

2013 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.

\$ 1,200

2013 Latino Heritage Month Celebration
Name of Celebration Event

Fernando de Aragón
Name of Person Completing This Report

Sept.15-Oct.15, 2013
Date of Event

1. Approximate attendance: 540

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

We had volunteers do head counts at different times during the event. The events this year were open door events with attendees walking in and out

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.

The actual expensed differed significantly form the estimated budget included in the application. This is not unexpected. Because of the long lag time between the application submission and the Sept. 15-Oct.15 2013 Latino Heritage Month time period, the LCA did not have specific performers and events listed in the application. The final list of performers and the dates, times and locations of our specific was determined in the months preceding Latino Heritage Month in order to take best advantage of the availability of artists, performers, and other participants.

We received the Community Arts Partnership GAP grant as anticipated, which served as our other significant source of funding. As usual we were able to generate in-kind contributions of time and services from LCA friends and members. However, we were not able to secure funding from the local business community. This, we believe, is mostly due to the fact that we did not sponsor a large signature event, instead we had a series of smaller events.

The LCA is careful developing its programming, always making sure to stay within available resources both financial and implementation capacity.

Please see the Grant Expense form attached as a separate file.

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

We used different forms of outreach to the community:

-posters

-emails in different community lists – LCA, Cornell and Ithaca College Latin American Studies, Multicultural Resource Center

-Created Facebook events

-Listed in LCA webpage

-Listing in Ithaca Events.com

-Events like the art and photo exhibits were part of larger, established events – First Friday Gallery Night – and as such benefited from marketing for those activities.

We find emails to be the most effective and cost-effective method to market events.

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?

There is no particular formula that works best in developing programming for a celebration like Latino Heritage Month. The art and photo exhibits were deemed very successful. The Daughter Dance event had lower than expected attendance probably due to the number of competing events and the miserable weather that evening. Better publicity and/or broadening the scope of the event may have resulted in better attendance.

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

This is the only Pan-Latin American cultural celebration in our community. It offers the opportunity to present the many aspects of Latin American culture and its contributions. The LCA is very grateful for the Tompkins County Strategic Tourism Planning Board for its support of our activities over the years.

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: 2013 LATINO HERITAGE MONTH

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		DIFFERENCE to be	
		TOTAL (from application)	Actual Expense	ACTUAL USE OF GRANT	made up with other resources
Local talent	Principal Performers-fee	\$2,000	\$1,330	\$750	\$580
Local talent	Principal Performers-lodging	\$0	\$330	\$320	\$10
Local talent	Backup Performers	\$500	\$0	\$0	\$0
Other Local Food	Snacks and refreshments	\$100	\$162	\$0	\$162
Local services	Catered food	\$400	\$250	\$0	\$250
Space rental	CSMA, GIAC, Jen&Andy's Gift Shop	\$300	\$420	\$0	\$420
Art show materials	Canvases, hooks, frames, drop cloth	\$0	\$85	\$0	\$85
Sound system	Sound System & DJ	\$300	\$130	\$130	\$0
Printed Collateral	Publicity Flyers and Posters	\$75	\$0	\$0	\$0
Other Marketing	Mailing Postage	\$200	\$0	\$0	\$0
Other	Composting/Waste Disposal	\$75	\$0	\$0	\$0
Other	Tables, chairs, tents	\$300	\$0	\$0	\$0
TOTAL EXPENSES		\$4,250	\$2,707	\$1,200	\$1,507

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.

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 44.3%

INCOME - CASH

SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL	Actual Income
Community Celebrations Grant		\$2,000	\$1,200
Other grant	CAP Grant	\$1,000	\$1,000
Event revenues	T-shirt sales, raffle, etc.	\$150	\$0
Cash donations	LCA Members and others	\$75	\$0
Other Gifts	Community Businesses	\$500	\$0
Other		\$	
SUBTOTAL (cash income)		\$3,725	\$2,200

INCOME - IN-KIND

Donated services	Design of Marketing Materials	\$0	\$75
Donated services	Event Coordinators-40 hrs.	\$872	\$872
Donated goods	DIA/Festival Program Materials	\$300	\$0
Donated goods	Food and food preparation	\$250	\$0
SUBTOTAL (in-kind support)		\$1,422	\$947
TOTAL REVENUES (including in-kind)		\$5,147	\$3,147
REVENUES LESS EXPENSES (including in-kind)		\$897	\$440

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