

**NEWPORT BEACH CITY ARTS COMMISSION
2015-16 CULTURAL ARTS GRANT APPLICATION**

(Applications must be typed or word-processed- you may reformat on the computer as long as it appears the same: i.e. use Times New Roman 12 point and the same pagination.)

KOCI Radio

Popular Name of Organization

Startree107, Inc.

20-2398484

Legal Name (if different)

Federal Tax ID No.

485 E. 17th Street, Suite 370

Mailing Address

Costa Mesa, CA

92627

City

Zip

Brent Kahlen

949-675-5778

Contact Name

714-491-0595

KOCIRadio@gmail.com

Telephone

kociradio.com

FAX

e-mail

Web Site

Newport Beach / Costa Mesa and the surrounding cities

Geographical Area Served

Have you received a City of Newport Beach Cultural Arts Grant before? NO If so, when? _____

Year organization was founded 2005 Number of paid staff Non # of active volunteers _____

Total amount requested: (from request line of project budget) \$ 8,000.00

Estimated number of people in Newport Beach that the proposed project(s) will serve: 12,500

CULTURAL ARTS GRANT APPLICATION

1. Briefly describe below your organization's purpose, mission, and goals.

KOCI Radio, 101.5 FM (StarTree 107, Inc.), is a 501 C(3) non-profit corporation licensed by the Federal Communications Commission (FCC) to serve the Orange County coastal communities of Newport Beach and Costa Mesa. Our primary mission is to harness the tremendous potential of FM radio for the maximum benefit of our local communities. This local emphasis is partially based on specific FCC criteria which mandates that local low-power FM (LPFM) stations emphasize education, public information and community service in their programming.

An essential feature of our mission and goals is that KOCI serve as an important local media resource that effectively combines the best in musical entertainment with the educational, informational, and public service programming that is truly unique and not currently available on existing FM stations.

2. Identify and describe why there is a need **in the Newport Beach Community** for your proposed project/program. Include a quantitative description of the need and on what you based your findings (i.e. "Based on a study done by the PTA, there are one hundred children in the 4th-6th grades at Newport Elementary who have had no training with musical instruments.") Describe how you have determined that your organization is the *best* organization for the proposed project/program.

Newport Beach is known locally, nationally and world-wide as a premier recreational; and business community with an amazing array of artistic, entertainment and environmental/outdoor resources and amenities. It is also served by a variety of local media. Despite this, we have determined that the very diversity and extensive range of activities and interest in this area almost demands additional and alternative media that can enhance the promotional and educational opportunities that are available here .

We based this ascertainment on a variety of informal surveys and outreach discussions with local civic, business and community service organizations and leaders on the importance of local community FM radio, and how KOCI might best enhance the awareness, appreciation and participation in their events and activities.

KOCI is the best organization in the area to offer the proposed program because of our unique position as the only licensed FM radio station in the Newport Beach area specifically dedicated to enhancing local events, activities and interests. Our local community emphasis has in fact already been demonstrated with considerable success. Since going on-the- air in July 2008, we have done an extensive number of special shows, field events, interviews and announcements across a wide spectrum of local organizations and groups. These range from both cities and Chambers of Commerce, to local musicians, entertainment venues, and community service non-profits. Our promotion and coverage have had a substantial effect on event attendance, generating sizeable local turnouts and participation.

3. Describe the specific project/program that will be funded by a cultural grant. Include how the proposed project/program will be implemented and outline a schedule or project timeline, with planned dates and locations. Identify individuals and groups involved, particularly artists and performers, and describe their roles and responsibilities. Describe the background and qualifications of your organization and key personnel to be involved in the program. *Remember: the City funds only projects and programs- not operating expenses. These projects and programs must promote community involvement and awareness of the arts in Newport Beach.*

Is this a new _____ or existing X project/program?

The City's cultural grant will be used exclusively to enhance and showcase local performing and fine arts events and activities on our weekly "Sunday Brunch Show. This Show airs every Sunday from 11 A.M. to 12 P.M. This Show has been a key local programming feature of KOCI since we first went on the air. From its inception, the Sunday Brunch Show has proven to be an excellent vehicle to spotlight local organizations, programs and events. The Show has targeted regularly-scheduled seasonal events and activities as well as stand-alone projects or benefits. Our coverage has been extensive, as well as creatively combining the background and experience of KOCI personnel with the innovation and dedication of local organizations, groups, and station sponsors. The background and qualifications of the staff and personnel behind the "experience of the Sunday Brunch Show" provides an almost optimum merger of local community understanding and commitment to promoting local activities and resources with expertise in radio broadcasting and public/community affairs. We are confident that the cultural grant will allow KOCI to continue and grow the "Sunday Brunch Show" in several key areas: 1) providing greater exposure of local artists including musicians, theatre, and fine artists – along with accompanying sponsoring organizations and venues; 2) enhancing local awareness and participation in City events such as the Concerts on the Green, Shakespeare performances, and local artist showing; 3) providing interviews and coverage that is both timely and interesting yet un-encumbered by the constraints of "editing" and commercial interruption.

4. Define or describe the segment of the population in Newport Beach that you intend to serve by your project/program. Include such things as age, location, numbers served, etc.

KOCI's listener base not only includes 12,000 in the City of Newport Beach, but also the City of Costa Mesa and adjacent communities of central/coastal Orange County for a total audience of 62,000. Given this, the segment of the population we would continue to target with this grant are local artists, musicians, sponsoring organizations, venues, and event planners from Newport Beach that would directly benefit or participate in the Show through guest interviews and promotion of events. This in effect would be using the cultural grant to sustain and expand the Sunday Brunch Show's visibility with both these "artistic sub-audiences" as well as the residents of Newport Beach. The age range of our Station's core audience ranges from 35 to 70.

5. Complete the project budget form. Address *only the budget for the specific project*, not your annual operating budget. For multi-project proposals, please duplicate and fill out a budget for each project. Please annotate the budget at the bottom if there are details (such as a breakdown of personnel or a marketing budget) critical to the proposal.

PROJECT BUDGET	Funding from the City of Newport Beach	Funding from Other Sources
EXPENSES-Personnel		
Artistic		
Administrative		
Technical Production	\$2300	\$5100
EXPENSES-Operating		
Facility Expense/Space Rental		
Marketing		\$530
Production/Exhibition Expense	\$4140	\$7600
Touring/Presentation Expense	\$1560	\$4620
Educational Materials		
Transportation		
Equipment		\$3850
Other (if greater than 10%, annotate below)		
GRAND TOTAL	\$8,000	\$21,700

6. Describe the expected **quantifiable** outcomes of your project/program and how you will evaluate the results. Be very specific in addressing the ways that you will determine that your project/program met the needs that you identified and accomplishes the goals you set out to achieve (i.e. you provide 50 hours of musical instruction and instruments to the 100 children at Newport Elementary school as measured by music store rental receipts and logs of instructors.)

The “quantifiable outcomes” from our proposed enhancement of the “Sunday Brunch Show” proposal are both specific to our stated goals as well as related to some generic characteristics of radio broadcasting. For the Show, we will use feedback and comment from hosts, guests, involved local civic leaders and community groups...and the local “artistic community” on the value and interest generated by the Show. This will be greatly assisted by several factors. First, our co-hosts, and the Arts Commission itself, are uniquely positioned to facilitate that feedback and program assessment. Second, planners and coordinators of local community events through promotion and on-air discussion be able to greatly assist in tailoring our program segments and promotional efforts to maximize local interest and participation. Finally, partnership with the Commission and the local artistic and event planning community will facilitate the very vital function of

helping with future show planning and outreach coordination to maximize the Show's local value and listenership.

KOCI will also utilize public comment and selected "community surveys" to help maximize the Show's local value and listenership.

7. Attachments Requested

Please do not send material in excess of what is requested; it will not be seen by the Arts Commission.

- A list of Board Members and their affiliations
- A recent list of individuals, corporations and foundations that provide organizational support- not to exceed one page.
- If you are a 501(c) (3) organization attach a copy of your IRS determination letter (or your fiscal agent's) indicating tax exempt status.
- **One** brochure and/or **one** press clipping. Do not send photos, videos, CDs or any other extraneous material. It will not be presented to the Arts Commission.

8. Please complete this operating budget form for 2014/15 and 2015/16. This is not the project/program budget for which you are applying, but your overall organizational budget. You may annotate at the bottom if there are details critical to the proposal.

OPERATING BUDGET

	2014/15 Budget (current)	2015/16 Budget (projected)
I. Income (cash only)		
Contributed	\$44,966	\$82,000
Earned		
Total Income	\$44,966	\$82,000

II. Expenses		
Program	\$12,800	\$28,692
General and Administrative	\$53,308	\$53,308
Marketing and Development	\$3,000	
Total Expenses	\$57,588	\$82,000

III. Operating Surplus/Deficit (Income minus Expenses)	\$12,622	
IV. Fund Balance at Beginning of Year	\$24,142	
V. Accumulated Surplus (Deficit) (Add lines III and IV)	\$11,520	

VI. In-Kind Contributions (attach schedule if greater than 10% of total income)		
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9. I verify that the information submitted in this application is true and correct to the best of my knowledge.

Name: Brent Kahlen Title: Director

Signature  Date 9/24/15

Board Members – September 2015

Brian Helvey – Retired
Costa Mesa

Brent Kahlen – Self Employed
Anaheim

Edward Voccia – Retired
Costa Mesa

Chris Kelly – Retired
Costa Mesa

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 19 2006**

STARTREE107
C/O BARRY S JORGENSEN
600 CENTRAL AVE STE 296
RIVERSIDE, CA 92507-6562

Employer Identification Number:
20-2398484
DIN:
17053187035036
Contact Person:
NANCY L HEAGNEY ID# 31306
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 1, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2009

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.

Letter 1045 (DO/CG)

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STARTREE107

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



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)



*Become an
Underwriter*

KOCI Radio 101.5 FM
Newport Beach / Costa Mesa
485 E. 17th Street, Suite 370, Costa Mesa, CA 92627
Phone: 949.675.5778



UNDERWRITING ON KOCI 101.5

Of the 12,600 radio stations in the U.S., only about 810 are community stations, like KOCI. What's so special about a community radio station? Most commercial stations (and sadly more and more "public" radio stations) are programmed at a central location, often quite distant from the listening area they serve. The true local station has almost disappeared from the landscape of broadcasting, and with it – local voices, local access, and a sense of commitment to community.

As a non-profit community radio station, we are not permitted by our charter to accept advertising in the traditional sense. Yet, we are permitted to accept underwriting and to recognize those underwriters on the air.

Many local businesses and organizations have chosen to spend some of their promotional dollars with KOCI. It turns out that those 'non-advertising' dollars are some of the most effective promotional expenditures in their budgets. Our listeners tell us that once they tune in, they never leave. That is almost unheard of regarding commercial radio.

Underwriters often tell us that their customers express appreciation for their support of KOCI. We hope you'll give serious consideration to making KOCI a part of your promotional budget.

We look forward to sharing the exciting opportunities that are available to you and your business, right down the street and right up the dial at 101.5 FM.

KOCI: AN AUDIO OASIS

KOCI seeks to provide our community with alternative music programming, not otherwise available. Classic Rock, Blues, Classic Trax, and local access talk shows make KOCI's programming the most eclectic and interesting in Orange County (or just about anywhere else, for that matter).

KOCI: A COMMITMENT TO COMMUNITY

KOCI continues to commit air-time to other non-profit organizations so that our growing audience will be informed of local endeavors to improve our community. Last year, KOCI dedicated over 200 hours to interviewing local non-profits and public affairs programming with a distinctly local focus. Additionally, KOCI broadcasts many public service announcements every day. When you underwrite with KOCI, you are helping dozens of worthy non-profits get their message out.

KOCI: DEMOGRAPHICS THAT SIZZLE

- 89% of our listeners patronize our underwriters
- Listeners' average age: 35 to 70 (20 to 70 overall)
- Average combined household income: \$55,000 – \$150,000
- 57% male / 43% female

KOCI listenership is constantly growing. This presents a lot of motivated and appreciative potential customers!

KOCI: GOOD FOR BUSINESS

KOCI offers a unique opportunity to use a part of your promotional budget to do something that is good for your business and good for the community. What a nice combination! Unlike commercial radio, your message reaches a loyal and dedicated listenership, who appreciates your support of KOCI!

KOCI: FLEXIBLE AND EFFECTIVE

Underwriting contracts at KOCI are flexible. Special discount packages are available as are monthly plans and payments.

KOCI: KEEPING GOOD COMPANY

Join many other businesses and organizations that have already learned that underwriting at KOCI is not only good for the community, but good for business, too. Last year many of our underwriters signed up for another year's underwriting on KOCI. Your support ensures that KOCI continues to be a vital cultural resource in Orange County.

Call 949-675-5778 to get started with a program of underwriting that will help your business and our community grow stronger together every day. KOCI has a limited amount of underwriting spots available, so, to make sure your business is part of this great success story, call soon!

WE WANT OUR LISTENERS TO GET TO KNOW YOU!