

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.

\$ 2000.00

Tru-Ulysses Winter Fest
Name of Celebration Event

Victoria Badalamenti
Name of Person Completing This Report

12/6/13
Date of Event

1. Approximate attendance: 1250

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

The attendance will be surveyed by the police and committee member of the crowd. We are able to judge by the crowd on the street and line to visit Mr. & Mrs. Claus. This is the most effective method since we do not charge admission and there are various street entrances into the festival.

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 costs were lower than expected because one of the committee members agreed to let us use part of their radio contract for ads, we did not have the fireworks that have been done in the past years.**

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

~~There are 4 banners put up at the entrances to the Village to show the date of the festival. We create posters, brochures, programs and radio broadcast to reach the vast majority of the local & surrounding community. We always feel that the radio spots is the most successful method because it reaches more participants.~~

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?

We learned that our Farmers Market is an excellent place for additional vendors and Mr. & Mrs. Clause. We also expanded the area of the festival to include more of Main Street. We would like to put up more lighting in the Farmers Market area.

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

It is a completely free event and we try to accomidate all ages.

Please return this completed report to tknipe@tompkins-co.org OR via mail to:

Tom Knipe
Tompkins County Planning Department
121 East Court St.; Ithaca, NY 14850

Project Name:

Tru - Ulysses Winter Fest 2013

Tourism Grant Application - Budget/Expense Report Form

Instructions: Complete this form and submit it with the application. Use this template when applying for a Tourism Project Grant (TPG), New Tourism Initiative Grant (NTI) or Tourism Marketing and Advertising Grant (TMA). If awarded a grant, the applicant must also fill in this form after the event takes place with actual expenses and submit the document with the narrative report within 60 days of the completion of the

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 - CASH	USE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN \$	ESTIMATED USE OF GRANT	DIFFERENCE to be	
					made up with other resources	Actual Usage
<i>List all major cash expenses</i>	Marketing	radio, brochures, & printing	\$3,450	\$1,000	\$2,450	\$1,674
<i>Add or delete rows & categories as needed</i>	Services	juggler, games, ice sculpter, magician	\$4,200	\$1,000	\$3,200	\$2,800
	Materials	supplies	\$850	\$0	\$850	\$792
	Personnel	Wages	\$	\$	\$	\$
	Personnel	Fringe	\$	\$	\$	\$
	Other	website	\$	\$	\$	\$110
	Other	Porta potties	\$	\$	\$	\$170
	Other	NYSEG	\$	\$	\$	\$70
	SUBTOTAL (cash expenses)		\$8,500	\$2,000	\$6,500	\$5,616

IN-KIND SUPPORT	USE/SOURCE	DESCRIPTION (provide details)	ESTIMATED	
			AMOUNT IN \$	AMOUNT IN \$
<i>List all major sources of in-kind support</i>	Donated goods		\$600	
<i>Add or delete rows & categories as needed</i>	Donated services		\$	
	Other			
	Other		\$	
	Other		\$	
	SUBTOTAL (in-kind support)		\$600	
	TOTAL EXPENSES (cash expenses and in-kind support)		\$9,100	
	Tourism Grant Share of Total Expenses		22.0%	

REVENUES - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED	
			AMOUNT IN \$	AMOUNT IN \$
<i>List major sources of cash support</i>	Tourism Project / New Tourism Initiative Grant		\$	
<i>Add or delete rows & categories as needed</i>	Tourism Marketing and Advertising Grant		\$	
	Event revenues			

Cash donations	\$500
Other- VOT	\$4,000
Other- TOU	\$4,000
Other	\$
SUBTOTAL (cash revenues)	\$8,500
CASH REVENUES LESS CASH EXPENSES (Profit)	\$0