

Las Vegas Centennial Commission

PART I. Application Cover Page

Name of Applicant or Organization	The Neon Museum
Organization's Mission Statement	The Neon Museum is dedicated to collecting, preserving, studying, and exhibiting iconic Las Vegas signs for educational, historic, arts and cultural enrichment.
Funding Amount Request	558,983.60
Authorizing Official	Aaron Berger
Authorizing Official Title	Executive Director
Authorizing Official Address	770 Las Vegas Blvd. N. Las Vegas, NV 89101
Authorizing Official Title Phone	(702) 387-1131
Authorizing Official Title Email	aberger@neonmuseum.org
Primary Contact (If different from above)	Brett Salisbury
Primary Contact Title	Grants Manager
Primary Contact Address	770 Las Vegas Blvd. N. Las Vegas, NV 89101
Primary Contact Phone	(702) 202-1694
Primary Contact Email	grants@neonmuseum.org
Project Funding Category and Working Title	Education - A Mobile Neon Bending Studio
Organizations current budget	\$6,500,000.00

PART II. Project Description

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Please provide a compelling narrative that is clear and succinct in its description of your request.

Due to space limitations, you are encouraged to provide detailed information about your project on a separate Word document and attach as a separate file (Word or PDF) at the end of this application.

1. Provide a concise description of your project's objectives and timelines, specifically how it relates to the celebration and commemoration of the history of Las Vegas. If a preservation project, please include any prior work completed, the specific location on the building that will be affected and what materials will be used in the rehabilitation work. For example, "Wood siding will be glued to the walls in order to repair or replace deteriorated original wood siding on the front façade." Reference the site plans and elevations. Also, include what specific project elements Centennial funds will support. *

The City of Las Vegas is one of the only cities in the world with a mandate for the usage of neon on signs. The history and story of Las Vegas is inextricably linked to the art and science of neon, a fact that is celebrated every day at The Neon Museum, where over 200,000 visitors each year view historic signs up close, learn about Las Vegas history, and understand how the city's visual landscape has been guided by neon sign-making. To bring the history of neon as a learning experience to the broader City of Las Vegas community, The Neon Museum is launching a first-of-its-kind outreach, demonstration and learning initiative: Neon History on Wheels. With nearly \$200,000 in funding already secured, we are respectfully requesting a grant from the Commission for the Las Vegas Centennial of \$558,983.60, which will deploy the mobile history unit over three years, enabling us to reach thousands of individuals in the city, teach neon and Las Vegas history, demonstrate what it means to create a neon sign, and show how neon – and by extension, Las Vegas – has changed over time.

This mobile learning initiative will teach the history of neon signs in Las Vegas while also demonstrating glass tube bending in real time. This will allow The Neon Museum to provide the entire City of Las Vegas community with a safe and engaging opportunity to see the blend of artisanship and science needed to create a neon sign, and how that practice has evolved over neon's 110-year existence – especially as the art of making neon signs was guided by and went hand-in-hand with the development of Las Vegas itself. Through Neon History on Wheels, we will utilize educational materials and activities, historical neon sign replications, and the stories of sign-makers and city properties (especially those from communities who have been historically underrepresented) to connect the history of the city to the present day.

The Museum's Learning team will create curriculum and content for the program that satisfies Nevada Academic Content Standards (NVACS). With this curriculum, the initiative will be brought directly to City of Las Vegas schools, as well as community centers (such as East Las Vegas CC), senior centers (such as Las Vegas Senior Center), libraries (such as East Las Vegas and Meadows), festivals (such as First Friday), the Helldorado Days Parade, and it will be a featured addition to the Museum's existing on-site experience. We anticipate reaching 10,000 audience members in the first year of service, and 20,000 audience members in the second and third years following.

2. Detail the significance of the project or resource based on its cultural, historic, architectural and/or archaeological quality and significance to the community. *

This project is the first of its kind and the innovation behind this initiative will bring positive attention to the City of Las Vegas. Neon History on Wheels is a unique concept that blends innovative learning through fun, engaging activities and scholarly research on the history of Las Vegas and the significance of neon to our past and future development. Neon History on Wheels will speak to the history and culture of the city and how we became the Neon Capital of the World. While many people think of neon being synonymous with The Strip, it was downtown Las Vegas where the first neon sign was installed in front of the Overland Hotel, where Circa is located today. Soon thereafter, neon started to decorate Fremont Street, but it was not until the post-World War II economic boom and expansion of car culture that the 'Neon Golden Age' in Las Vegas emerged. The 1950s and 1960s further marked miles of neon being added to casinos Downtown, including the iconic Vegas Vic that towered over the Pioneer Club on Fremont Street and became the unofficial figurehead of Las Vegas. Neon signs have played such an important part in the growth of the city and have become an integral part of its international recognition. It is vital that we keep this art form alive, promoting the historical, scientific and economic significance surrounding its use.



Photo of the first neon sign in Las Vegas on the corner of the Overland Hotel, ca 1928. (Photo courtesy: Nevada State Museum Las Vegas).

The Neon Museum is uniquely qualified to provide the type of learning that Neon History on Wheels provides. Once fully operational, we will be able to use signs and other artifacts in our collection to design learning experiences on the history of Las Vegas, supplemented with a real-time demonstration of neon bending. For example, as our experienced educators describe the historical significance of The Green Shack, using pictures of the sign from our collection as well as copies of archived ephemera, a neon bender can demonstrate the stylistic and artistic features of The Green Shack's sign in real time. Live demonstrations are powerful instructional tools, and we will be able to deliver deep learning on a range of topics, from the aesthetic evolution of the city's styling to the importance of Hoover Dam to the city's development. Neon signs have served as powerful signals throughout Las Vegas's history and continue to be a central part of the city's identity as we build for the future. Neon History on Wheels will tell the many stories of the history of Las Vegas in an engaging manner that sparks curiosity and a desire to learn more. As Neon History on Wheels will be utilized by City of Las Vegas classrooms, libraries and community centers, it will also support workforce development for its young participants.

3. Include a listing of project partners (if applicable). List all other non-government and government grant awards, including grant amounts and names of agencies. Include funding from other city departments, as well as state and/or federal funding resources received in the past or present, or any future funding allocated for this project. *

- The Neon Foundation, operated by the Nee Family, Amanda Nee & Wesley Nee (Please note that this foundation is not connected to The Neon Museum).
 - The Neon Foundation is providing a \$125,000 grant toward this project, specifically for the purchase of the vehicle.
- Hartlauer Signs
 - Hartlauer Signs is providing an in-kind contribution, including selecting the vehicle, renovating it, supplies, and staff training. Anticipated value of donation: \$50,000-\$65,000.

4. Describe how the funds will be used. *

Commission for the Las Vegas Centennial funds will be used for the following:

- Staffing over the course of three years, supporting several positions.
- Marketing needs, including campaign development, and graphic and website design.
- Neon supplies, including transformers, propane, and glass tubing.
- Learning Department supplies, including learning activities, demonstration materials, and neon samples.
- Technology supplies for Neon History on Wheels, including screens and cameras.
- Storage area needs.
- Survey Monkey fees associated with evaluation collection.
- Event booking fees.

5. Provide a brief statement of you or your organization's history and activities with historic or cultural preservation. Include all your experience, whether or not the project was funded by a grant. Include information on any grants previously awarded from the Centennial Commission (project title, amount received and dates of grant award and completion). *

The Neon Museum was formed in 1996 by members of the Allied Arts Council, the City of Las Vegas, and local historians and preservationists. In 1997, the Museum was awarded 501(c)(3) nonprofit status from the Internal Revenue Service. Over the next 15 years, the Museum collected, studied and curated a modest collection of signs in a space that became known as the Neon Boneyard. The collection expanded considerably in 2002 with a major donation from the Young Electric Sign Company (YESCO). Over the years, the Museum has worked with funders and partners to preserve and restore many pieces of its collection, including signage from the Moulin Rouge, Stardust, Flamingo, Palms, Plaza, and many others. Information on our preservation efforts is provided in displays at the museum, on tours that we provide guests, and through multiple learning initiatives that allow Las Vegas locals to explore our collection with their family and learn more about how neon has shaped the history of Las Vegas.

The iconic La Concha Motel lobby was acquired in 2006 and then later designated to serve as The Neon Museum Visitors' Center. The Neon Museum formally opened to the public on October 27, 2012. In 2021, The Neon Museum was awarded accreditation by the American Alliance of Museums, the highest honor a museum can achieve. Since opening, more than 20 iconic signs of Las Vegas have been restored. Just this year The Museum, with the support of numerous donors, has restored and relit the Tropicana Hotel and Casino sign in recognition of its closure earlier this year, as well as the Flamingo Hotel and Casino pylon sign with feather plumes.

The Museum is also very proud to collect and make available oral histories from prominent individuals associated with signs in our collection, including sign designers Betty Willis and Rudy Crisostomo. An extension of this program is RACHEL (Record And Collect Historical Experiences in Las Vegas), an innovative new program that consists of an audio booth where visitors can tell their own Las Vegas stories, which are recorded and become part of the Museum's archive of collected oral histories.

Due to The Neon Museum's central role in preserving signs and other artifacts that tell the history of Las Vegas, community members often request that we bring our expertise to events across Las Vegas. For example, on February 21, 2024, Johann Rucker, Research and Content Delivery Manager, moderated a discussion for Meow Wolf with artist Adolfo Gonzalez, related to a new "Lenny" sign that Meow Wolf commissioned and installed. In addition, Executive Director Aaron Berger hosted a panel on March 28, 2024, featuring a dozen legendary showgirls who helped to shape the modern entertainment landscape of the city, including Anna Bailey, Cindy Doumani and Lou Anne Chessik.

The Neon Museum has managed many state and federal grants, including key awards that established the Museum, from the State of Nevada Commission for Cultural Affairs (now the Commission for Cultural Centers and Historic Preservation), the Nevada Arts Council, Nevada Humanities, Institute for Museum and Library Services, National Endowment for the Humanities and National Endowment for the Arts. Preservation projects including building assessments have been funded in part by the National Trust for Historic Preservation.

Commission for the Las Vegas Centennial funding awarded to date includes:

- 2/22/2024- Duck Duck Shed, \$200,000
- 8/14/2023- La Concha Lobby Assessment & Improvements, \$79,732
- 1/23/2023- Duck Duck Shed, \$200,000
- 7/21/2022- Duck Duck Shed, \$165,168
- 11/15/2021- Brilliant! Jackpot education expansion, \$76,108.71
- 12/7/2016- Purchase and demolition of LA Street Market; expanding museum storage, \$425,000
- 4/1/2014- Curate storage boneyard into North Gallery, \$64,156

- 2011- La Concha Lobby rehabilitation, \$450,000
- 2010- La Concha Lobby rehabilitation, \$300,000
- 2007- La Concha Lobby rehabilitation, \$368,385
- 2006- La Concha Lobby rehabilitation, \$100,000

6. List key project personnel, including consultants, and briefly describe their responsibilities and qualifications.**

The Neon Museum staff:

- Dr. Matt Borek, Director of Lifelong Learning
 - Dr. Borek will provide Learning department oversight, managing all learning outcomes and outputs from Neon History on Wheels and its staffing needs. He earned a Ph.D. in Curriculum and Instruction with a focus on education reform and policy, as well as a Master's degree in Education Research and Measurement, and he drives the overall strategic goals of the Learning department and its programs.
- Kyrsten Harper, K-12 Learning & Family Engagement Manager
 - Harper will manage logistical aspects for the Learning outcomes project, including ensuring that lessons developed for Neon History on Wheels align with Nevada Academic Content Standards. Harper joined the Museum in 2023.
- Kaylee O'Donnell, Community Outreach Coordinator
 - O'Donnell will manage community relationships related to Neon History on Wheels, including its booking schedule. O'Donnell joined the Museum in 2023.
- Emily Fellmer, Senior Collections Manager
 - Fellmer will serve as an advisor on the project for material content and historical information, especially regarding how color is utilized in sign design. Fellmer has been with the Museum since 2016.
- Neon Bending Project Manager (TBA)
 - This position will be hired in Fall 2024. The Project Manager will serve as the daily manager of Neon History on Wheels, ensuring it meets the project timeline and implementation schedule.
- Neon Bender (TBA)
 - This position will be hired in Fall 2024. The Neon Bender will demonstrate the art of neon sign making inside in Neon History on Wheels, providing experiential learning for participants.
- Aaron Berger, Executive Director
 - Berger will oversee donor relationships of the program. He joined The Neon Museum in July 2021. Berger has over 25 years' experience working for or with arts & culture organizations including leading three museums as well as serving as a fundraising consultant for nonprofits.
- Sarah Hulme, Deputy Director

- Hulme will help bring the program to fruition, especially in addressing vehicle needs such as insurance, servicing and licensing. Previously, Hulme was Director of Learning for The Neon Museum, and before that, she was Curator of Learning and Outreach at the Nevada State Museum, Las Vegas.
- Mike Dini, Director of Communications and Marketing
 - Dini will manage all marketing, advertising, PR, and branding aspects of the program. Before joining the Museum, Dini worked for Desert Rock Gaming which owns and operates Circa, The D and Golden Gate Hotel and Casinos in downtown Las Vegas.
- Luis Soto, Marketing Manager
 - Soto will provide marketing and branding assistance for Neon History on Wheels, ensuring it is heavily marketed to the Las Vegas community and targeted entities within the city. Soto joined the Museum in 2023.
- Brett Salsbury, Grants Manager
 - Salsbury will manage the grant award, including all reporting and reimbursement request requirements. Salsbury joined the Museum in 2022.
- Christine Mendoza, Accountant
 - Mendoza will provide accounting support in terms of managing the financial aspects of the award. Mendoza joined the Museum in 2023.
- Sam Wilson, Customer Relationship Management Senior Manager
 - Wilson will ensure that Neon History on Wheels is bookable on our systems to provide an easy and accessible way for people to secure it for field trips and events. Wilson joined the Museum in 2018.
- Jesus Rodriguez, Facilities Manager
 - Rodriguez will manage the logistical needs of Neon History on Wheels as a vehicle, including its maintenance schedule and fueling. Rodriguez joined the Museum in 2023.
- Kieffer Barrantes, Maintenance Custodian
 - Barrantes will assist Rodriguez in ensuring the vehicle is always ready to be in service and has all maintenance needs addressed in advance. Barrantes joined the Museum in 2023.
- Courtney Carroll, Senior Film & Photo Manager
 - Carroll will provide support in documenting the vehicle so that its images and video captures will be available for marketing materials. Carroll has been with the Museum for nearly a decade.

In addition to The Neon Museum staff, Jesse Hartlauer, Hartlauer Signs

- Hartlauer and his company, Hartlauer Signs, have worked closely with the Museum for several years on various restoration and preservation projects, most recently for the Museum's Flamingo, Palms, and Plaza restorations.

Hartlauer has been working in the sign industry in Las Vegas since 1978, founding Hartlauer Signs in 2006.

7. Describe the key activities of your project, specifically how they relate to the celebration and commemoration of the history of the City of Las Vegas, as well as an associated timeline for your project**

Key activities of this project include purchasing the vehicle to be placed in service, outfitting it to serve as a mobile learning unit, marketing Neon History on Wheels to the community, and creating a robust schedule for Neon History on Wheels so that it can be brought out to organizations, classrooms and events.

We will work with a variety of community organizations to stage and operate the vehicle, including:

- Las Vegas-Clark County Library District
- City of Las Vegas
- Clark County School District
- Las Vegas Science Fest
- Other community fairs and festivals, including Back to School Fairs, Heritage Festivals, the Helldorado Days Parade, etc.

We have already begun meeting with various City of Las Vegas offices about our existing programming, from the Department of Parks, Recreation and Cultural Affairs to the Senior Services and Veteran Services Initiative in the Department of Neighborhood Services. These relationships will allow us to expand our neighborhood footprint through Neon History on Wheels and expand the number of city communities we can reach.

The anticipated timeline for Neon History on Wheels is as follows:

Year 1

Fall 2024: purchase and outfit vehicle with guidance from local sign company, Hartlauer Signs; hire Neon Bending Project Manager.

Fall/Winter 2024: design and install vehicle wrap including donor recognition; hire professional neon bender and learning staff; develop content and curriculum that focuses on how neon has influenced the history of Las Vegas; pilot Neon History on Wheels at The Neon Museum on weekends during on-site community-focused events (such as field trips and summer camps) and select events in the community (such as First Fridays or the Helldorado Days Parade); execute marketing and awareness campaign; develop calendar of location sites; continue piloting program and collecting evaluative feedback to inform needed adjustments.

February-August 2025: fully launch initiative and deliver to the full community; collect and report usage; continue adding location sites to calendar; deliver a progress report to the Commission for the Las Vegas Centennial.

Year 2

August 2025-July 2026: continue to deploy Neon History on Wheels; hold quarterly meetings to ascertain success and progress in accordance with performance measurements; adjust the program delivery schedule or program design as needed; continue targeted marketing efforts; collect feedback, which will be a requirement for classrooms and community organizations as part of participation; deliver a progress report to the Commission for the Las Vegas Centennial.

Year 3

August 2026-July 2027: operate another full year of Neon History on Wheels, continuing to hold quarterly meetings and collect evaluative feedback and surveys; determine if a second vehicle is appropriate for the program; determine new programs that can be created as extensions of the project; continue to find new venues to bring the mobile unit; deliver a final report to the Commission for the Las Vegas Centennial.

8. If the project is to be phased, please describe each phase.*

This project will take place in two main phases: initial development, which will coincide with purchasing the food truck, renovating it, and preparing the vehicle and staff for its deployment, and the second phase, deploying and operating Neon History on Wheels.

During the initial phase of implementation, current staff members will begin the work on developing the lesson plans and educational materials for classrooms, highlighting the use of chemistry in creating a neon sign as well as the artistry of neon glass bending. We will hire new positions, prioritizing the Project Manager position, so that the program can begin in earnest with a full staff. This Project Manager will work closely with the Director of Lifelong Learning to determine anticipated outcomes and then measure those outcomes quarterly to adjust accordingly throughout the grant. Concurrently, we will develop training materials for new staff members and Standard Operating Procedures (SOPs) for Neon History on Wheels so there is consistency in how the program is operated no matter where it is driven and stationed. We will design an initial community engagement schedule for Neon History on Wheels to plan where, and at what frequency, we can deploy in the community. The Neon Museum will establish a continuous feedback loop of relevant data, resulting in a comprehensive evaluation plan that tracks overall outcomes and outputs corresponding to the goals of the project's design.

The second phase, deploying and operating Neon History on Wheels, will include full implementation and ongoing evaluation of the program. We will track performance outcomes, including total individuals served and the degree to which participants learned about the history of Las Vegas. Quarterly check-ins will take place throughout the grant period, to evaluate service numbers; assess programmatic effectiveness; and identify opportunities for continuous improvement so we can adjust the implementation plan as needed. For example, based on a review of implementation data – to be presented to the Commission for the Las Vegas Centennial – we may determine it is appropriate to adjust the project's timeline, hire additional staff, and/or adjust marketing efforts so more

individuals and organizations are aware of the unit's availability. We envision the second phase as a significant opportunity for us to build partnerships in the community that allow us to identify groups whose contributions to the history and growth of Las Vegas may have been untold or under-told in the past. Through Neon History on Wheels, we can help all communities discover a meaningful connection to the history of Las Vegas and grow a sense of Belonging across all demographics. During the second phase, we will also seek opportunities to publicize the successes of Neon History on Wheels, through interviews with local and national media, and scholarly presentations through conference presentations and journal articles. We anticipate that the innovation of the vehicle will attract positive attention, and we will be ready to share our story and the story of the city of Las Vegas with others.

9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.**

The primary limitation for this project is that a program like this has not been offered anywhere else in the world. As the Museum has secured the funding it needs to kickstart the program, we are requesting this support to deploy the project for its initial three years of operation. The Museum staff has worked to anticipate as many unforeseen or limiting factors as possible through a detailed timeline and implementation schedule. For example, the vehicle will experience maintenance issues at some point, and we will combat this by having a regular maintenance schedule to anticipate any issues in advance. That said, there are bound to be occasions of unexpected instances. We will address each in a timely and thoughtful manner.

10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any marketing or social media materials produced by your project. *

The Neon Museum will continue to fundraise to support the project's sustainability over time. Funding from the Commission for the Las Vegas Centennial will sustain efforts over the initial three-year period, providing a firm foundation for the program to be successful and stay in service. In Year 3, the Museum will determine the program's future, including potential sponsorships beyond the initial grant period, or whether a second vehicle is necessary to meet program demand. By this point, we will have launched a process to book Neon History on Wheels, which will represent a revenue stream to support the program's continuation.

9. If applicable, please provide any known project limitations that may affect the project timeline or success (i.e. asbestos; drainage; physical and structural concerns). Include plans for continued project funding and/or maintenance and provide a statement regarding the project's potential for long-term sustainability and success.*

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10. If applicable, please provide sustainability plans for financing the operation and/or maintenance of the project at the conclusion of the grant. Describe the final product resulting from your project. Please provide examples of any marketing or social media materials produced by your project.*

The Neon Museum will continue to fundraise to support the project's sustainability over time. Funding from the Commission for the Las Vegas Centennial will sustain efforts over the initial three-year period, providing a firm foundation for the program to be successful and stay in service. In Year 3, the Museum will determine the program's future, including whether a second vehicle is necessary to meet program demand. By this point, we will have launched a process to book the Mobile Studio, which will represent a revenue stream to support the program's continuation.

PART III. . Budget Worksheet

Budget Worksheet File

https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55273897_finalizedbudget.pdf

PART IV. Additional Required Documents

Additional Documents 1

https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55147068_updatedboardlist.pdf

Additional Documents 2

https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55196484_irs501c3.pdf

Additional Documents 3

https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55196516_mobileneontruckproposal.pdf

Additional Documents 4

https://clv-aws-webteam-formstack.s3.amazonaws.com/lvccgrant//55196520_neonmuseumawardletter_5.28.pdf

Primary Contact Name & Title

Brett Salisbury, Grants Manager

Primary Contact Signature & Date

 6/11/24

Authorizing Official Name & Title

Aaron Berger, Executive Director

Authorizing Official Signature & Date

 6/11/24

EXHIBIT A

Personnel (List by type of labor and include hourly rates of all individuals working on the grant project). Include salaries & wages, payroll taxes and benefits and professional services.

Expense Description	Total Amount	Funding from Other Sources	Requested Grant Amount from LVCC
Executive Director (\$108.17 per hour; 360 hours, including 240 in Year 1 and 60 in Years 2 & 3)	\$38,941.20	\$38,941.20	\$0
Deputy Director (\$67.31 per hour; 180 hours)	\$12,115.80	\$12,115.80	\$0
Director of Lifelong Learning (\$43.27 per hour; 720 hours)	\$31,154.40	\$31,154.40	\$0
Director of Communications and Marketing (\$57.69 per hour; 180 hours)	\$10,384.20	\$10,384.20	\$0
K-12 Learning & Family Engagement Manager (\$24.04 per hour; 720 hours)	\$17,308.80	\$0	\$17,308.80
Community Outreach Coordinator (\$19.23 per hour; 360 hours)	\$6,922.80	\$0	\$6,922.80
Marketing Manager (\$24.04 per hour; 360 hours)	\$8,654.40	\$0	\$8,654.40
Senior Collections Manager (\$25.96 per hour; 360 hours)	\$9,345.60	\$0	\$9,345.60
Grants Manager (\$28.37 per hour; 360 hours)	\$10,213.20	\$0	\$10,213.20
Accountant (\$24.04 per hour; 360 hours)	\$8,654.40	\$8,654.40	\$0
Senior CRM Manager (\$37.86 per hour; 180 hours)	\$6,814.80	\$6,814.80	\$0
Facilities Manager (\$35.10 per hour; 360 hours)	\$12,636	\$12,636	\$0
Maintenance Custodian (\$18 per hour; 360 hours)	\$6,480	\$6,480	\$0

Senior Film & Photo Manager (\$24.58 per hour; 180 hours)	\$4,424.40	\$0	\$4,424.40
Part-Time Neon Bending Project Manager (\$13.08 per hour; 6,240 hours)	\$81,619.20	\$0	\$81,619.20
Part-Time Neon Bender (\$19.23 per hour; 6,240 hours)	\$119,995.20	\$0	\$119,995.20
Total Personnel Costs	\$385,664.40	\$127,180.80	\$258,483.60

Project Supplies & Materials (At least three (3) competitive bids must be obtained for any procurement of services that exceed \$50,000. Justifications must be provided for all sole source procurements).

Expense Description	Total Amount	Funding from Other Sources	Requested Grant Amount from LVCC
Mobile Studio Vehicle	\$125,000	\$125,000	\$0
Glass bending equipment and installation	\$65,000	\$65,000	\$0
Vehicle Insurance (\$5,000 per year)	\$15,000	\$15,000	\$0
Vehicle Registration (\$2,000 per year)	\$6,000	\$6,000	\$0
Vehicle maintenance (\$5,000 per year)	\$15,000	\$15,000	\$0
Fuel costs (\$3,000 per year)	\$9,000	\$9,000	\$0
Parking costs (\$500 per year)	\$1,500	\$1,500	\$0
Driver's license fees (\$300 per year)	\$900	\$900	\$0
Neon bending supplies (\$40,000 per year)	\$120,000	\$0	\$120,000
Learning Department supplies (\$40,000 per year)	\$120,000	\$0	\$120,000
Studio technology (screens and cameras)	\$2,000	\$0	\$2,000
Storage needs	\$1,000	\$0	\$1,000
Survey Monkey fees	\$1,000	\$0	\$1,000
Event booking fees (\$500 per year)	\$1,500	\$0	\$1,500
Total	\$482,900	\$237,400	\$245,500

Contracted Services (Provide descriptions and attach cost estimate proposals from vendors and/or contractors)

Description of Expense	Total Expense Amount for this Item	Funding from Other Sources	Requested Grant Amount from LVCC
Marketing – campaign development, including website and graphic design	\$50,000	\$	\$50,000
Neon sample suitcase	\$5,000	\$0	\$5,000
Total	\$55,000	\$0	\$55,000

Funding Sources (List all sources of funding for this project including your contribution, any other city, state and/or federal government funding, and any non-government or private sources).

Funding Sources	Total Amount
LVCC Grant Request	\$558,983.60
The Neon Foundation	\$125,000
Hartlauer Signs	\$65,000 (in-kind support)
The Neon Museum Funds	\$174,580.80
Total	\$923,564.40