure that the Pumpkin Walk has remained compliant to FPAB guidelines.

Counts will be taken at each location and for each portion to track interest in the various venues. This information will be used in following years to fine-tune later Festivals. Feedback will also be welcomed on the Greenbelt Pumpkin Festival Facebook page.

Project Timeline:

May - work with City of Greenbelt and Prince George's County to determine feasibility of using Stream Valley Trail for Greenbelt West Pumpkin Walk. (If not feasible, Walk will be held on Franklin Park property.*)

June - present 2018 plan to Forest Preserve Advisory Board (FPAB)

July - Apply for city permits (provide to Roosevelt Center Merchants Association, FPAB, Beltway Plaza, Greenbelt Recreation Department, Greenbelt Public Works Department); coordinate with Greenbelt Rec Dept to publish Pumpkin Festival information in the Fall Activity Guide, fall mailer, and City Events; [if grant is awarded:] begin coordination with Greenbelt Rec

Dept on Schrom Hills Fall Fest event; begin coordination with Beltway Plaza on Halloween event OR Franklin Park* with Fall Festival event.

August - contact Shlagel Farms to confirm availability of pumpkins; book musicians and entertainers for Greenbelt Center carving.

September - coordinate volunteer schedule for Greenbelt Center carving and walk; work with Greenbelt Rec Dept and Beltway Plaza to coordinate staff schedule for Greenbelt East and West carving and walk - fill in with volunteers as needed.

October 20 - pick up and deliver pumpkins to locations; proposed Schrom Hills Fall Fest, carving, and walk; proposed Franklin Park* Fall Festival, carving, and walk

October 21 - clean-up/compost of Franklin Park and Schrom Hills pumpkins

October 26 - Greenbelt Center carving

October 27 - Greenbelt Center walk

October 28 - clean-up/compost of Forest Preserve pumpkins

In previous years, the Festival coordinator has had to either fundraise or provide personal funds up-front to cover all expenses of the Festival. Donations collected at the trailhead have served to reimburse the coordinator and/or help pay for a portion of the following year's Festival. In 2017, through extensive fundraising efforts, enough was secured to cover all aspects of the festival (pumpkins, tealights, banners, entertainment, pumpkin-painting supplies), thereby ensuring that all donations could go towards 2018 efforts. If awarded this grant, a) all 2018 donations from each of the three locations will be pooled and redistributed for 2019 events and b) the Festival will be able to solidify its relationship with both the City of Greenbelt and Franklin Park*/Beltway Plaza so that future events may be presented in partnership. In this manner, each year's donations would carry over to pay for the following year's events (instead of vice versa). This pre-funding, with proper management,** would allow the Pumpkin Festival to continue at each location for years to come.

* Denise Knight, Director of Resident Services at Franklin Park, has not yet confirmed interest in a collaborative event. Beltway Plaza Mall will serve as the location for the Greenbelt West carving should Franklin Park opt out of a partnership.

** As the Pumpkin Festival is a volunteer-coordinated event, Amy Knesel is working with the Chesapeake Education, Arts, and Research Society (CHEARS, current fiscal agent) to become an annual CHEARS-sponsored event. This ongoing sponsorship would allow for greater year-to-year continuity, even when the Coordinator changes.

Project Budget (1 page) – attached**ATTACHMENTS:**

Budget Information

CHEARS IRS tax-exempt letter

CHEARS letter displaying willingness to serve as fiscal agent for 2018 Pumpkin Festival

Letter of Support from Greg Varda

Letter of Support from Marc “Kap” Kapastin

Fiscal Agent Information:

Organization: Chesapeake Education, Arts, and Research Society

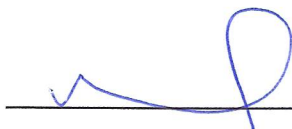
Street Address: PO BOX 1841

City: State: Zip: Greenbelt, MD 20768

Phone: 301-642-4851

Email: maggie@chears.org

20. Signature: _____



Date: _____

4/15/18

Budget Information:**Expenses:**

Personnel - none

Consultants - none

Travel - none

Materials, Supplies, and Equipment, funded by GCF grant -

Pumpkins (200 @ \$1; 750 @ \$2.50) = \$2075

Paints (60 @ \$1) = \$60

Paint brushes (300 @ \$0.20) = \$60

Rolled craft paper (3 @ \$10) = \$30

Sound (Greenbelt Center only) = \$50

Performer (Greenbelt Center only) = \$150

Band (Greenbelt Center only) = \$200

Truck rental for pumpkin transportation = \$100

Communications Costs, covered by existing funds -

Banners for Greenbelt East and Greenbelt West (2x\$100) = \$200

Other Expenses, covered by existing funds -

5% holdback to CHEARS for fiscal sponsorship = \$146.25

TOTAL: \$3071.25

Income:

Request to the Community Foundation - \$2350

Grants Pending - none

Grants Secured - none

In-kind donations -

Performers and musicians (Greenbelt West and East) = provided free of charge per partnership

Greenbelt Recreation Dept staff (Greenbelt East) = provided free of charge per partnership

Advertising in News Review (City Events), Activity Guide, and fall mailer = provided free of charge per partnership

Existing Funds - \$731.75

TOTAL: \$3081.75

Date: **OCT 10 2006**

CHESAPEAKE EDUCATION ARTS AND
RESEARCH SOCIETY
C/O PETER WOLK
1735 20TH ST NW
WASHINGTON, DC 20009-1104

Employer Identification Number:
06-1767460
DLN:
17053223026026
Contact Person:
FAITH E CUMMINS ID# 31534
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
February 17, 2006
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

-2-

CHESAPEAKE EDUCATION ARTS AND

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

Sincerely,

A handwritten signature in dark ink, appearing to read "Lois G. Lerner". The signature is fluid and cursive, with the first name "Lois" being more prominent and the last name "Lerner" following in a similar style.

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

Letter 1045 (DO/CG)



CHEARS, the Chesapeake Education, Arts, and Research Society

Restoring & promoting the health of all life in the Chesapeake Watershed through action projects organized and implemented by volunteers.

BOARD OF STEWARDS

Convener-Carolyn Lambright-Davis
Vice-Convener-Robert Cahalan
Secretary-Lois Browne
Treasurer- Kate Prager
Margaret Cahalan
T'auna Derrington
Marcia Freeman
Eugenia Kalnay
Bennie Smith

Projects by Volunteers

- Green Man Festival/Stone Soup
- Three Sisters Demonstration Gardens & Food Forest
- Earth Squad
- FLOWS
- Greenbelt Climate Action Network (GCAN)
- Home Salons: Environmental Films
- Chesapeake Environmental Literacy
- CHESTORY

To know more about these projects and to become involved, go to

<http://chears.org/>

Or facebook page

<https://www.facebook.com/chearsor>

E

!

CHEARS Inc.
PO Box 1841
Greenbelt, MD 20768
Phone: 301-642-4851
CHEARS is a 501(c)3 non-profit organization.



2-J Eastway
Greenbelt, MD 20770
April 13, 2018

Dear Amy Knesel:

I am happy to inform you that the CHEARS Board of Stewards, at its January 25, 2018 board meeting, agreed to serve as fiscal sponsor for the Pumpkin Walk that will be held in the autumn of 2018.

As requested, below is CHEARS mission statement and goals. Attached separately is the IRS determination letter.

We wish you great success with this engaging autumn festival in Greenbelt.

Sincerely yours,

Margaret Cahalan, Ph.D.
maggie@chears.org,
CHEARS Board Member



Mission: CHEARS mission is to promote the health of all life¹¹ in the Chesapeake Bay Watershed through arts, education, research, and action projects organized and implemented by community volunteers.

CHEARS' goals: The following statements describe the goals of the organization:

Goal 1: "To restore, steward, and enhance the physical and spiritual health of our Chesapeake Watershed, in its multiple dimensions, as expressed by its diversity of air, land, water, plants, animals, and natural and managed ecosystems."

Goal 2: "To share knowledge of our watershed, with education projects that effectively engage us in learning about our diverse bioregion."

Goal 3: "To foster artistic expression related to our watershed's human, natural and environmental issues."

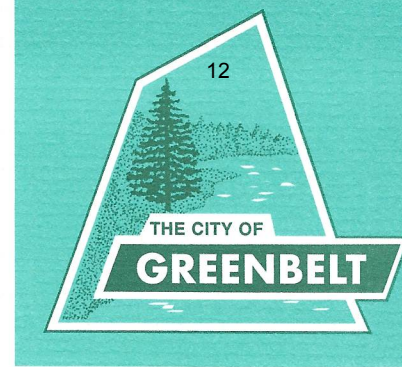
Goal 4: "To engage in research directed towards innovative problem solving in stewardship of our bioregion and planet."

Goal 5: "To work towards creating a sustainable, equitable, and nurturing society within our bioregion, recognizing our linkages in space between rural, suburban and urban life and in time between our bioregion's past, current and future generations. We seek to foster egalitarian modes of organization to achieve our goals, promoting community among our members."

CITY OF GREENBELT, MARYLAND

DEPARTMENT OF RECREATION

99 CENTERWAY, GREENBELT, MARYLAND 20770



Julianna J. McHale
Director

To The Greenbelt Community Foundation Board,

The Greenbelt Recreation Department will gladly support, by way of in-kind services, the Pumpkin Festival Committee with their plan to expand the festival to embrace the Greenbelt West and Greenbelt East communities. The department has supported the Pumpkin Festival that includes, pumpkin carving in the Roosevelt Center and a walk through the Forest Preserve, for many years. We look forward to collaborating with the Pumpkin Festival Committee with their future endeavors.

Thank you for your time,

A handwritten signature in black ink that reads 'Greg Varda'.

Greg Varda
Assistant Director of Programs

d 240.542.2193 / o 301.397.2200
www.greenbeltmd.gov/recreation



A NATIONAL HISTORIC LANDMARK

Administration: (301) 397-2200 FAX: (301) 397-2203 Youth Center: (301) 397-2200
Aquatic and Fitness Center: (301) 397-2204 Springhill Lake Recreation Center: (301) 397-2212 Community Center: (301) 397-2208
ycbo@ci.greenbelt.md.us



GB MALL LIMITED PARTNERSHIP
t/a BELTWAY PLAZA MALL
4912 Del Ray Avenue
Bethesda, Maryland 20814
(301) 657-9900 ext. 129/Fax (301) 657-8412
kap@quantumco.net

March 27, 2018

Via email: amyknesel@gmail.com
Amy Knesel
Pumpkin Walk Coordinator

Re: Potential Partnership for Pumpkin Walk/Halloween 2018/Greenbelt West

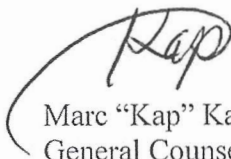
Dear Amy:

As you know, Beltway Plaza Mall ("Beltway Plaza") and the Beltway Plaza Merchants' Association ("BPMA") conduct community Halloween events each year consisting of Trick or Treat and Costume Contests in the Mall on Halloween night and pumpkin carving and decoration leading up to Halloween. Having said that, Beltway Plaza and BPMA have long admired the Greenbelt Annual Pumpkin Festival in Historic Greenbelt and the Pumpkin Walk in the Greenbelt Forest Preserve. We are gratified that you have contacted us with a view toward a working partnership to bring the Pumpkin Walk to additional locations in Greenbelt, including, but not limited to, Greenbelt West.

Please be advised that Beltway Plaza and the BPMA are anxious to work toward such an expanded Pumpkin Walk event in Greenbelt West. We will make every effort to assist you in this regard. Please be further advised that you are authorized to provide the Greenbelt Community Foundation and other similar organizations with a copy of this letter should it be helpful in supporting a grant application for funding.

Please do not hesitate to call upon me, if there is anything else we can do for the Greenbelt community in partnership with your organization.

Sincerely yours,



Marc "Kap" Kapastin
General Counsel