



DATE APPLICATION RECEIVED

DATE APPLICATION APPROVED

5240 South Sixth Street Frontage Road East · Springfield, IL 62703 · 800-727-6207

ILLINOIS PERC GRANT APPLICATION

This Illinois PERC Grant Application for project funding ("Application") is made and entered into by and between the Illinois Propane Education and Research Council ("IPERC") and Illinois Propane Gas Association, ("Applicant"). Subject to the terms and conditions of this Application and upon execution of a signed Agreement For Project Funding ("Agreement") between IPERC and Applicant: (i) IPERC agrees to provide a grant in the amount specified in the Agreement to Applicant; and (ii) Applicant hereby agrees to use the grant funds provided under the Agreement for the purposes and according to the terms set forth in this Application and the Agreement.

1. Name of Applicant: <u>Illinois Propane Gas Association</u>	
2. Title of Project: <u>2021 Marketer Promotional Advertising Campaign</u>	
3. Short Summary of Project:	This grant is for Promotional Advertising. The 2021 Marketer Promotional Advertising Campaign is to provide Marketers with a promotional "bill stuffer", free of charge, to send to their customers. This ties in with the Consumer Awareness Campaign and will provide assistance to the marketers in order to promote the rebate and incentive programs. Programs include: Water Heater Replacement Program, Appliance Rebate Program, Propane Construction Incentive Program and Propane Mower & Vehicle Incentive Program.
4. Type of Organization (i.e. corporation, partnership, estate, trust, government, individual, other): <u>Corporation</u>	
5. Funding Sought from IPERC: \$ <u>20,000.00</u>	6. Total Estimated Cost of Project: \$ <u>20,000.00</u>
7. Project Category:	
☒ Consumer Awareness	
☐ Employee Safety and Training	
☐ Research/Product Development	
8. Will Project benefit both members and non-members of the "state entity" making this application? ☒ YES ☐ NO ☐ N/A	

APPLICANT INFORMATION

1. Name of Contact: <u>Kathy J Richardson</u>		2. Title: <u>Administration Manager</u>	
3. Mailing Address: <u>5240 S. 6th St Frontage Rd E</u>			
4. Street Address: <u>5240 S. 6th St Frontage Rd E</u>			
5. City: <u>Springfield</u>	6. State: <u>IL</u>	7. Zip: <u>62703-5128</u>	8. Street Zip: <u>62703</u>
9. Phone Number: <u>+1 (217) 525-8000</u>		10. Fax Number: <u></u>	
11. Contacts Email: <u>krichardson@ilpga.org</u>		12. Company Website: <u>www.ilpga.org</u>	

13. Identify the names and titles of the Applicant's Principal Officers, Directors and/or Owners:	
Todd Meyer, President Johnny Baucom, Vice President Mark Gresham, Treasurer Jerry Barnett, Secretary	
14. If the Applicant is a subsidiary, identify the Parent. If not a subsidiary, enter "N/A":	
N/A	
15. Federal Employer Identification # 37-0775965	16. Has Applicant been determined "exempt from taxation" under section 501(c) of the Internal Revenue Code? If yes, ☒ YES ☐ NO ☐ N/A please attach copy of IRS Determination Letter.
17. If the Applicant has not yet been determined to be "exempt from taxation" under section 501(c) of the Internal Revenue Code, has the Applicant made application for such status? ☒ YES ☐ NO	

DETAILED PROJECT INFORMATION

Before a grant application may be scheduled for consideration it must be complete. To be complete, each funding application must contain the following attachments:

- ☒ **ATTACHMENT ONE: Statement of the Project that includes:**
 - Background information about the Project
 - Intent of the Project
 - Direct benefit of the project on the Illinois Propane Industry and/or Illinois Agriculture
 - Propane industry advancements to be attempted or achieved
 - Documentation of evidence demonstrating a need for the Project
 - Description of prior projects upon which the Project is based or which had the similar goals and objectives
 - Identification of essential personnel expected to participate in the Project and status of such personnel (personnel qualifications and/or resume may be requested)
 - Location where Project is to be performed

- ☒ **ATTACHMENT TWO: Timeline for the Project that includes:**
 - Commencement date
 - Completion date
 - Key project stages and activities (with corresponding dates)
 - Final Report due date (due not more than 60 days from completion date.)

- ☒ **ATTACHMENT THREE: Budget and Statement of Cost that includes:**
 - Direct Costs, salaries, overhead, printing costs, production costs, subcontractor costs, equipment and material costs, fees and other expenses (provide spreadsheet, if possible)
 - Amount contributed to total cost by Applicant
 - Statement of other funding sources, expected amount of funding from each, status of each application for funds, and any conditions placed upon the use of funds
 - Requested pay out schedule from IPERC to Applicant

- ☒ **ATTACHMENT FOUR: Cost-Benefit Analysis that includes:**
 - An examination of the value of all favorable benefits to safety, consumer awareness and / or propane consumption relative to the amount of funding being requested

INCOMPLETE APPLICATIONS

An Application will be considered incomplete and returned to the Applicant if it is illegible to reviewers, if it fails to follow instruction included in this Application, or if the material presented in this Application is insufficient to permit an adequate review.

APPLICATION REVIEW AND SUBMISSION

All Project applications received by IPERC are discussed and reviewed by a Member Grants Panel ("Panel"), consisting of current sitting members of IPERC. Applications are reviewed by the Panel for topic category, inclusion of proper information and conformity to IPERC goals and objectives. Interviews, if necessary, will be conducted before a formal recommendation is presented to all members of IPERC. Additional interview may be requested by the full membership of IPERC before a decision is made. Applicants will be notified of IPERC's decision on the Application in a timely manner.

Applications can be obtained and completed at any time during the year. Completed applications must be submitted to the Member Grants Panel 30 days in advance of the IPERC quarterly meeting, for the application to be presented to the full membership of IPERC.

CONFIDENTIALITY OF APPLICATION INFORMATION

IPERC's intent is to use data included in grant applications for evaluation purposes only. The use and disclosure of such data may be restricted, provided that the applicant marks the cover sheet of the application and each page containing restricted data with the term "Confidential Proprietary Information."

VERIFICATION

I verify that I am authorized to make this application, and that the statements made herein, including all attachments and exhibits, are true and correct to the best of my knowledge.

Date of Signing

Signature of Contact Individual

Kathy J Richardson

Print Name of Contact Individual

Statement of the Project

This grant is for Promotional Advertising. The 2021 Marketer Promotional Advertising Campaign is to provide Marketers with a promotional “Bill Stuffer”, free of charge, to send to their customers. This ties in with the Consumer Awareness Campaign and will provide assistance to the marketer in order to promote the rebate & incentive programs.

These bill stuffers can be customized with the Marketers logo and phone number.

Programs include: Water Heater Replacement Program & Appliance Rebate Program, Propane, Construction Incentive Program and Propane Mower and Vehicle incentive Program.

PERC has provided the design and layout; we just pay for printing and shipping.

This program will be administered by the IPGA.

Timeline for the Project

Commencement Date:	January 1, 2021
End Date:	December 31, 2021
Completion Date:	January 15, 2022
Key Project Stages/Activities:	Project status reports will be provided to the IL PERC at each of their quarterly meetings.
Final Report Due Date:	July 31, 2022

IPERC BUDGET PAGE

	PROPOSED GRANT REQUEST	ACTUAL PROJECT EXPENSE	Budget vs. Actual Variance
ESTIMATED DIRECT PROJECT EXPENSE			
Direct Expense	\$17,000.00		
Mailing, Equipment & Supplies	\$500.00		
Trainer & Staff Assistance	\$1,500.00		
Total - Estimated Direct Project Expense	\$19,000.00		
Facility Cost	\$1,000.00		
TOTAL GRANT REQUEST	\$20,000.00	\$0.00	\$20,000.00

Cost-Benefit Analysis

This is a new project for the Consumer Awareness Campaign, it is difficult to predict the outcome of this campaign. That being said, the Illinois Propane Gas Association is confident that with a continued positive message about propane and the bill stuffers being free of charge to the Marketer, this project will be a great success.