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**CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES  
 APPLICATION FOR FUNDING**

The Humboldt County Citizens' Advisory Committee on Measure Z Expenditures is now accepting applications for funding. Measure Z, Humboldt County's Public Safety/Essential Services Measure, is a half-cent sales tax, passed by the voters of Humboldt County during the November 2014 general election.

The Advisory Committee meets on each Thursday in March to review applications and will make recommendations to the Humboldt County Board of Supervisors in April.

**Applications for funding must be filed with the County Administrative Office BY 5:00 P.M. ON FEBRUARY 15, 2021. Postmarks are not acceptable for meeting this deadline.**

Agency Name:	Contact Person/Title:
Eureka Broadcasting Company dba KINS, KEKA, KWSV	Brian Papstein / President - General Manager
Mailing Address:	Phone Number:
1101 Marsh Road	707-442-5744
City:	Zip code:
Eureka	95501
	Email address:
	brian@eurekaradio.com

**1. Amount of Measure Z Funding Requested for FY 2021-22:**      \$ 16,500

**2. Entity Type:**

- Humboldt County Department
- Contract Service Provider to Humboldt County
- Local Government Entity
- Private Service Provider
- Non-Profit Service Provider
- Other (Describe Below)

Other:

**3. Describe how the scope of your proposal fits the intent of Measure Z. Specifically, how will it maintain and improve public safety and essential services, as described on the previous page? (750 character limit)**

As KWSW 980 is the LP-1 (lead station for the EAS in Humboldt County), this funding would allow for the purchase and installation of a propane tank to permit extended operation when commercial power is lost. All three of our radio stations (KEKA-FM, KINS-FM and KWSW-AM) provide coverage in ALL of Humboldt County and during times with the Emergency Alert System is activated (or there is a request from NOAA or Public Works), this would insure the ability to continue broadcasting for up to one week and provide equipment to automatically get the message(s) on air. This would also permit our stations to communicate with all other local radio stations to insure total coverage in the County of the information provided by official sources.

**4. Please provide a brief description of the proposal for which you are seeking funding. (1500 character limit)**

In the most basic of terms, the funding would permit the purchase and installation of a series of propane tanks in daisy-chained to permit extended fuel if needed. In addition to this infra-structure, we would also use the funding to purchase and install a piece of broadcast equipment which would permit all of our stations to simulcast any programming of content deemed worthy by the EAS sources in which we have the partnership with legally (FCC) or optionally (HCSD, NOAA, etc.) ...

**5. How have you developed a plan for sustainability, including diversification of funding sources, for your proposal to carry on without reliance on future Measure Z funds? (750 character limit)**

Once these two items are installed, the on-going costs are confined to regular maintenance (service agreements would be covered by our company) and any future manufacturer updates. There would be no additional requests for any additional funding associated with this request.

**6. If this request is for the continuation or expansion of an existing program/service, what is the current source of funding for that program/service? (500 character limit)**

N/A

**7. If you are awarded Measure Z funds, how do you plan to leverage these funds to secure additional grants, contributions or community support? (500 character limit)**

N/A. ... These funds would be specifically for making the existing system(s) in place more resilient and able to withstand a greater degree of disaster.

8. Will the proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, name the entity and describe what participation would look like. (750 character limit)

No, this would be a project that would not require other entities to participate. If there are cost overruns beyond those estimated, those costs would be absorbed by our company.

9. Are there recurring expenses associated with this application, such as personnel costs?

No  Yes

If Yes, detail those expenses here: (500 character limit)

As noted above, regular maintenance service(s) which would be covered through service agreements and staffing agreements.

**REQUIRED ATTACHMENTS - Be sure to include the following with your application**

**Prior Year Results:** If your request is a continuation of a program funded with Measure Z in prior fiscal years, please provide the results of implementation. (one page maximum)

**Program Budget:** Please utilize the template provided on the following pages. This will need to be updated if your agency is approved for funding.

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct.

Date:

Signature: 

**SUBMIT YOUR COMPLETE APPLICATION TO:**

**Humboldt County Citizens' Advisory Committee on Measure Z Expenditures**

c/o County Administrative Office \* 825 Fifth Street, Suite 112 \* Eureka, CA 95501-1153 \* [cao@co.humboldt.ca.us](mailto:cao@co.humboldt.ca.us)