MEMORANDUM

To: James Reardon, Commissioner of Finance & Management
From: Nathan Lavery, Fiscal Analyst
Date: June 24, 2011
Subject: JFO #2505, #2506, #2507, #2508, #2509

No Joint Fiscal Committee member has requested that the following items be held for review:

JFO #2505 — $30,000 grant from the Pacific Institute for Research and Evaluation to the Vermont Department of Liquor Control. These funds will be used to study alternative protocols for underage alcohol compliance checks.
[JFO received 5/16/11]

JFO #2506 — $10,000 grant from the National Alcohol Beverage Control Association to the Vermont Department of Liquor Control. These funds will be used to design, produce, and purchase community outreach and educational materials.
[JFO received 5/16/11]

JFO #2507 — $11,000 grant from the Franklin County Community Development Corporation to the Vermont Agency of Agriculture, Food and Markets. These funds will be used to implement the Farm to School Communications plan and provide professional development for Farm to School practitioners.
[JFO received 5/16/11]

JFO #2508 — $15,000 donation from Ross and Gail Anderson to the Department of Fish and Wildlife. This donation represents the difference between the appraised value of the property (207.8 acres in Addison) being sold to the State of Vermont and the purchase price of the parcel. Because the state is not paying the full appraised value, the difference is considered a donation to the state of Vermont.
[JFO received 6/7/11]

JFO #2509 — $56,800 donation from Batten Kill Watershed Alliance to the Department of Fish and Wildlife. This donation represents the estimated town assessed value of the property (two parcels totaling 3.2 acres in Arlington) being donated to the State of Vermont.
[JFO received 6/7/11]

The Governor’s approval may now be considered final. We ask that you inform the Secretary of Administration and your staff of this action.
cc: Michael Hogan, Commissioner
    Chuck Ross, Secretary
    Patrick Berry, Commissioner
MEMORANDUM

To: Joint Fiscal Committee Members
From: Nathan Lavery, Fiscal Analyst
Date: May 31, 2011
Subject: Grant Requests

Enclosed please find three (3) grants that the Joint Fiscal Office has received from the administration.

**JFO #2505** — $30,000 grant from the Pacific Institute for Research and Evaluation to the Vermont Department of Liquor Control. These funds will be used to study alternative protocols for underage alcohol compliance checks.
*[JFO received 5/16/11]*

**JFO #2506** — $10,000 grant from the National Alcohol Beverage Control Association to the Vermont Department of Liquor Control. These funds will be used to design, produce, and purchase community outreach and educational materials.
*[JFO received 5/16/11]*

**JFO #2507** — $11,000 grant from the Franklin County Community Development Corporation to the Vermont Agency of Agriculture, Food and Markets. These funds will be used to implement the Farm to School communications plan and provide professional development for Farm to School practitioners.
*[JFO received 5/16/11]*

Please review the enclosed materials and notify the Joint Fiscal Office (Nathan Lavery at (802) 828-1488; nlavery@leg.state.vt.us) if you have questions or would like an item held for legislative review. Unless we hear from you to the contrary by June 14 we will assume that you agree to consider as final the Governor’s acceptance of these requests.
STATE OF VERMONT
FINANCE & MANAGEMENT GRANT REVIEW FORM

Grant Summary: This National Alcohol Beverage Control Association (NABCA) grant is for Vermont Department of Liquor Control community outreach and education materials.

Date: 4/28/2011

Department: Department of Liquor Control

Legal Title of Grant: 2011 NABCA Educational Award Program

Federal Catalog #: 

Grant/Donor Name and Address: National Alcohol Beverage Control Association, 4401 Ford Ave., Suite 700, Alexandria, Virginia 23202-1473

Grant Period: From: 1/22/2011 To: 12/31/2011

Grant/Donation Amount: $10,000

<table>
<thead>
<tr>
<th>SFY 1</th>
<th>SFY 2</th>
<th>SFY 3</th>
<th>Total</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$</td>
<td>$</td>
<td>$10,000</td>
<td></td>
</tr>
</tbody>
</table>

Position Information:

<table>
<thead>
<tr>
<th># Positions</th>
<th>Explanation/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Additional Comments:

Department of Finance & Management

Secretary of Administration

Sent To Joint Fiscal Office

(Initial)

(Initial)

Date

RECEIVED
MAY 16, 2011

JOINT FISCAL OFFICE
April 29, 2011
The Honorable Jeb Spaulding
109 State Street
Montpelier, Vt. 05609-0201

Dear Secretary Spaulding:

Enclosed is a new request by the Department of Liquor Control for approval of a one-time grant for community outreach and education materials. The grant is being offered by the National Alcohol Beverage Association. The total amount of the grant is $10,000 and does not have any new positions associated with it, nor does it add to the base budget of the department. It will entail the creation, printing and purchase of community outreach and other education materials to be used by the Department of Liquor Control’s Education Division. In addition, education materials will be purchased such as brochures, key chains and the like that will be handed out to the public at venues such as State Fairs and trade shows covering the topics of underage drinking and binge drinking. We will also be creating an informative display for parents regarding energy drinks. These materials will be an asset to our department and we are hoping you will approve this request.

Thanks,

Michael J. Hogan

Michael J. Hogan
STATE OF VERMONT REQUEST FOR GRANT (*) ACCEPTANCE (Form AA-1)

BASIC GRANT INFORMATION

1. Agency: 
2. Department: Liquor Control
3. Program: Alcohol Education
4. Legal Title of Grant: 2011 NABCA Educational Award Program
5. Federal Catalog #: N/A
6. Grant/Donor Name and Address: National Alcohol Beverage Control Association
   4401 Ford Avenue, Suite 700
   Alexandria, Virginia 23202-1473
8. Purpose of Grant: The purpose of this grant is to create, produce and purchase community outreach and educational materials.
9. Impact on existing program if grant is not Accepted: If the grant is not accepted the DLC Education program will continue, however, outreach and educational materials provide the community with important information regarding alcohol and tobacco as well as the laws and regulations associated with them.

10. BUDGET INFORMATION

<table>
<thead>
<tr>
<th>Expenditures:</th>
<th>SFY 1 FY 12</th>
<th>SFY 2 FY</th>
<th>SFY 3 FY</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Services</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>$10,000</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$10,000</td>
<td>$</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

Revenues:

| State Funds:                       | $           | $        | $        |          |
| Cash                               | $           | $        | $        |          |
| In-Kind                            | $           | $        | $        |          |
| Federal Funds:                     | $           | $        | $        |          |
| (Direct Costs)                     | $           | $        | $        |          |
| (Statewide Indirect)               | $           | $        | $        |          |
| (Departmental Indirect)            | $           | $        | $        |          |
| Other Funds:                       | $           | $        | $        |          |
| Grant (source NABCA)               | $10,000     | $        | $        |          |
| Total                              | $10,000     | $        | $        |          |

Funds received in FY11 for spending in FY12

Appropriation No: 2300002000
Amount: $10,000
PERSONAL SERVICE INFORMATION

11. Will monies from this grant be used to fund one or more Personal Service Contracts? □ Yes □ No
If "Yes", appointing authority must initial here to indicate intent to follow current competitive bidding process/policy.

Appointing Authority Name: Agreed by: (initial)

<table>
<thead>
<tr>
<th>12. Limited Service Position Information:</th>
<th># Positions</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Positions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12a. Equipment and space for these positions: □ Is presently available. □ Can be obtained with available funds.

13. AUTHORIZATION AGENCY/DEPARTMENT

I/we certify that no funds beyond basic application preparation and filing costs have been expended or committed in anticipation of Joint Fiscal Committee approval of this grant, unless previous notification was made on Form AA-1PN (if applicable):

Signature: Michael J. Hogan Date: 5/20/11
Title: Commissioner, Dept. Liquor Control
Signature: Date:
Title:

14. SECRETARY OF ADMINISTRATION

X Approved: (Secretary or designee signature) Date: 5/11/11

15. ACTION BY GOVERNOR

Check One Box:

Accepted

Rejected

(Governor's signature) Date: 5/11/11

16. DOCUMENTATION REQUIRED

Required GRANT Documentation

- Request Memo
- Dept. project approval (if applicable)
- Notice of Award
- Grant Agreement
- Grant Budget

- Notice of Donation (if any)
- Grant (Project) Timeline (if applicable)
- Request for Extension (if applicable)
- Form AA-1PN attached (if applicable)

End Form AA-1
January 21, 2011

Steven Waldo
Vermont Dept. of Liquor Control
13 Green Mountain Dr., Drawer 20
Montpelier, VT 05620-4501

Dear Steven,

On behalf of the NABCA Board of Directors, it is my pleasure to inform you that your project, Outline Server eLearning & Public Outreach Materials, was deemed an appropriate effort to be supported by the NABCA Educational Award in the amount of $10,000.00.

Enclosed is an evaluation form to be used to track the program's progress. Please report back to us in the near future and then on a periodic basis, so that we may be kept apprised of its status.

We look forward to hearing from you. Should you feel the need to contact us at any time, please do not hesitate to do so.

Sincerely,

Steven L. Schmidt
Sr. Vice President, Public Policy/Communications

Enclosures

cc: Walter E. Freed
Lisa Dixon
Vermont Department of Liquor Control 2011 Educational Award

Project Description

Summary:
Last year, the Vermont Department of Liquor Control completed an innovative project for our state. This project consisted of creating an entirely new training program for sellers of alcohol in Vermont. This program, commonly called "eLearning" is a certified educational program, created from the ground up by Educators from the Vermont Department of Liquor Control. We are totally responsible for the program content. A contracted entity was hired to host the content. This host is responsible for registering the student, grading the exams, collecting the fee for the course and creating the student certificate upon successful completion. We have used the 2010 grant from the NABCA as "seed" money to get the program off the ground, but once students began paying for attendance, the entire cost was shouldered by the students, making it revenue neutral for the taxpayers of the State. We would now like to create the same kind of online training program for alcohol servers in Vermont, as well as other training mandated purveyors. The most interesting part of this venture is that most of the up-front costs were covered in the retailer training, so creating and launching a training program for servers will be very economical.

The second part of the grant will cover the cost of producing product for handing out to the general public at venues such as the State Fairs. Items such as brochures, key chains, and the like will cover the topics of underage drinking and binge drinking. We will be using material from other states, such as Mississippi, who have produced excellent material via their NABCA grant award. We will also be creating an informative display for parents regarding energy drinks that can be used whenever we approach the public.

Criteria:
1. The eLearning program will be created and monitored by the Vermont Department of Liquor Control who will be solely responsible for its content, as are the brochures and displays.
2. DLC Education Investigator Steven M. Waldo will be the project coordinator. He is also the Vermont representative to the NABCA Education Task Force.

Time Line:
The portion of this project involving eLearning will require time to create the class content, but the Education Division already teaches seminars for both sellers and servers of alcohol and course content will be gleaned from those presentations fairly quickly. The vendor for hosting the program is already under contract, so as soon as the classes are created they can be launched. The content of the brochures are borrowed from other states so most of the time necessary will be in the contracting of the printing company.

Evaluation:
1. Reduced alcohol violations regarding service to minors and to intoxicated patrons will be experienced as a result of the heightened awareness on the part of the servers. The public will also be better informed.

Continuation:
The eLearning program is self-funding once the initial costs of creation and hosting are covered. The student will be paying for the entire cost of the program, to include administration fees. The handouts are a one time cost.
<table>
<thead>
<tr>
<th>Item:</th>
<th>Quantity</th>
<th>Expenditure</th>
<th>Expenditure</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: Public outreach:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochures for the public</td>
<td></td>
<td>$3,000.00</td>
<td>$0.00</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>containing facts on</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>underage drinking, binge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DLC identified items (key</td>
<td></td>
<td>$3,000.00</td>
<td></td>
<td>$3,000.00</td>
</tr>
<tr>
<td>chains, pencils, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>drinking, and the like.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy drink displays.</td>
<td></td>
<td>$2,000.00</td>
<td>$0.00</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>subtotal:</td>
<td></td>
<td>$8,000.00</td>
<td>$0.00</td>
<td>$8,000.00</td>
</tr>
<tr>
<td>#2: eLearning for alcohol</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>servers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program course build:</td>
<td></td>
<td>$500.00</td>
<td>$750.00</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Host vendor:</td>
<td></td>
<td>$0.00</td>
<td>$3,750.00</td>
<td>$3,750.00</td>
</tr>
<tr>
<td>Mailing all licensees of</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>new program availability:</td>
<td></td>
<td>$1,500.00</td>
<td>$0.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>subtotal:</td>
<td></td>
<td>$2,000.00</td>
<td>$4,500.00</td>
<td>$6,500.00</td>
</tr>
<tr>
<td>Grant</td>
<td>In-kind</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total:</td>
<td>$10,000.00</td>
<td>$4,500.00</td>
<td>$14,500.00</td>
<td></td>
</tr>
</tbody>
</table>
**STATE OF VERMONT**

**FINANCE & MANAGEMENT GRANT REVIEW FORM**

<table>
<thead>
<tr>
<th>Grant Summary:</th>
<th>This National Alcohol Beverage Control Association (NABCA) grant is for Vermont Department of Liquor Control community outreach and education materials.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td>4/28/2011</td>
</tr>
<tr>
<td>Department:</td>
<td>Department of Liquor Control</td>
</tr>
<tr>
<td>Legal Title of Grant:</td>
<td>2011 NABCA Educational Award Program</td>
</tr>
<tr>
<td>Federal Catalog #:</td>
<td></td>
</tr>
<tr>
<td>Grant/Donor Name and Address:</td>
<td>National Alcohol Beverage Control Association, 4401 Ford Ave., Suite 700, Alexandria, Virginia 23202-1473</td>
</tr>
<tr>
<td>Grant Period:</td>
<td>From: 1/22/2011 To: 12/31/2011</td>
</tr>
<tr>
<td>Grant/Donation:</td>
<td>$10,000</td>
</tr>
<tr>
<td>Grant Amount:</td>
<td>SFY 1 $10,000 SFY 2 $ SFY 3 $ Total $10,000 Comments</td>
</tr>
<tr>
<td>Position Information:</td>
<td># Positions 0 Explanation/Comments</td>
</tr>
<tr>
<td>Additional Comments:</td>
<td></td>
</tr>
</tbody>
</table>

**Department of Finance & Management**

Secretary of Administration

Sent To Joint Fiscal Office

Date

[Initial]

[Initial]

[5/13/11]
April 29, 2011
The Honorable Jeb Spaulding
109 State Street
Montpelier, Vt. 05609-0201

Dear Secretary Spaulding:

Enclosed is a new request by the Department of Liquor Control for approval of a one-time grant for Community Outreach and education materials. The grant is being offered by the National Alcohol Beverage Association. The total amount of the grant is $10,000 and does not have any new positions associated with it, nor does it add to the base budget of the department. It will entail the creation, printing and purchase of community outreach and other education materials to be used by the Department of Liquor Control’s Education Division. In addition, education materials will be purchased such as brochures, key chains and the like that will be handed out to the public at venues such as State Fairs and trade shows covering the topics of underage drinking and binge drinking. We will also be creating an informative display for parents regarding energy drinks. These materials will be an asset to our department and we are hoping you will approve this request.

Thanks,

Michael J. Hogan

Michael J. Hogan

Liquor Control Board:
Stephanie M. O’Brien, Chair; John P. Cassarino, Member; Walter E. Freed, Member
<table>
<thead>
<tr>
<th>BASIC GRANT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agency:</td>
</tr>
<tr>
<td>2. Department: Liquor Control</td>
</tr>
<tr>
<td>3. Program: Alcohol Education</td>
</tr>
<tr>
<td>4. Legal Title of Grant: 2011 NABCA Educational Award Program</td>
</tr>
<tr>
<td>5. Federal Catalog #: N/A</td>
</tr>
<tr>
<td>6. Grant/Donor Name and Address: National Alcohol Beverage Control Association 4401 Ford Avenue, Suite 700 Alexandria, Virginia 23202-1473</td>
</tr>
<tr>
<td>8. Purpose of Grant: The purpose of this grant is to create, produce and purchase community outreach and educational materials.</td>
</tr>
<tr>
<td>9. Impact on existing program if grant is not Accepted: If the grant is not accepted the DLC Education program will continue, however, outreach and educational materials provide the community with important information regarding alcohol and tobacco as well as the laws and regulations associated with them.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10. BUDGET INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFY 1 FY 12</td>
</tr>
<tr>
<td>Expenditures:</td>
</tr>
<tr>
<td>Personal Services $</td>
</tr>
<tr>
<td>Operating Expenses $10,000</td>
</tr>
<tr>
<td>Grants $</td>
</tr>
<tr>
<td>Total $10,000</td>
</tr>
<tr>
<td>Revenues:</td>
</tr>
<tr>
<td>State Funds: $</td>
</tr>
<tr>
<td>Cash $</td>
</tr>
<tr>
<td>In-Kind $</td>
</tr>
<tr>
<td>Federal Funds:</td>
</tr>
<tr>
<td>(Direct Costs) $</td>
</tr>
<tr>
<td>(Statewide Indirect) $</td>
</tr>
<tr>
<td>(Departmental Indirect) $</td>
</tr>
<tr>
<td>Other Funds: $</td>
</tr>
<tr>
<td>Grant (source NABCA) $10,000</td>
</tr>
<tr>
<td>Total $10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Appropriation No: 2300002000</th>
<th>Amount: $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

Department of Finance & Management Version 1.6_4/1/2011
**PERSONAL SERVICE INFORMATION**

11. Will monies from this grant be used to fund one or more Personal Service Contracts? □ Yes ☒ No  
   If "Yes", appointing authority must initial here to indicate intent to follow current competitive bidding process/policy.

   Appointing Authority Name:   Agreed by:  ____ (initial)

12. Limited Service  
   Position Information:  
   # Positions  
   Title

   Total Positions

12a. Equipment and space for these positions:  □ Is presently available.  □ Can be obtained with available funds.

13. AUTHORIZATION AGENCY/DEPARTMENT  
   I/we certify that no funds beyond basic application preparation and filing costs have been expended or committed in anticipation of Joint Fiscal Committee approval of this grant, unless previous notification was made on Form AA-1PN (if applicable):

   Signature:  
   Title:  
   Date:

   Signature:  
   Title:  
   Date:

14. SECRETARY OF ADMINISTRATION  
   ☒ Approved:  
   (Secretary or designee signature)  
   Date:

15. ACTION BY GOVERNOR  
   □ Accepted  
   (Governor's signature)  
   Date:

   □ Rejected  
   (Governor's signature)  
   Date:

16. DOCUMENTATION REQUIRED  
   Required GRANT Documentation

   □ Request Memo  
   □ Notice of Donation (if any)  
   □ Dept. project approval (if applicable)  
   □ Grant (Project) Timeline (if applicable)  
   □ Notice of Award  
   □ Request for Extension (if applicable)  
   □ Grant Agreement  
   □ Form AA-1PN attached (if applicable)  
   □ Grant Budget  

   End Form AA-1
January 21, 2011

Steven Waldo
Vermont Dept. of Liquor Control
13 Green Mountain Dr., Drawer 20
Montpelier, VT 05620-4501

Dear Steven,

On behalf of the NABCA Board of Directors, it is my pleasure to inform you that your project, Outline Server eLearning & Public Outreach Materials, was deemed an appropriate effort to be supported by the NABCA Educational Award in the amount of $10,000.00.

Enclosed is an evaluation form to be used to track the program's progress. Please report back to us in the near future and then on a periodic basis, so that we may be kept apprised of its status.

We look forward to hearing from you. Should you feel the need to contact us at any time, please do not hesitate to do so.

Sincerely,

[Signature]

Steven L. Schmidt
Sr. Vice President, Public Policy/Communications

Enclosures
cc: Walter E. Freed
Lisa Dixon
Vermont Department of Liquor Control 2011 Educational Award

Project Description

Summary:

Last year, the Vermont Department of Liquor Control completed an innovative project for our state. This project consisted of creating an entirely new training program for sellers of alcohol in Vermont. This program, commonly called “eLearning” is a certified educational program, created from the ground up by Educators from the Vermont Department of Liquor Control. We are totally responsible for the program content. A contracted entity was hired to host the content. This host is responsible for registering the student, grading the exams, collecting the fee for the course and creating the student certificate upon successful completion. We have used the 2010 grant from the NABCA as “seed” money to get the program off the ground, but once students began paying for attendance, the entire cost was shouldered by the students, making it revenue neutral for the taxpayers of the State. We would now like to create the same kind of online training program for alcohol servers in Vermont, as well as other training mandated purveyors. The most interesting part of this venture is that most of the up-front costs were covered in the retailer training, so creating and launching a training program for servers will be very economical.

The second part of the grant will cover the cost of producing product for handing out to the general public at venues such as the State Fairs. Items such as brochures, key chains, and the like will cover the topics of underage drinking and binge drinking. We will be using material from other states, such as Mississippi, who have produced excellent material via their NABCA grant award. We will also be creating an informative display for parents regarding energy drinks that can be used whenever we approach the public.

Criteria:

1. The eLearning program will be created and monitored by the Vermont Department of Liquor Control who will be solely responsible for its content, as are the brochures and displays.
2. DLC Education Investigator Steven M. Waldo will be the project coordinator. He is also the Vermont representative to the NABCA Education Task Force.

Time Line:

The portion of this project involving eLearning will require time to create the class content, but the Education Division already teaches seminars for both sellers and servers of alcohol and course content will be gleaned from those presentations fairly quickly. The vendor for hosting the program is already under contract, so as soon as the classes are created they can be launched. The content of the brochures are borrowed from other states so most of the time necessary will be in the contracting of the printing company.

Evaluation:

1. Reduced alcohol violations regarding service to minors and to intoxicated patrons will be experienced as a result of the heightened awareness on the part of the servers. The public will also be better informed.

Continuation:

The eLearning program is self-funding once the initial costs of creation and hosting are covered. The student will be paying for the entire cost of the program, to include administration fees. The handouts are a one time cost.
<table>
<thead>
<tr>
<th>#1: Public outreach:</th>
<th>Quantity</th>
<th>Expenditure NABCA</th>
<th>Expenditure in-kind</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures for the public containing facts on underage drinking, binge drinking, and the like.</td>
<td>$3,000.00</td>
<td>$0.00</td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>DLC identified items (key chains, pencils, etc.)</td>
<td>$3,000.00</td>
<td></td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>Energy drink displays.</td>
<td>$2,000.00</td>
<td>$0.00</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>subtotal:</td>
<td>$8,000.00</td>
<td>$0.00</td>
<td>$8,000.00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#2: eLearning for alcohol servers</th>
<th>Quantity</th>
<th>Expenditure NABCA</th>
<th>Expenditure in-kind</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program course build:</td>
<td>$500.00</td>
<td>$750.00</td>
<td>$1,250.00</td>
<td></td>
</tr>
<tr>
<td>Host vendor:</td>
<td>$0.00</td>
<td>$3,750.00</td>
<td>$3,750.00</td>
<td></td>
</tr>
<tr>
<td>Mailing all licensees of new program availability:</td>
<td>$1,500.00</td>
<td>$0.00</td>
<td>$1,500.00</td>
<td></td>
</tr>
<tr>
<td>subtotal:</td>
<td>$2,000.00</td>
<td>$4,500.00</td>
<td>$6,500.00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grant</th>
<th>In-kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Total:</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>
1. PROJECT ADMINISTRATION

ABC Agency  Vermont Department of Liquor Control

Project Coordinator  Steven M. Waldo

Title  Education Investigator

Address  13 Green Mountain Drive

City  Montpelier

State  Vt

Zip Code  05620-4501

Daytime Telephone  (802) 828-2345

Fax Number  (802) 828-2803

Email Address  Steve.waldo@state.vt.us

2. PROJECT DESCRIPTION

Project Title  Online server eLearning & public outreach material

Project Start Date  January 2011

Project Completion Date  December 31, 2011

Project Description (attach):  See detailed instructions in Application Guidelines.

3. BUDGET

Amount Requested from NABCA

$10,000.00

4. AWARD PAYMENT INSTRUCTIONS

Make check payable to: Vermont Department of Liquor Control

Mailing Address: 13 Green Mountain Drive

Montpelier, Vermont 05620-4501

Phone No.: (802) 828-2345

4. SIGNATURES

Signature of ABC Director/Administrator  Date

Michael Hogan, Commissioner

Name (Please Print)

Signature of Project Coordinator  Date

Steven M. Waldo, Project Coordinator

Name (Please Print)

Please return application by December 6, 2010. Thank you.
The National Alcohol Beverage Control Association recognizes the importance of its role and, more importantly, that of its member states, in the area of alcohol abuse prevention/education. The Public Affairs Committee and Education Task Force, in particular, have been driving forces behind the Association’s growing involvement in, and commitment to, educational efforts.

As such, NABCA would like to make available to each of its member states an educational award of $10,000 for development, enhancement or expansion of effective alcohol education efforts. The involvement of the control agencies in this effort is paramount to the Association’s belief that it is each individual jurisdiction’s responsibility to “support and participate in alcohol education and prevention, providing information and resources that promote responsibility…”

How These Funds Would Be Used

A. Criteria
1. Any activity must have the intention of taking action to reduce the irresponsible sale/use of alcohol beverages.
2. State ABC must be involved with the project. States are strongly encouraged to work with their representative on the NABCA Education Task Force in the development of this effort.
3. The proposed activity should seek to change the environment that encourages or allows irresponsible consumption of alcohol.

B. Sample Activities (You are not limited to this selection.)

- Media Campaigns
- Multi-Agency Coordination and Collaboration
- Community Team/Coalition-Building
- Legal and Regulatory Initiatives
- Hospitality Resource Panels
- Awareness of Laws and Regulations
- Youth/Adult Leadership Activities
- Assessing Community Services, Needs and Attitudes
- Development and Dissemination of Educational Materials
- Environmental Prevention Strategies
- Responsible Retail Licensee Initiatives
- Establishing a “Mini-Grant” Program
- College/High School Conferences

Role of State ABC

As a participant in this educational effort, there are a variety of roles the state control agency may play:

1. Direct Administrator. This role would have the ABC receiving the money and using it to directly pay for or fund a specific prevention/education effort conducted by the agency itself.

2. “Pass Through” Agency. This role would include the ABC publicizing the availability of the educational award to appropriate project coordinators or organizations throughout their state that would apply directly to them to receive funds. Or the ABC may identify a specific organization, which is to receive the funds and simply pass the funds through to the organization.

3. Convener or Facilitator. This role would include the ABC identifying leaders and key stakeholders in the community which they would bring together in a meeting to discuss the formation of community coalitions. The ABC could take on the role of facilitating the meeting or have experts present to assist in the development of a community collaboration. The ABC can provide guidance and/or funding to begin and sustain a dialogue which will ultimately lead to an established coalition.

4. A Combination of the Above Roles. An ABC may find that a combination of above roles would be appropriate for the use of these funds.

Revised 9/2009
Application Guidelines

1. Project Administration
   The ABC Agency will play the primary role in project leadership. The project coordinator is the individual who will be the NABCA contact for the project. The coordinator should be closely involved with all aspects of the project through its duration.

2. Project Description
   Describe the plans for spending the funds. Proposals should not exceed one page and should address each of the following in the order listed:
   - Brief Summary - Describe the activity the NABCA Educational Award will be used to fund and the anticipated impact.
   - Criteria - Describe how the activity meets each of the three criteria outlined in this brochure.
   - Time Line - Indicate starting and completion dates.
   - Evaluation - Describe the plan for evaluating the project's impact.
   - Continuation - Outline the plan for continuation after the award funding.

3. Budget
   A brief budget justification statement must accompany the proposed budget. The justification should clearly explain why each expense is necessary for the proposed project. Monies are not to be used to supplant existing activities.

   NOTE: NABCA does not “cost share” or allow funds to be used for administrative cost reimbursement.

4. Signatures
   The State ABC will serve as the fiscal agent for the program, and therefore, accepts fiscal responsibility for the funded project. The project coordinator’s signature is also requested.

Progress Reporting
   Upon completion of the project, please submit a report that details the project process and products and how project strategies and objectives were met. This final report and any project materials that are produced (i.e. brochures, posters, videos, core reports, advertisements, event photos, etc.) should be sent to NABCA.

Revised 9/2009
Timelines
Award applications must be received by NABCA no later than December 6, 2010. Please submit applications to:

NABCA
Attn: Steve Schmidt, VP Public Policy and Communications
4401 Ford Ave., Suite 700
Alexandria, Virginia 22302

(Note: In early January, applications will be reviewed and critiqued by NABCA’s Public Affairs Committee and final approval will be made by the Board of Directors. Awards will be distributed within two weeks of project approval.)

Legal Disclosure
As part of all announcements made or promotional material distributed concerning activities funded by this award, recipients are requested to disclose that the activity was funded, in whole or in part, by funds from the National Alcohol Beverage Control Association. Distribution of awards is conditioned on recipient’s compliance with any proposal submitted or any terms and conditions accompanying the educational award. By making this award, NABCA assumes no liability for any activity undertaken by recipient using award funds.