

Thomas Knipe - 2013 Community Celebrations Grant Report for Streets Alive!, attached

From: Vikki Armstrong <varmstrong@hsctc.org>
To: Tom Knipe <tknipe@tompkins-co.org>
Date: 12/20/2013 3:30 PM
Subject: 2013 Community Celebrations Grant Report for Streets Alive!, attached
CC: Ithaca Carshare - Jennifer <jennifer@ithacacarshare.org>
Attachments: 2013 SA! STPB Comm Celebrations Report.pdf

Dear Tom -

Please find attached a Community Celebrations Grant Report for the STPB \$1000 grant awarded to the Streets Alive! events that took place on May 5, 2013 and Sept 22, 2013. I hope the report as a scanned document meets your needs; I had some challenges with the documents I was working with. Do let me know if you need the information redone in a different format.

On behalf of the Streets Alive! organizing committee, I would also like to send a great thank you to the entire Strategic Tourism Planning Board for their tireless efforts improving our community and for their ongoing support of community celebrations such as our Streets Alive! events. We had two great events this year, and we really appreciate STPB's support of the live music that made them more enticing, vibrant and hence successful affairs.

Best to you and all,
Vikki

--

Victoria Armstrong

Program Associate, Creating Healthy Places Project (CHPP)

A Project of the Health Planning Council (HPC)

& the Human Services Coalition (HSC)

Located in CENTER ITHACA Room 275

Mailing address:

171 East Martin Luther King, Jr. Blvd #133

Ithaca NY 14850-4138

TEL: (607) 273-8686

FAX: (607) 273-3002

www.hsctc.org

Related Projects

www.cayugawaterfronttrail.org

www.friendsofstewartpark.org

www.streetsaliveithaca.com

Report Form

*****Grant recipient must complete report within 1 month after event*****

Community Celebrations Grant Report

Note to applicants: This report shall be completed by the event planner within one month after the event is held. This report helps the Strategic Tourism Planning Board (STPB) administer the program and helps us understand what is involved in successful event planning. Please complete it to the best of your knowledge. Thank you.

\$ 1,000

2013 Streets Alive

Name of Celebration Event

Victoria Armstrong

Name of Person Completing This Report

May 5, 2013 & Sept 22, 2013

Date of Event

1. Approximate the attendance: 5,000 total

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

It is difficult to pinpoint the exact number - the routes are long and the event is free and open. We roughly count the number of people at the activity hubs and at intersections throughout the event, and we extrapolate from those counts. In addition, Ithaca Carshare gives away free ice cream at the far end of the route, and at each event that number was well over 500 servings.

3. Attach a copy of actual expenses paid using the attached Grant Expense form.

Please see attached.

4. List the methods for inviting attendees, and indicate the most successful method.

Multiple methods are used to invite people to both events: Streets Alive! website; Facebook event page; community, Ithaca College and Cornell University online event calendars; community listservs; poster; door hangers and yard signs throughout the neighborhoods; and partner organizations promoting the event through their networks. The most successful methods are likely the yard signs and promotion through Facebook and partner organizations. There is a growing brand recognition which also helps.

5. Please share with us what you would like the Strategic Tourism Planning Board or other event planners to know about your event.

In 2013, Creating Healthy Places, a program of the Human Service Coalition of Tompkins County, with numerous community organizations, held two Streets Alive! events: one along Cayuga & Court Streets on Sunday May 5th, and one along Plain & Clinton Streets (Southside) on Sun Sept 22nd. The streets are closed to cars and open for people to bike, walk, run, skate and socialize. 100 people volunteer to bring the events to the community, and over 2,000 people participated in each Streets Alive! event. The response has been extremely positive. People see this as an opportunity to reclaim their streets and enjoy a variety of activities from one end of a neighborhood to another. The organizers also see it as a chance to educate and to increase participation in biking and walking as forms of daily transportation. Based on the successes, the organizing committee will continue to bring Streets Alive! events to the community in 2014 and beyond with a new lead organization at the helm (as planned from the outset of the initiative). +

<i>Streets Alive - May 2013</i>	<i>Park Foundation</i>	<i>County STPB Community Celebrations</i>	<i>Creating Healthy Places</i>	<i>Total</i>
City of Ithaca Permit	100.00			
City of Ithaca Barricades	105.00			
Gnomon - Printing	37.00			
Gnomon - Printing	32.25			
Gnomon - Printing	54.75			
Printing - Posters	34.80			
Printing - Door Hangers	98.00			
Programs - design consultant	200.00			
Gnomon - Printing: programs	675.00			
FleetFoot - postering	75.00			
GreenScreen - reflective bands	995.00			
GreenScreen - sign stickers	290.12			
Ithaca Bakery 3-26	17.69			
Ithaca Bakery 4-17	17.69			
Ithaca Bakery 4-24	17.69			
Ithaca Bakery 5-8	17.69			
Ithaca Bakery 5-17	36.88			
Ithaca Bakery 6-19	29.20			
Supplies - Gas	50.01			
Supplies - Water Jugs	55.00			
Supplies - First Aid Kits	25.77			
CTB - Volunteer Food	121.25			
Wegmans - Volunteer Food	74.24			
Ithaca CarShare - Recycling Sta	431.49			
Legal Consultation	120.00			
Wordpress Domain Fee	18.00			
Live Band		500.00		
Tshirts for Volunteers			1785.16	
TOTAL	3729.52	500.00	1785.16	6014.68

<i>Streets Alive! September 2013</i>	<i>Park Foundation</i>	<i>County STPB Community Celebrations</i>	<i>Total</i>	
City of Ithaca - permit	100.00			
City of Ithaca - barricades	361.58			
GreenScreen - tshirts	1715.16			
GreenScreen - sign stickers	382.62			
FleetFoot - flyer posting	75.00			
Gnomon - printing	26.28			
Gnomon - printing	24.13			
Gnomon - printing	60.76			
Gnomon - printing	84.13			
Ithaca College - door hangers	112.50			
7-12 mtgs pre-event	48.95			
7-31 mtgs pre-event	22.19			
8-7 mtgs pre-event	22.19			
8-26 mtgs pre-event	22.19			
9-11 mtgs pre-event	18.28			
9-18 mtgs pre-event	15.99			
9-25 mtgs post-event	41.09			
11-20 mtgs post-event	19.67			
Supplies - Water Jugs	22.00			
Supplies - street sign lowes	27.66			
Supplies - street sign lowes	20.35			
Supplies - Gas	50.00			
Supplies - Chalk	55.61			
Supplies - Parking for load in	7.00			
Building rental - Southside	100.00			
Ithaca Bakery Volunteer Food	125.75			
Extra Coffee for Volunteers	18.75			
DrainBrain - portapotty	85.00			
Music - Southside		400.00		
Music - Yamatai		100.00		
Total	3664.83	500.00	4164.83	



STREETS ALIVE! SPRING 2013





STREETS ALIVE! FALL 2013

