

SPRING 2013 COMMUNITY CELEBRATIONS GRANT

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.

\$ 1,600

Newfield Old Home Days

Name of Celebration Event

Sue Chaffee

Name of Person Completing This Report

September 6 and 7, 2013

Date of Event

1. Approximate attendance: 1000-1200

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

Our attendance approximation is based on the combination of a visual count during the parade and crowds gathered at specific attractions, the number of carnival tickets sold (particularly the pay-one-price wristbands), raffle tickets sold, and historical data. Attendance seemed to be the same as usual, but many commented that it seemed like attendees stayed longer likely due to nice weather and an extended entertainment schedule. We believe our methods of counting attendance are effective. Numbers lining the parade route give an indication of how many will join the festivities on the grounds. Since our busiest time is just after the parade, estimating the number of attendees at each concurrent attraction at that time is a good indicator.

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.

Our expenses were close to expected. Our income was slightly less, but we were able to adjust expenses accordingly.

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

We advertise via radio, newspaper, banners, posters, public use signs, yard signs, school newsletter, online calendars, and our unique Old Home Days booklet. Our booklet is one of our best methods of advertising. Each year it features a different aspect of Newfield's history and is a collectible item for many. Radio ads also seem to be very successful. They ran several times daily starting one week prior to the event. We purchased a banner in 2011 and had a second one donated to us in 2012 along with yard signs which allowed us to advertise well on Route 13. The Corning Leader provided a full page ad for our event at no cost to us. They solicited paid ads from Newfield business to include with our ad. Having the carnival setup several days prior to the event is an added reminder to students and staff to come and enjoy the rides and the entire event. We also have a web site that helps get the word out: <http://newfieldoldhomedays.org/>. This year we used Facebook to generate interest and hope to expand in this area next year.

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?

Unfortunately we have not had a follow up meeting yet to get feedback from all committee members. Based on initial feedback, this year's celebration was very successful. We did have some complaints related to our booklet articles. The 2013 theme was Honoring Law Enforcement and our booklet contained great articles including one that featured interviews with several retired and active law enforcement officers. We were not able to interview all officers due to time constraints and the secure nature of their jobs. We did not make that clear so some readers felt that we forgot some individuals. In the future we need to be clear about the scope of the articles and acknowledge that we are including only a sample of information.

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

The Newfield Old Home Days celebration is Newfield's largest event of the year. It offers an opportunity to gather with friends locally and those from out of town. Often class reunion committees schedule their events at the same time. We get a lot of compliments on our parade every year and it is a great start to a full day of fun activities and great entertainment, most of which are free. Our children look forward to the games and rides at the carnival and spending time with their family and friends. There are many groups that benefit greatly by Newfield Old Home Days. The majority of the vendors at our event are non-profit organizations. Old Home Days is the biggest fund raiser for most of the high school classes earning money for trips and other class projects. Local music groups also benefit from the exposure they get by performing for our enthusiastic crowd. Other highlights include a 5k race, kids pedal tractor pull, book sale, craft vendors and lots of great food all afternoon.

Our committee is very small but we accomplish a lot in a short amount of time. We are always looking for new members and would welcome any suggestions you might have to get more people interested. We are very grateful for the work that you do and funding you provide in order for our community to enjoy Newfield Old Home Days.

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 Newfield Old Home Days

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>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
<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>	Local talent	Live music and tent	\$1,325	\$1,100	\$
	Local talent		\$	\$	\$
	Other entertainment	Parade costs	\$900	\$500	\$
	Local food		\$	\$	\$
	Local products		\$	\$	\$
	Local services	Port-a-Johns	\$367	\$	\$
	Space rental		\$	\$	\$
	Sound system	Includes emcee on Saturday	\$200	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	Radio and Newspaper	\$918	\$	\$
	Printed Collateral	Booklet and signs	\$1,258	\$	\$
	Other Marketing	Website (free volunteer service)	\$40	\$	\$
	Support for Volunteers			\$	\$
	Other	Fireworks	\$2,000	\$	\$
	Other			\$	\$
TOTAL EXPENSES			\$7,008	\$1,600	\$0

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 22.8%

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		1600
	Other grant	United Way	150
	Event revenues	Booklet Ads	2780
	Vendors		700
	Cash donations		611
	Other	Carnival	788
	Other	T-shirts, mugs, raffles, etc.	425
	SUBTOTAL (cash income)		\$7,054

INCOME - IN-KIND		
Donated goods		
Donated goods		
Donated services		
Donated services		
SUBTOTAL (in-kind support)		\$0

TOTAL REVENUES (including in-kind) \$7,054
REVENUES LESS EXPENSES \$46

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