

Request for funds

by

**National Center for
Presidential Studies
*American Presidents
Museum***

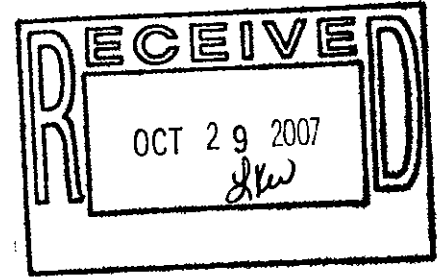
**From the Tourism Tax
Contingency Fund**

(SEE ATTACHED APPLICATION)

NATIONAL CENTER FOR PRESIDENTIAL STUDIES
American Presidents Museum
A 501c3 Educational Organization

September 20, 2007

City of Branson
Mayor's Office
110 W. Maddux, Suite 210
Branson, MO 65616



Attention: Contingency Fund Review Committee
Reference: C-Span American Presidents Traveling Exhibit

Dear Mayor Presley;

Thank you for taking time to review this application for Contingency Fund monies in support of the American Presidents Museum (The National Center for Presidential Studies), and the planned exhibition *American Presidents* scheduled for March 4 through April 30, 2008.

Applicant Information:

National Center for Presidential Studies
dba American Presidents Museum
2849 Gretna Rd, Suite 300
Branson, MO 65616
417-334-8683
Email: amerpresidency@aol.com
URL: www.americanpresidentialmuseum.com
Contact: Stormy Lynn Snow
Corporate Status: Nonprofit Corporation
State of Incorporation: Missouri
Tax ID: 37-1527103

Amount Requested: \$50,000

The American Presidents Museum is a museum of American History and the history of American Presidents. Portions of the collection were once part of a for profit attraction in Branson, the attraction closed, and the owner sold the collection in part to the National Center for Presidential Studies, a newly formed private nonprofit educational organization, founded to preserve the collection and carry on the mission to preserve the artifacts and share the story of our nation and founding fathers for generations to come.

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Branson, Missouri 65616
417-334-8683
www.americaspresidency.com

Within one year, the organization has purchased the collection, secured donated space for the museum, obtained IRS 501c3 status, and kept the museum operating, with little funds, and to date - no community support.

The museum has recently been selected by C-SPAN Cable Television Network of Washington DC to host the traveling exhibit *American Presidents*, a one-of-its-kind exhibit showcasing each of the Presidents from George Washington through George W. Bush. The exhibit consists of panels with *original* oil paintings of each President, and support materials provided by the White House Historical Society. This is the only known collection of original oil portraits of each President, all created by a single artist. This exhibit has been traveling the country since 1999, and has only been in the state of Missouri twice (at the Presidential debates in St. Louis 2000 and 2004), and has been on display in Presidential Libraries, state Historical Museums, and even the US Capitol Rotunda.

Having this exhibit in Branson, during an election year, during the school year, and during a typically a slow time of the vacationing season, is a fabulous opportunity for the museum and for all of Branson. We desire to bring field trips from across the state, attract select schools groups from out of state, and provide a unique attraction for early Spring visitors to the area. Based upon reports from past hosts of the exhibit, we know we will bring visitors to Branson specifically to see this exhibit, and as a result, to enjoy other venues while here.

As executive director, I will utilize my skills in marketing and public relations to insure that the marketing plan developed for this exhibit event is carried out in a timely manner. I will work with an area marketing and public relations firm to insure the best coverage of the event, and to receive the best pricing for media buys that cannot be accessed through the planned public service announcements with our nonprofit status.

The American Presidents Museum serves SW Missouri and NW Arkansas residents and is a wonderful addition for all of the visitors that come to Branson. The museum student programs attract attendance from Joplin to Rolla, from Kansas City to Mountain Home. With proper promotion, we anticipate welcoming multiple school groups daily throughout the dates of the exhibit.

It is important to understand that these school groups will come to Branson specifically to see this exhibit. It is a nationally recognized education exhibit, created by C-SPAN cable television network and the White House Historical Society, and it includes educational support materials for the classroom. The timing is perfect for the educator as 2008 will be a historically important election year.

Based upon conversations with other institutions that have hosted this exhibit, we are estimating that this event will bring over 30,000 visitors to Branson specifically to view this exhibit, and the result will be other attractions and businesses benefiting as they dine, shop, and enjoy other entertainment venues.

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The City of Branson will receive national exposure as a sponsor of this exhibit through C-SPAN of Washington, D.C. issued press releases as well as all of the promotion planned by our Center, and exposure throughout Missouri, Arkansas, Oklahoma, Kansas, Illinois, Iowa and parts of Texas where a portion of our marketing will be focused. Heavy focus will be concentrated within a 150-mile radius of Branson.

It is important to get the initial promotion of this exhibit to the schools now so that field trip plans can be set into motion. Funding is limited for these trips, and this is a major event that these schools will not want to miss. We anticipate many schools making an overnight stay due to the distance to be traveled. This will take additional fund raising on their part to cover costs, and they will need several months for planning.

Short-term strategies for funding have been made by contacting businesses in the area for support - to no avail. The need to get printed materials created and completed for mailing by the end of October or early November is of the utmost importance. Our lack of funds, corporate sponsors, and grants that won't be awarded until next summer and fall has lead us to this application.

Long-term strategies include grant writing for funds that can be applied to programs such as this. However, with grants, we are at the mercy of their time lines. Most applicable grants had deadlines Jan - Mar 2007 and we were new at the grant process. These same grantors will not list new grants until Fall/Winter 2007 for mid to late 2008 award.

The biggest return on investment for this request will be the recognition the museum and Branson will receive. Although our museum is small, our plan for growth is in motion. For Branson to be home to one of only six such museums in the entire nation is notable. As our museum grows, and we reach the goals we have set forth, we will welcome national dignitaries such as family members of past Presidents, former First Ladies, and hopefully even past Presidents themselves.

We will continue to bring in traveling exhibits, including those from the Smithsonian, and we will continue on a plan to become a nationally recognized educational center. We will measure the return on this investment through attendance during the event, through tracking questionnaires post-event, through improved media pick-up after the event, and through grant awards made to the museum once this program is part of our funding history.

Attachments:

- Audited Financial Statements: We are a new organization and have not had audit at this time.
- ✓ Current Operating Budget
- ✓ Event Budget
- ✓ IRS Determination Letter
- ✓ Certificate of Good Standing

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- ✓ Missouri Humanities Council evaluation
- Annual Report: Our first annual report will not be prepared until December 2007

Should the City of Branson determine that we qualify for Contingency Funds, the museum will utilize the service of an outside accounting firm to meet all of the requirements for the reporting of the use of funds.

Should the museum receive additional grant support for the same purposes for this event, as outlined in the budget included with this request, the grant dollars will be used in lieu of contingency fund dollars, therefore allowing the unused funds to be returned to the City.

The museum Board of Directors, advisory board members, and staff want to convey to the funding committee that the success of this exhibit, and the confirmation of future national exhibits rest upon community support and this requested funding for proper promotion for this program.

We thank you for your time and consideration of our request. We look forward to the opportunity to offer you additional information, or visit with you and/or the members of the Board of Alderman to further discuss this wonderful exhibition.

Sincerely;



Stormy Lynn Snow
CEO/Founder

BUDGETS**ORGANIZATIONAL BUDGET**

Current Fiscal Year

Total Organizational Budget	\$98,000
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PROJECT/PROGRAM BUDGET

Income Sources	Projected
Support	
Corporations/Foundations	\$10,000.00
Memberships - 2008	\$5,000.00
Ticket Revenue	\$42,000.00
City of Branson	\$50,000.00
Branson Arts Council	\$2,000.00
Kimberling City Arts Council	\$1,000.00
Missouri Arts Council	\$2,500.00
Missouri Humanities Council	\$2,500.00
Other	
	\$115,000.00

Expenses	
Banners and Flags	\$3,500.00
Bill Board (Jan - Apr)	\$3,200.00
Consultant/Professional Fees	\$7,500.00
Distribution	\$8,000.00
Educational Materials	\$5,000.00
Museum Cards	\$2,500.00
Post Cards (School Mailer)	\$1,500.00
Postage	\$1,500.00
Poster for Promotion	\$500.00
Printed Materials	\$5,500.00
Rack Cards	\$5,500.00
Radio 1:3 Paid:PSA	\$4,500.00
Staff Positions/Related	\$28,000.00
Supplies	\$2,500.00
Television (SW Missouri)	\$30,000.00
Print Media	\$3,000.00
	\$112,200.00

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

DEPARTMENT OF THE TREASURY

Date: **MAY 09 2007**

NATIONAL CENTER FOR PRESIDENTIAL
STUDIES
2849 GRETNA RD
BRANSON, MO 65616

Employer Identification Number:
37-1527103
DLN:
17053066062017
Contact Person:
CHARLES M MANNIX
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:
April 12, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2009

COPY
ID# 27698

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)

TAX ASSISTANCE CENTER
149 PARK CENTRAL SQ ROOM 313
SPRINGFIELD MO 65806

STATE OF MISSOURI
Department of Revenue



Telephone: (417) 895-6474
Fax: (417) 895-6233
E-mail: sprtax@dor.mo.gov

NATIONAL CENTER FOR PRESIDENTIAL STUDIES
2849 GRETNA RD
BRANSON MO 65616

DATE: MARCH 15, 2007

MISSOURI TAX ID NUMBER: 19769229

CERTIFICATE OF NO TAX DUE

To TO WHOM IT MAY CONCERN: The Department of Revenue, State of Missouri, certifies that the above listed taxpayer/account has paid all SALES tax due, including penalties and interest, or does not owe any SALES tax, according to the records of the Missouri Department of Revenue, as of March 15, 2007.

This statement of no SALES tax due does not limit the authority of the Director of Revenue to assess and/or collect liabilities under appeal or that become known to the Missouri Department of Revenue as a result of audit or determination of successor liability.

Sincerely,

A handwritten signature in cursive script that reads "Kelly Ball".

Kelly Ball
Regional Manager

BB:DU1409

CBF001
200707400300442

State of Missouri

MISSOURI RETAIL SALES LICENSE

LICENSEE:

NATIONAL CENTER FOR PRESIDENTIAL STUDIES
2849 GRETNA RD
BRANSON MO 65616
NATIONAL CENTER FOR PRESIDENTIAL STUDIES

LICENSE ISSUED:

MARCH 15, 2007

MISSOURI TAX IDENTIFICATION NUMBER: 19769229

THE ISSUANCE OF THIS LICENSE IS CONTINGENT UPON THE LICENSEE'S COMPLIANCE IN ALL RESPECTS WITH THE REQUIREMENTS OF CHAPTER 144, RSMO, AND THE RULES PROMULGATED THEREUNDER.

THIS LICENSE IS VALID UNTIL CANCELLED AND SURRENDERED BY THE LICENSEE OR REVOKED BY THE DIRECTOR OF REVENUE.

THIS LICENSE MUST BE PROMINENTLY DISPLAYED IN THE PLACE OF BUSINESS.

DIRECTOR OF REVENUE



THIS BUSINESS IS REGISTERED INSIDE THE CITY LIMITS OF
BRANSON IN THE COUNTY OF TANNEY AND YOU ARE
LIABLE TO COLLECT AND REMIT ALL APPLICABLE STATE AND LOCAL SALES
TAXES.

THIS LICENSE IS NOT ASSIGNABLE OR TRANSFERABLE

National Center for Presidential Studies
The American Presidents Museum
A 501c3 Educational Organization

September 10, 2007

City of Branson
Office of the Mayor
110 W. Maddux
Branson, MO 65616

Mess

33 8-8683

Dear Mayor Presley and Distinguished Board;

Thank you for the opportunity to submit our Request for Proposal to receive funds from the Cultural Arts grant program. We were saddened to have received word Saturday that we will not be considered for funds.

The purpose of this correspondence is to request that a second look be taken at our project before final determinations are made. We certainly understand that budget constraints prevent granting funds to every applicant. We also understand that you must have received numerous requests from very worthy organizations.

Our letter of denial indicated that due to funding limitations, the awards would be given only to those who received funds last year. If limited funds keep new proposals from being accepted, it does a disservice to those who may bring wonderful projects in this category, to the community.

We ask that perhaps you consider revising grant amounts so that additional grants may be awarded. Then, allow for additional funds to be requested to the budget for next year, so that the program can fulfill more and larger requests.

The American Presidents Museum is already an asset to the community, and has the potential to become a well respected regional, and even state-wide educational center. We ask that each of you take time from your busy schedules to visit the museum before the Board meeting where the funding decisions will be finalized. We guarantee that you will be surprised at what you find, and that you will want to do all you can to help us continue our mission of American History preservation and education.

Our museum provides numerous cultural and educational programs for the community, especially for children. We have a strong mission to service the community in a myriad of ways that will only continue to grow, should we be able to garner funding to keep our doors open and our programs moving forward. Our museum is in serious need of funding and a show of support from the City of Branson. It is difficult to write grants applications, and acquire corporate commitments when we can't show that our City funding programs are behind our efforts.

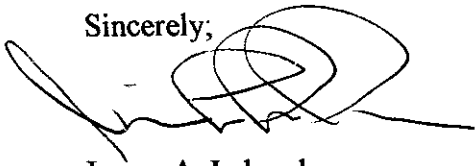
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Remember we are a year-round facility, and offer daily programs along with our full calendar of events and activities. 2008 promises to be an exciting year with three traveling exhibits coming to our museum, and several first person performances, and other very special programs. Review our submitted grant application for a complete description of our on-going programs.


Please consider our request to revisit the funding decision. We also do encourage you to visit the museum, whether or not you choose to revisit the grant decisions, it is important for you to know of our efforts, our programs, and our successes thus far.

Thank you for your time, and your attention to our request.

Sincerely;



James A. Lekander
Chairman of the Board of Directors



Stormy Lynn Snow
CEO and Founder

C: Stan Barker
Dick Gass
Bob McDowell
Stephen Marshall
Jack Purvis
Sandra Ward
David Rockhill