

Request Name: American Freedom Festival

Description: Helping fund the patriotic service, Hope for America and security for the parade,

Agency: Economic Development

Purpose: Largest celebration of democracy and the 4th of July in the United States.

Funding for: \$100,000. 2020 (Ongoing)

Private Not-for-Profit

America's Freedom Festival Deliverables

Vision

We celebrate the founding of America and the spirit of the 4th of July. We celebrate God, Family, Freedom and Country. We promote love and unity in our communities and across America. ALL are invited to participate in service and volunteerism.

Mission of America's Freedom Festival

America's Freedom Festival is a nonprofit foundation organized for four main purposes: to celebrate, teach, honor and strengthen the traditional American values of God, family, freedom and country. The Festival's events celebrate our freedoms and the 4th of July, teach the rising generation to appreciate and preserve these freedoms, honor those who have distinguished themselves in the cause of liberty nationally and internationally, and strengthen individuals in remembering their own civic duties and responsibilities.

Celebrate

The Stadium of Fire, Grand Parade, Children's Parade, Freedom Days (three days of food, entertainment, crafts and carnival rides), golf and softball tournaments, Baby Contest, Carillon Concert, and the Freedom Run (1-mile, 5K, and 10K events) admirably accomplish the goal of celebration.

Teach

The Hope of America Student Showcase, Essay Contest, Speech Contest, Colonial Festival, Cries of Freedom, Patriotic Service, Flag Retirement Ceremony, and Historic Provo Tours and Reception, contribute greatly to educating all participants and spectators in the history, freedom and joys of living in America.

Honor

Each year the Freedom Awards Gala honors individuals who have gone to extraordinary lengths to establish and preserve freedom in this country and abroad and brings them to Provo so that we can all learn from their great examples and be uplifted by their heroism.

Strengthen

Each of our events serve to strengthen individuals in remembering their own civic duties and responsibilities. Our hope is that participants will leave our activities with a greater feeling of patriotism, unite as a community, and sense their personal obligation to sustain and preserve these values.

Target

All attendees who participate in the events listed below that reaches an estimated 600,000 people

Additional items of information –

- Each year, the Festival estimates that over 600,000 people participate in the various events
- The parade has the highest participation with over ¼ of a million people attending
- The Stadium of Fire is televised, at our cost, through the Armed Forces Network to our service men and women around the world
- The Stadium of Fire averages 45,000 attendees each year with another 100,000 that watch the fireworks from outside the stadium
- Based on numbers from our annual survey, 50% are from Utah County, 30% from other areas of the state, and 20% from outside the state
- Also based on the above-mentioned survey, the economic impact for our area from food, hotels, gas, sales, etc., is around \$20,000,000 per year
- The Freedom Awards Gala honors 4-5 individuals a year with at least one local honoree and others from around the world
- The Festival operates on an annual budget of approximately \$3.3 million

Financial help from other governmental organizations –

- The Commission on Civic and Character Education supports the Hope of America program for \$25,000
- The Utah County supports the Freedom Awards Gala and the Colonial Fest at Orem SCERA Park for \$100,000
- Provo City is a supporter of the parade to the amount of \$75,000
- Orem City supports the baby contest, and the golf tournament for \$2,500

2019 Proposed Budget for Requested State Funds

1. Office support and administrative expense	\$30,000
2. Cries of Freedom	
a. Rental supplies and set up fees	\$5,000
3. Military Vehicle Outpost	
a. Transportation, setup, gas, and supplies	\$3,000
4. Mayor's Prayer Breakfast	
a. Venue and event expenses	\$3,500
5. Patriotic Service	
a. Marriott Center or UCCU Center rental fee and security	\$6,000
b. Speaker travel, lodging expenses,	\$3,000
6. Educational Events of Storytelling, Speech, Essay,	
a. Student awards	\$5,000
7. Honey Bucket Portable Restrooms for multiple events	\$14,000
8. Hope of America Student Showcase	
a. Venue, security, production costs	\$14,000
9. Grand Parade Expenses not covered by Provo City	
a. Band Expenses	\$12,000
b. Security-crowd control, bleachers, parade operations	\$4,500
Grand Total	\$100,000