

5. How will you measure attendance, benefits, and success of the event?
Attendance will be measured by food purchases and volunteer survey-takes.

Success: Fun Day aims to bring the community together and raise funds for the fire departments, so solid attendance and a healthy profit will be the best indicators of success.

6. List local partners and entities that will assist with the event, and what they will provide.
Danby Volunteer Fire Company, West Danby Volunteer Fire Company, Danby Town Government, Danby Community Council, Danby Federated Church. These groups will all provide volunteer labor to the event as well as exhibits. Cornell Cooperative Extension provides exhibits. We are hoping to have an exhibit from local law enforcement as well.

7. List the board of advisors.

Sharon Gaden, John Gaden, George Jakubson (Danby Volunteer Fire Company).
Marrell Cortright (West Danby Volunteer Fire Department).
Sue Beeners (Town of Danby)

8. How many people might be expected to attend, and how will you promote the celebration?
Last year we had approximately 1,000 people attending Fun Day. This year we hope to have more since it is the 30th anniversary. We advertise the event in free (to residents) local newsletters. Gay Huddle writes it up in her columns in the Ithaca Journal. We will have posters around town, and have the event listed in the "things to do" sections of the Ithaca Journal, Broader View, Ithaca Times, Tompkins County Weekly, the Cornell Summer Sessions event calendar, etc. The sign boards near the fire stations will also have notices. We anticipate doing some radio advertising if the budget permits.

9. What measures will you take to promote diversity and inclusion through your celebration?
The Danby fire station is an accessible building with accessible parking. We have seating under the pavilion which is accessible to the mobility impaired. We welcome all members of the community without regard to race, gender, religion, sexual orientation, etc. Our games for kids are modestly priced (e.g 10 cents or 25 cents) so that all kids are able to take part.

10. What measures will you take to promote/practice environmental sustainability through your celebration? We separate recyclable materials at Fun Day. Last year we tried to separate compostable materials from landfill materials, but our efforts were not completely successful. If we have enough labor, we anticipate have some educators stationed at the trash/recycle/compost stations to help people sort out the materials rather than just having separate collection bins with signs.

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

Previous organizers have attended training sessions run by the Festivals Program and have trained this year's group. We have also studied the presentation and training materials which the Festivals Program made available online.

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 money we would reduce the number of local bands unless they agreed to donate part of their time. We would also reduce the size and scope of the history exhibits. Finding, enlarging, etc. of old photographs of the stations, departments, and community is a large fraction of the Celebrations Grant request.

***Attach a Budget Form showing how the grant money would be spent.**

Copy to the Municipality

In addition to submitting your grant applications to Tompkins County Planning Department, you must send one copy of your application to the village, town, or city office where your event will take place. Addresses are listed below. Check where you have sent the application. *Example: if your event takes place at Stewart Park, then you would send one copy to the City of Ithaca. If it takes place inside the Groton Fire Department, then you must send one copy to the Town of Groton.* If you are unclear on this requirement, please contact the Tompkins County Planning Department.

No letter of endorsement is required.

- City of Ithaca, Mayor's Office, 108 East Green Street, Ithaca, NY 14850
- Town of Caroline, Town Clerk, PO Box 136, 2670 Slaterville Rd., Slaterville Springs, NY 14881
- Town of Danby, Town Clerk, 1830 Danby Road, Ithaca, NY 14850
- Town of Dryden, Town Clerk, 93 East Main Street, Dryden, NY 13053
- Town of Enfield, Town Clerk, 168 Enfield Main Road, Ithaca, NY 14850
- Town of Groton, Town Clerk, 101 Conger Boulevard, PO Box 36, Groton, NY 13073
- Town of Ithaca, Town Clerk, 215 N. Tioga Street, Ithaca 14850
- Town of Lansing, Town Clerk, Box 186, Lansing, NY 14882
- Town of Newfield, Town Clerk, 166 Main Street, Newfield, NY 14867
- Town of Ulysses, Town Clerk, 10 Elm Street, Trumansburg, NY 14886
- Village of Cayuga Heights, Village Clerk, 836 Hanshaw Road, Ithaca, NY 14850
- Village of Dryden, Village Clerk, 16 South Street, PO Box 820, Dryden, NY 13053
- Village of Freeville, Village Clerk, PO Box 288, 5 Factory Street, Freeville, NY 13068
- Village of Groton, Village Clerk, 108 East Cortland Street, PO Box 100, Groton, NY 13073
- Village of Lansing, Village Clerk, 2405 N. Triphammer Road, Ithaca, NY 14850
- Village of Trumansburg, Village Clerk, 56 East Main Street, PO Box 718, Trumansburg, NY 14886-0718

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.

\$__1600__

Danby Fun Day 2013
Name of Celebration Event

__ George Jakubson __
Name of Person Completing This Report

_ 13-July-2013 _
Date of Event

1. Approximate attendance: 900-1000

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

We based attendance estimates on food sales and visits to some of the more popular games. We sold out of chicken (450 halves) though that might be a little high since in the last half hour we cut the price to finish them off and may have had some repeat customers then, but probably not too many. The kitchen/grill sold out of sausages, almost sold out of veggie burgers, and almost sold out of hamburgers. We sold 350 pounds of salt potatoes.

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.

We received another grant which paid for some of the band expense. Otherwise expenses were what we expected.

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

Fun Fair is a tradition so many local people in Danby plan for it. For them, the banner giving them the date as they drive past the station is probably most effective. The Danby Area News goes to all mailing addresses, and seems to be effective. We need to find better places to put posters, and need to find an alternative to Broader View (now defunct) to reach the West Danby people. Gay Huddle's column in the Ithaca Journal seems to work well. We're investigating the idea of radio ads but are not sure how to target that.

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?

Attendance was low at first, probably because the weather looked threatening. When the weather cleared it picked up markedly. Perhaps we need contact with popular radio stations to publicize the fact that we're

still going and that the weather is fine? We had community volunteers not associated with the fire departments staffing two of the games, and that seemed to work well. They enjoyed it, and it brought a new group of local people into the fair. We should expand that if possible. We plan to reach out to youth groups to see if there are similar opportunities there.

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

We welcome participation from other groups in the community, particularly for the parade. We're especially looking for some group to act as a color guard, marching with the flag, to start off the parade.

Please return this completed report to tknipe@tomkins-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: Danby Fun Day 2013

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
	Example only	200 8.5x11 color posters at	\$50	\$30	\$20
	Example only	Donated food - restaurant	\$300	\$0	\$300
List all major categories	Local talent	4 local bands	\$800	\$800	
Add or delete lines/rows	Local talent		\$	\$	\$
Include the value of in-kind	Other entertainment		\$	\$	\$
Denote in-kind as in exa	Local food	locally purchased food	\$2,250	\$0	\$2,250
	goods from local	Chinese Auction Items	\$1,200	\$0	\$1,200
	Reusable Banner	Re-Dating Banner	\$30	\$30	\$0
	Printing-Postage	Postage	\$30	\$0	\$30
	Advertising-	Journal, Tompkins Weekly, Broader View, etc.	\$500	\$250	\$250
	Flyers	Poster Printing	\$175	\$175	\$0
	Fun Stuff	Helium Tank, cotton Candy, popcorn supplies	\$80	\$0	\$80
	History Exhibits	story exhibits. Blowing up of old photographs	\$350	\$350	\$0
	Other	kids supplies	\$50	\$0	\$50
	Other	donated baked goods	\$200	\$0	\$200
	Other		\$	\$	\$
	Other		\$	\$	\$
	Other		\$	\$	\$
	TOTAL EXPENSES		\$5,665	\$1,605	\$4,060

Grant share must be 50% Community Celebrations Grant Share of Total Expenses (%) 28.3%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED
			TOTAL
List major categories of	Community Celebrations Grant		1605
Add or delete lines/rows	Danby Volunteer Fire Co		1250
	West Danby VFD		1250
	Town Account		80
Include value of in-kind	Event revenues		\$
	Cash donations		1280
	Other		\$
	Other		\$

SUBTOTAL (cash income)	\$5,465
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INCOME - IN-KIND

Donated goods			
Donated goods		donated baked goods	\$200
Donated services			
Donated services			
SUBTOTAL (in-kind support)			\$200

TOTAL REVENUES (including in-kind) \$5,665

REVENUES LESS EXPENSES \$0

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

EXPENSES	USE	DESCRIPTION (provide details)	ACTUAL use of grand	UNUSED grant money
	<i>Example only</i>	200 8.5x11 color posters at 25c each		
	<i>Example only</i>	Donated food - restaurant X (in-kind)		
List all major categories	Local talent	4 local bands	600	200
Add or delete lines/rows	Local talent			
Include the value of in-kind	Other entertainment			
Denote in-kind as in-kind	Local food	locally purchased food		
	goods from local businesses	Chinese Auction Items		
	Reusable Banner	Re-Dating Banner	30	0
	Printing-Postage	Postage		
	Advertising-Newspaper	Journal, Tompkins Weekly, Broader View, etc.	250	0
	Flyers	Poster Printing	175	0
	Fun Stuff	Helium Tank, cotton Candy, popcorn supplies		
	History Exhibits	story exhibits. Blowing up of old photographs	350	0
	Other	kids supplies		
	Other	donated baked goods		
	Other			
	TOTAL EXPENSES		1405	195

We received another grant which paid part of the bands 1600 granted. 195 unused. Check to come