

APPLICATION FORM: FALL 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, September 19th, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Festival of Fire and Ice	Municipality where Celebration will take place: Ithaca
Expected Attendance/Participation: 400-600	Date(s): February 7, 2015
Group requesting grant (organizer): Ithaca Children's Garden	Amount requested: \$ 1,800
Event Contact Name: <u>Erin Marteau</u> Phone <u>607.272.2292, x122</u> Address: <u>615 Willow Ave, Ithaca, NY 14850</u> Email <u>erinmarteal@gmail.com</u>	

1. Describe your celebration in a few sentences.

The first two Festivals of Fire & Ice at the Ithaca Children's Garden demonstrated that this is a well-loved community celebration, drawing 500 the first year and 550 in year two.

Attendees of all ages enjoyed the outdoor extravaganza, which will again include igloo-building, ice sculpture, snow fort and quinzey-making, and Andy Goldsworthy-inspired environmental snow/ice art, followed by a bonfire, fire-juggling, fire spinning, and fire sculpture happening at dusk. We will also be surveying participants from the last two years to see what special new fire & ice activities they would like to see this year, so the event is truly community-shaped and inspired.

2. What is the history of the event (ie, number of years it has occurred)?

This will be the third year of ICG's Festival of Fire & Ice

3. What aspects of the community's culture or history are you celebrating?

Festival of Fire & Ice gives all families a compelling reason to break out of the indoors, and come together in the depth of Ithaca's notoriously long, gray, cold winter season. Stations will feature various activities throughout the garden, that participants will be free to wander through and experience in whatever sequence they are drawn to. We will celebrate Ithaca's creative spark and collective strength that gets us through Ithaca winters, while experiencing the wondrous beauty of the outdoors at this magical time of year when we tend to hole up indoors. The space will transform from afternoon to dusk, and with it, the transition from ice and snow play to fire. The character of the place will be shaped in part by participants.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

Ithaca winters have been around since before the earliest settlers, and we will showcase Ithaca's long history of icy winter events, including ice sculpting, ice cutting, and ladling hot cocoa out of a huge cauldron heated over a fire. We will also print posters and flyers that celebrate current talented artists and cooks that will participate in the celebration, as well as develop 2 new reusable banner.

<p>5. How will you measure attendance, benefits, and success of the event? We will measure success by the amount of fun had and creative output of participants. The last two years we had a ticket system at sign-in so participants had to visit the registration table in order to get a ticket for free popcorn and a marshmallow to roast over the fire. A successful event will inspire families to come outside, connect more with nature in their own yards, and neighborhoods, and feel comfortable exploring the natural world together, especially in the coldest, darkest months. We will measure success through attendance and level of hands-on engagement in various activities and social interchanges happening between families and friends during the event. We are also aiming to survey attendees after our third year to see what we can improve.</p>
<p>6. List local partners and entities that will assist with the event, and what they will provide. Cornell Cooperative Extension (operations and educations support), Earthplay Network, (event layout and staffing) ent layout and staffing), Park Foundation (overall HONAZ funding), US Fish & Wildlife Service (overall HONAZ funding), Cornell University (playwork guidance and support Ithaca Fire Department (fire safety support) Southside Community Center & GIAC (publicity and recruitment), and Mama Goose, who is sponsoring event staff time in 2015 from revenue from their coat sale.</p>
<p>7. List the board of advisors. Event advisors: Erin Marteaal, Leigh MacDonald-Rizzo, Rusty Keeler, Alex Cote, Andrew Strauss, David Stilwell, Morgan Leighter-Saxby, Elizabeth Stilwell</p>
<p>8. How many people might be expected to attend, and how will you promote the celebration? The first year we expected 100-200 and had 500, and in our second year we had 550. The weather was also PERFECT for the event on both occasions. We would still feel successful if we had 200-300 attendees this year, particularly in less than ideal weather conditions. We will use our social media channels with a special effort to draw our local neighborhoods, including Southside and Northside neighborhoods, West Hill, West Village, and Chestnut Hill neighborhoods. We will also poster at 45 locations around town. In addition, this year Mama Goose is sponsoring Fire & Ice by donating a percentage of coat sale proceeds to cover staff time of ICG event. The amount is roughly equivalent to \$1,200. They will be assisting us in spreading the word through their channels.</p>
<p>9. What measures will you take to promote diversity and inclusion through your celebration? Addressed above) The Ithaca Children's Garden and our partner, Cornell Cooperative Extension, are 100% committed to diversity inclusion in all we do. We have built and continue to build on our relationships with diverse groups, and focus on engagement with Southside Community Center, GIAC, BJM Elementary, and more recently, the Northside neighborhood. These are groups who have been scheduling planned visits to HONAZ through the school year and summer, and engaging them in Fire & Ice is a natural extension. We make an effort to feature underrepresented groups in our visual publicity whenever possible, and always announce: FREE & OPEN TO ALL.</p>
<p>10. What measures will you take to promote/practice environmental sustainability through your celebration? We use recycled materials in many aspects of the celebration, from loose play props for children to compostable cups/wares for refreshments. Our entire mission is built on cultivating environmental sustainability, and we always do our best to walk the talk. We avoid disposable materials whenever possible and substitute with reusable, or omit altogether.</p>
<p>11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program? We have applied for and received two Mud Day and two Fire & Ice Celebrations grants, support for past events such as Hatchday, and frequently borrow (and thoroughly appreciate!!) tables, chairs, tents, and generators from DIA for all of our events.</p>
<p>12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested? If we received less than requested we would limit the number of paid performers and artists.</p>
<p>*Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.</p>

Celebration Name: FIRE AND ICE FESTIVAL

Community Celebrations Grant Application - Budget/Expense Report Form

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
<i>List all major categories of expenses</i>	Local talent	Ice carver	\$250	\$250	\$0
<i>Add or delete lines/rows as needed</i>	Local talent	fire jugglers/spinners	\$400	\$200	\$200
<i>Include the value of in-kind support</i>	Other entertainment	music/percussionists	\$200	\$100	\$100
<i>Denote in-kind as in example.</i>	Local food	popcorn, hot cocoa, roasted veggies	\$300	\$150	\$150
	Sound system	PA System	\$200	\$0	\$200
	Reusable banner	(2) Reusable Fire & Ice Banner	\$250	\$250	
	Paid Advertising	Facebook Ad	\$50	\$50	\$0
	Printed Collateral	posters & handbills	\$100	\$100	\$0
	Other	reusable educational & play materials	\$300	\$300	\$0
	Other	pre-cast ice blocks	\$400	\$400	\$0
	Other	planning/organization	\$500	\$0	\$500
	Other	photography/documentation	\$200	\$0	\$200
	Other	set up/staffing/clean up	\$500	\$0	\$500
	TOTAL EXPENSES		\$3,650	\$1,800	\$1,850

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 49.3%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		1,800
	Other	Mama Goose sponsorship	1,200
	SUBTOTAL (cash income)		\$3,000
INCOME - IN-KIND	Donated services		\$650
	SUBTOTAL (in-kind support)		\$650
	TOTAL REVENUES (including in-kind)		\$3,650
	REVENUES LESS EXPENSES		\$0

Note: this form is also available as an Excel spreadsheet file. Email tknipe@tompkins-co.org