

## 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.

**\$\_600.00**

Amount Awarded

**Food Justice Summit**

Name of Celebration Event

**Allison Sribarra**

Name of Person Completing  
This Report

**9/21/13\_**

Date of Event

**1. Approximate attendance:** 500 adults and children

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

We measured attendance by doing crowd counts during several key moments of the event, including when our guest speaker was presenting and at the tabling portion of the event, which was held in an enclosed indoor space due to weather. The speaker, Majora Carter, is a well-known voice in the food justice movement and attracted a significant number of people. Most of the people at the event were seated or in the stage vicinity for her talk, making it easier to do an accurate count. Later in the day, we were faced with rain and so most of the people in attendance visited the tables in the gym during the periods of rain. This offered an enclosed area in which to do an accurate count of people in attendance.

**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 for the Food Justice Summit were less than originally budgeted. This is due to the fact that we were able to secure local musical talent for less than originally anticipated. We also worked to develop a number of partnerships that led to in-kind donations, for example food from local farmers and space rental from Southside Community Center. This gave us room in the budget to hire a high profile speaker (Majora Carter, founder of Sustainable South Bronx) that served to attract additional event participants.

Also, following feedback of last year's Summit, we focused on an event that was for an afternoon, rather than the whole day. This also contributed to our expenses being less than budgeted but also allowed for a more focused event, one that maintained its momentum from start to finish.

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

Press releases, PSAs, event announcements, calendar listings and articles were sent to local print, radio and TV media. This resulted in two of our event organizers being interviewed on WRFI Community Radio. Feature articles were included in Tompkins Weekly and GreenStar's GreenLeaf.

Posters and flyers were distributed throughout the community (businesses, community centers, schools) and at other community events (Juneteenth, GIAC festival). A Facebook page was created and used regularly to engage people in social networking to promote the event. Signs were posted throughout GreenStar Cooperative Market and in other venues around Ithaca, Trumansburg, Brooktondale and other surrounding towns. GreenStar Community Projects board members and event volunteers tabled at GreenStar Cooperative Market and announcements were made through local listserves, including Sustainable Tompkins and the Human Services Coalition listserv.

In addition, several board members and event volunteers canvassed the neighborhood surrounding the event (held at Southside Community Center) to specifically invite them to the event and alert them to the road closures.

The most effective marketing methods were those that used direct personal contact. Tabling at other community events and at GreenStar, as well as canvassing the Southside neighborhood helped build community buy-in for why an event focused on food justice was necessary in our community.

**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?**

In 2013, GSCP combined the Food Justice Summit with our Farm-a-Thon/work parties. We organized teams of volunteers to go work at local farms on the morning of the Summit, helping to create a connection between the volunteers and the farms that serve as a key piece in providing healthy, affordable food. Volunteers pledged to raise money for GSCP, much like participants in a walk-a-thon. Following a morning of work on the farm, the volunteers would then be invited to celebrate food justice at the Summit. Although the volunteers at the Farm-a-thon had an excellent experience, the GSCP board had a difficult time recruiting volunteers for the Farm-a-Thon and promoting the Food Justice Summit at the same time. The two events, though related, were separate enough to create confusion among people interested in attending one or both.

Our plans for 2014 include both a Farm-a-thon and a Summit again but the Farm-a-thon will be held in the spring, and the Summit will be held in the fall.

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

Funding from Tompkins County Tourism Program allowed GSCP to recruit a well-respected, nationally known voice in the food justice movement, Majora Carter, to be our featured speaker at the event. The addition of Major Carter to our line-up of local speakers and performers attracted a diverse set of people, from those who were fans of the local bands, to those who wanted specifically to hear about Ms. Carter's experience with food justice in South Bronx, NY.

Weather was also a contributing factor in event attendance. We experienced short rain showers during event set up and in the first hour of the event. This was followed by a brief respite, and then by a complete downpour about three quarters of the way through the event. The rain was so bad that we canceled the closing musical act, as it would have been impossible for them to perform outside, even with the cover of a tent. Most event participants had already left at this point, due to the weather. Despite the weather, there was great energy and momentum at the event and we look forward to the 2014 Summit.

Please return this completed report to [tknipe@tom-pkins-co.org](mailto: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:** Food Justice Summit (GreenStar Community Projects)

**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 Add or delete lines/rows as needed Include the value of in-kind support Denote in-kind as in example.</i>	<i>Example only</i>	200 8.5x11 color posters at 25c each	\$50	\$30	\$20
	<i>Example only</i>	Donated food - restaurant X (in-kind)	\$300	\$0	\$300
	Local talent	Mbusi	\$300	\$0	\$300
	Local talent	In-kind donation from KiTun	\$300	\$0	\$300
	Other entertainment	Speaker – Majora Carter	\$2,457	\$600	\$1,857
	Local food	In-kind donation from farms	\$500	\$0	\$500
	Local products		\$	\$	\$
	Local services	In-kind donation – Printing from GreenStar	\$150	\$0	\$150
	Space rental	In-kind donation from Southside Community Center	\$100	\$0	\$100
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising		\$	\$	\$
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers	stipends to support our low-income volunteers	\$508	\$0	\$508
	Memorabilia (T-Shirts)	Northeast Kingdom Apparel	\$872	\$0	\$872
	Rentals	Table rental for booths	\$75	\$0	\$75
	Permits	City of Ithaca street closure permit	\$150	\$0	\$150
	Supplies	dinner ware for serving food, poster supplies, educational materials, tent to cover stage area	\$711	\$0	\$711
Other		\$	\$	\$	
<b>TOTAL EXPENSES</b>			<b>\$6,124</b>	\$600	\$5,524

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 9.8%

**INCOME - CASH**

	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income Add or delete lines/rows as needed Include value of in-kind donations</i>	Community Celebrations Grant		600
	Other grant	Sustainable Tompkins Mini-Grant; Park Foundation	2500
	Event revenues		\$
	Cash donations	collected via jars at event	91.11
	Other	T-shirt sales	201
	Other	Sponsorships	5000
	Other	Tabling fees (waived for most organizations)	75
	SUBTOTAL (cash income)		

**INCOME - IN-KIND**

Donated goods	Food from local farms	\$500	
Donated goods			
Donated services	local music talent – Ki Tun	\$300	
Donated services	GreenStar – printing	\$150	
SUBTOTAL (in-kind support)			\$950
<b>TOTAL REVENUES (including in-kind)</b>			<b>\$9,417</b>
<b>REVENUES LESS EXPENSES</b>			<b>\$3,293</b>

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