

Community Celebrations Grant Report Form

Note to applicants: This report must be completed by the event organizer within one month after the event is held or the project is complete. Failure to submit a report on-time will jeopardize future eligibility.

\$ 975.00

Groton Winterfest
Name of Celebration Event

Jennifer Jones
Name of Person Completing This Report

2/8/14
Date of Event

1. Approximate attendance: ~300

2. How did you measure attendance and was the method effective? Why?

We measure attendance at the entrance where the welcome table is located. This table is occupied by someone throughout the day who keeps track of how many guest come into the building. We have used this method in the past and it has worked quite well for us since guests need to enter through that door.

3. Did your actual expenses differ from your budgeted expenses? How and why? Attach a copy of actual expenses paid using the attached Grant Expense form.

Actual expenses where in track with projection. Performers did vary from projection due to availability of past performers. However, the same amount of money was used for replacement performers.

4. How did you market the celebration and what was the most successful method.

We market our event through a variety of methods which include brochures, banners, newspaper advertisements, and flyers going home with local school students. It is difficult to determine the most successful method. We reach local families through our banners around town and flyers in school. Yet we reach multiple communities with our newspaper advertisements.

5. What did you learn this year that will help you put on a better celebration in the future? What would you do differently next time?

This year was a difficult year with the combination of severely cold temperatures and little snow. Our participation was significantly down from previous years. Next year we will have a new marketing strategy promoting free indoor events and performances. The advertising will stress the warm inside atmosphere rather than exiting outdoor activities. We would not like the weather to have such a negative effect on our event in the future. On the positive side of things, we still plan to offer a variety of performances and activities inside and out for our community.

6. What else would you like the Strategic Tourism Planning Board or other event planners to know about your event?

The Groton Winterfest is the only community event in the winter. The event is enjoyed by all age levels and they look forward to the event.

Please return this completed report to tknipe@tom-pkins-co.org OR via mail to:
Tom Knipe, Tompkins County Planning Department, 121 East Court St., Ithaca, NY 14850
Email submission is strongly preferred.

Celebration Name: Groton Winterfest

Community Celebrations Grant Application - Budget/Expense Report Form

Applicant Instructions: Complete this form and submit it with the application. If successful in receiving a grant, the organizer must also fill in this form after the event takes place with actual expenses, and submit the document with the narrative report within one month of the event to:

Tom Knipe, Senior Planner/Tourism Coordinator, tknipe@tompkins-co.org or Tompkins County Planning, 121 East Court St., Ithaca, NY 14850. **Email submission is strongly preferred.**

EXPENSES	USE	DESCRIPTION (provide details)	ESTIMATED TOTAL	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources
	Local Talent	Chainsaw Carver	\$250.00	\$125.00	\$125.00
	Local Talent	Moreland the Magician	\$400.00	\$250.00	\$150.00
	Local Talent	Local Musician from Groton	\$150.00	\$75.00	\$75.00
	Local Talent	Band to perform in Auditorium	\$100.00	\$50.00	\$50.00
	Supplies	10 Poster Boards and supplies	\$80.00	\$80.00	\$0.00
	Paid Advertising	Shopper Ads 2 @126	\$252.00	\$126.00	\$126.00
	Reusable Banners	Outdoor/Indoor Banners	\$240.00	\$120.00	\$120.00
	Supplies	Wood & Paint -Children's Games	\$100.00	\$50.00	\$50.00
	Local Talent	Decorations	\$120.00	\$60.00	\$60.00
	Local Talent	Event Brochures	\$36.00	\$34.00	\$2.00
	Equipment Rental	Popcorn Machine & supplies	\$60.00	\$30.00	\$30.00
	Equipment Rental	Cotton Candy Machine & supplies	\$75.00	\$40.00	\$35.00
	Equipment Rental	Bounce House & Course	\$495.00	\$0.00	\$495.00
					Village funding
	TOTAL EXPENSES		\$2,258.00	\$1,040.00	\$1,318.00

Grant share must be 50% or less Community Celebrations Grant Share of Total Expenses (%)

INCOME - CASH

	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		\$975.00
<i>Add or delete lines/rows as needed</i>	Other grant	None	\$0
<i>Include value of in-kind donations</i>	Event revenues	Game Fees/ Concessions	\$240.00
	Cash donations	Donation cans	\$12.00
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		\$1227.00

INCOME - IN-KIND

	Donated goods		
	Donated goods	Prize Donations	\$100.00
	Donated services		
	Donated services		
	SUBTOTAL (in-kind support)		\$100.00