

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: Groton Winterfest	Municipality where Celebration will take place: Groton, NY
Expected Attendance/Participation: 400-500 people	Date(s): February 7, 2015
Group requesting grant (organizer): Village of Groton	Amount requested: \$975.00
Event Contact Name: <u>Tracy Cooper</u> Phone <u>607-898-4569</u> Address: <u>400 Peru Rd, Groton, NY 13073</u> Email <u>tcooper@groton.cnyric.org</u>	

<p>1. Describe your celebration in a few sentences.</p> <p>Groton Winterfest is a community event which celebrates the winter season and our community. During the winter months, this is the main event in our town where community members can gather, socialize, get informed, stay active, and have fun. Here the community has the opportunity to learn about local agencies, businesses, and get active in the many events available around in the village.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)?</p> <p>The Groton Winterfest started small in 2003. There was sledding, food, and games for the kids. In the past ten years the event has blossomed into something much bigger involving many local businesses, non-profit organizations, food, entertainment, musical performances, contests, and educational demonstrations. We also invite local agencies and groups to set up information booths. In the past we've had TC Action, Head Start, Even Start, Gleason Geothermal Heating Company, Tompkins County Solid Waste, Ithaca Youth Bureau, Tompkins County SPCA, and Cornell Cooperative Extension at Winterfest. We also invite energy conservation organizations and programs to attend as well. Tompkins County Solid Waste has set up booths in the past and more recently have taken on a more supportive role in our "Recycled Toboggan Contest" by serving as our contest judges and providing prizes for contestants. Winterfest is also a venue where many of our youth sports teams can run fundraisers by selling concessions or holding raffles. Each year we also try to bring a performing arts component into the event.</p>

In the past there have been bands playing on stage, solo musicians playing in the hallway, story tellers etc. More recent components of our Winterfest include dog sled rides and the “Recycled Toboggan Contest” which have also become yearly traditions. Other traditions that we keep are the Cross- Country ski usage and sledding. Groton Winterfest has become a tradition in Groton that people of all ages look forward to each year.

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

Like many small communities, Groton takes pride in their close nit community and strives to provide their children with opportunities to experience fun, positive events and activities. This event celebrates family, winter, and life in a rural town.

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.

The historical component of our celebration will be conveyed to the public through our event flyers which will include information such as how long the event has been occurring as well as tradition activities during Winterfest. Also there will be Groton History information booklets provided at our welcome desk. We also invite the Groton Alumni and the Groton Historical Society who also have information available to our community members.

5. How will you measure attendance, benefits, and success of the event?

The attendance at the event will be taken by volunteers at the welcome desk at the front door. There will also be attendance taken at activities by persons responsible for each activity throughout the day. We also keep track of how much food is sold. The success and benefits of this event will be based upon community reviews, participation, as well as open suggestion boxes.

6. List local partners and entities that will assist with the event, and what they will provide.

- Groton Central School District- Location of the event.
- Groton National Honor Society- Volunteer Support
- Groton Elementary School’s “Leader’s Club Students”- Volunteer Support
- Junior class of 2016- Volunteer support
- Groton Youth Services- Event Volunteers
- School Interest Clubs- Information, and fundraising such as hotdogs, bake sale, raffles.
- Local businesses such as The Groton Hobby Shop, The Groton Village Pool, Bun Appétit Bakery, and Groton Bowling Alley give donations towards various events.

7. List the board of advisors.

Director of Recreation- Jennifer Jones
Recreation Supervisor- Tracy Cooper
Village Administrator- Chuck Rankin
Village Mayor- Jeff Evener
Joint Recreation Committee Members-
Sheila Ossit, Betty Conger, Terry young, Kelly Smith, and Monica Dykeman

8. How many people might be expected to attend, and how will you promote the celebration?

The event will be planned around 400-500 attendees. Promotion for the event will be done through multiple forms of media including local flyers around town and 100’s of fliers that go home with children at school, advertisements in local papers (Groton Independent, The shopper), as well as the local radio

broadcast.

9. What measures will you take to promote diversity and inclusion through your celebration?

The Groton Winterfest is an equal opportunity event. There are activities that will be enjoyed regardless of race, color, religion, sex, or disability. Contest such as talent shows and toboggan races are open to all. Any accommodations needed will also be taken care of to ensure all will enjoy Groton Winterfest.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

Throughout the event, we will offer recycling bins to minimize human waste; we also will have compost containers to lessen the overall environmental impact of the event. We will also invite energy conservation organizations and programs to attend as well. Tompkins County Solid Waste has set up booths in the past and more recently taken on a more supportive role in our "Recycled Toboggan Contest".

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

I plan to take advantage of this assistance with the upcoming event planning workshops this fall; most specifically in areas of budgeting and fundraising.

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?

With less funding, there would fewer events. Artistic and Musical performances such as Judy Stock or Moreland the Magician may not be events available for children and the community. This would greatly impact the overall feeling of the event as well as the amount of activities children and families could e

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

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.**

to be EXPENSES with resources	USE	DESCRIPTION (provide details)	ESTIMATED	ESTIMATED	DIFFERENCE
			TOTAL	USE OF GRANT	made up other
	Local Talent	Judy Stock	\$200.00	\$100.00	\$100.00
	Local Talent	Moreland the Magician	\$300.00	\$150.00	\$150.00
	Local Talent	Band to perform in Auditorium	\$400.00	\$200.00	\$200.00
	Supplies	10 Poster Boards	\$10.00	\$5.00	\$5.00
	Paid Advertising	Shopper Ad	\$120.00	\$60.00	\$60.00
	Food Purchases	Concession Stand Food Items	\$200.00	\$100.00	\$100.00
	Reusable Banners	Outdoor/Indoor Banner	\$200.00	\$100.00	\$100.00
	Supplies	Wood for Children's Games	\$40.00	\$20.00	\$20.00
	Local Talent	Dance Team	\$50.00	\$30.00	\$20.00
	Local Talent	Dog Sled Team	\$300	\$150.00	\$150.00
	Equipment Rental	Popcorn Machine & supplies	\$60.00	\$30.00	\$30.00
	Equipment Rental	Cotton Candy Machine & supplies	\$75.00	\$35.00	\$40.00
					Village funding
	TOTAL EXPENSES		\$1,955	\$980	\$975

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

INCOME - CASH ESTIMATED

DESCRIPTION

TOTAL

SOURCE

(provide details)

<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	\$200.00
	Cash donations	Donation cans	\$30.00
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		\$1205.00

INCOME - IN-KIND

Donated goods	Marks Coupon Cards	\$50.00
Donated goods	Prize Donations	\$100.00
Donated services	Volunteers	\$0
Donated services		\$
SUBTOTAL (in-kind support)		\$150.00