

Spring 2014 Community Celebrations Grant - Summary of Applications

Municipality	Organizer	Celebration	Description	Request	Date(s)
City of Ithaca	Multicultural Resource Center (MRC)	2014 First Peoples' Festival	The First Peoples' Festival is a celebration of Indigenous peoples of New York State with traditional music, crafts, displays and foods. We provide an educational opportunity for the public to learn more about the traditions and unlearn the stereotypes connected with Indigenous cultures. The First Peoples' Festival is located in downtown Ithaca.	\$2,000	9/27/14 or 10/4/14
City of Ithaca	GreenStar Community Projects	2014 Food Justice Summit	The Food Justice Summit is an educational and multicultural event that brings the community together to foster a sustainable, equitable and effective local food system by highlighting the unique agriculture and cultural identity of the people in Tompkins County. The 2014 event will include an emphasis on education and dialogue, with community panels, educational "break-out" sessions, and special speakers. This will be in addition to staple Food Justice Summit activities, including music by local performers, the Junior Iron Chef demonstration, and affordable local food options from area vendors.	\$2,000	Early September 2014
City of Ithaca	Greater Ithaca Activities Center (GIAC)	2014 The GIAC Festival	This is a one-day street festival hosted by GIAC that provides a multicultural, educational, and recreational opportunity focused on promoting positive social interactions, community connections, and on improving the quality of life for the people living in our community. It's primary objective is to celebrate the culture of family and community unity -- bridging the gap between neighborhoods, residents and services.	\$2,000	6/14/2014
City of Ithaca	Ithaca Children's Garden	2014 International MUD DAY!	International Mud Day is a family-fun celebration of play, art, community, and getting muddy. Children and families are invited to join in a variety of mud-related fun activities at the Hands-on-Nature "Anarchy Zone" at the Ithaca Children's Garden. Following in the successful muddy footsteps of our first two International Mud Days, we will be offering folks opportunities to make mud cloth paintings, mud pies in a "mud kitchen" and do mud experiments in a "mud lab."	\$2,000	6/28/2014
City of Ithaca	Latino Civic Association of Tompkins County	2014 Latino Heritage Month	The Latino Heritage Month Celebration consists of a series of events that seek to highlight the contributions of Latino culture in the United States. Cultural, social, educational and artistic events will be held at different venues in the City of Ithaca. In the past events have included art exhibits, music concerts, dance concerts, dance performances, theatre, book readings and food demonstrations. We even published a Tompkins County Latino Community Cookbook as part of these celebrations. We pride ourselves on presenting and displaying our local musical, dance and other artistic talents.	\$2,000	9/15/14 - 10/15/14
City of Ithaca	Southside Community Center	2014 Juneteenth	Juneteenth is the oldest celebration of the end of slavery. This year the celebration will concentrate on business and entrepreneurship in the African-American community.	\$1,200	6/21/14 - 6/26/14

Spring 2014 Community Celebrations Grant - Summary of Applications

Municipality	Organizer	Celebration	Description	Request	Date(s)
City of Ithaca	Way2GO, CCETC	2014 Streets Alive! Ithaca	This will be the 3rd year of Streets Alive! Ithaca. Streets Alive! is an active transportation event that encourages people to walk, bike and roll and to learn in a safe and supportive setting how easy and effective this is as a way to get around in their city. The previous Streets Alive! events featured to activities to educate and encourage youth and adult audiences to use active transportation.	\$1,960	5/4/14 and September TBD
City of Ithaca	Juana Benites	2014 Taste of Peru!	The Taste of Peru is a family-led community event that brings fun educational opportunities and awareness about the vibrant Peruvian cultural traditions and values as well as the amazing contributions and visions that our growing peruvian community members bring and share within our community. This event will provide a platform for collaboration among our local community cultural organizations, artists, schools, colleges and families in the Tompkins County community.	\$1,000	7/1/2014
City of Ithaca	Tompkins County Public Library	2014 - TCPL's 150 Years and Counting	Throughout 2014, the Tompkins County Public Library will be celebrating the sesquicentennial (150th) anniversary of our founding by Ezra Cornell as the Cornell Public Library. The September weekend festivities are meant to close out the year with a bang, to bring the community together before the year closes. Community celebrants are invited to participate in art and cultural activities through three fantastic and diverse exhibits, to hear from community leaders and scholars at free public programs, and to steep themselves in historical exploration.	\$2,500	9/26/14 - 9/28/14
City of Ithaca	Tompkins County Veterans Day Committee	2014 Tompkins County Veterans Day Parade and Ceremony	The parade and ceremony are to honor and support our military veterans of all wars and those who have served during peace time. This will be the 95th annual parade and ceremony. Participants include Sons of Union Soldiers and the "DoughBoys".	\$2,000	11/9/14 and 11/11/14
City of Ithaca	Creating Dreams Movement	2014 TeamUnity Project	The TeamUnity Project: focus of 2014 is to help support the movement of the Friends of Stewart Park in the reimagining of the park and the We The People Series where we will be focusing on Collective Impact in our community. Through the TeamUnity Project: we have been able to connect many people together and look forward to spreading the Project and inviting members of TeamUnity from all over the US to join us in Ithaca for the TeamUnity Project: Stewart Park.	\$2,000	5/30/14 and 6/27/14
Town of Danby	Danby Fun Day Committee	2014 Danby Fun Day Committee	This is the 31st anniversary of Danby Fun Day. Fun Day is the event of the year in Danby. Residents and visitors from surrounding towns gather at the Danby firehouse for exhibits of local history, live music by local groups, a parade, barbecue, games, prizes, and exhibits by local and non-local crafters. It is being put on jointly by the Danby and West Danby Fire Departments.	\$1,375	7/12/2014

Spring 2014 Community Celebrations Grant - Summary of Applications

Municipality	Organizer	Celebration	Description	Request	Date(s)
Town of Enfield	Enfield Community Council	2014 Enfield Harvest Festival	The Enfield Harvest Festival is a daylong community celebration which has become an anticipated community gathering. The event features a chicken BBQ, a silent auction featuring many local goods and services, a book fair, children's games, a quilt which is made by local residents and a ping pong drop from a light plane flown by a local pilot. Children race to claim a ball, which earns them a prize of their choice. This event is a common recollection of our children and young adults.	\$2,000	10/4/2014
Town of Groton	Town of Groton	2014 - 6th Annual Verne Morton Memorial Photography Show and Contest	The Town of Groton will sponsor the 6th Annual Verne Morton Memorial Photography Show & Contest during Groton Olde Home Days on Friday, August 15, 2014, from 6pm - 9pm and Saturday, August 16, 2014, from 10am - 5pm at the Town Hall located at 101 Conger Boulevard, Groton, NY. This will be our 6th year. Originally we wanted to create a new event for Groton Olde Home Days that would compliment the annual art show at the First National Bank, the annual Crafts and Collectable Show, and various other arts and crafts exhibits taking place during the weekend.	\$770	8/15/14 - 8/16/14
Town of Lansing	Lansing Community Council	2014 Celebrate Lansing!	Celebrate Lansing! is a community event involving the entire community. Village and town, community businesses, social organizations, service organizations, churches, schools, and corporations all play a role in the success of the event. The celebration itself will take place in Myers Park, although we hope to extend the celebration to local businesses who would offer a discount on that day to anyone who attends the festival. Since our bi-centennial takes place in 2017, we want to showcase the history of our town and focus on its growth and how our history has led to our current existence. This is a replacement for the Lansing Harbor Festival that ran for 7 years.	\$2,000	8/9/2014
Town of Lansing	East Shore Festival of The Arts	2014 East Shore Festival of the Arts (ESFOTA)	The East Shore Festival of The Arts (ESFOTA) is a juried art and music festival held each spring in the Town of Lansing New York. We celebrate the arts in an exuberant and family friendly atmosphere. There are a variety of music styles varying from jazz, to classical, and rock. Each year 25 + artists from the Finger Lakes area display an astounding variety of art. We also encourage the public to participate in some hands on art projects. This year visitors to the opening night will help create clay sculptures. This year the Lansing Historical Association will open the Archives Building and will feature Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11.	\$1,239	5/2/14 - 6/21/14
Town of Newfield	Finger Lakes Finns	2014 Finnishing Touches	Finnishing Touches" is a hands-on craft event for all ages. Finnish handicrafts/arts are displayed, and visitors are invited to try their hand at various traditional Finnish crafts. A few locally crafted Finnish items will also be for sale. Finger Lakes Finns 2014 Finnishing Touches"	\$523	11/15/14 - 11/16/14

Spring 2014 Community Celebrations Grant - Summary of Applications

Municipality	Organizer	Celebration	Description	Request	Date(s)
Town of Newfield	Newfield Old Home Days Committee	2014 Newfield Old Home Days	The Newfield Old Home Days (OHD) celebration is Newfield's largest event of the year and brings the entire community together to enjoy a parade, local entertainment, local craft and food vendors, and more. Free and open to the public, OHD is organized by community members and centers around a new theme every year that is based on an aspect of Newfield's history and includes a free souvenir booklet with articles and photos. The event also represents the biggest fund raising opportunity for many local organizations and school classes.	\$2,000	9/12/14 - 9/13/14
Village of Lansing	Cornell Lab of Ornithology	2014 Migration Celebration	The proposed project, Migration Celebration, offers visitors from Tompkins County and beyond a chance to celebrate the migratory birds of Sapsucker Woods and green spaces throughout the region. As the largest one-day public event at the world-renowned Cornell Lab of Ornithology, Migration Celebration offers more than 1,000 visitors a hands-on look at our diverse research, conservation, and outreach projects. Through displays and activities, visitors learn about birds and connect with the natural world—all in a fun, festival atmosphere.	\$2,000	10/18/2014
Village of Trumansburg	Village of Trumansburg	2014 Tru-Ulysses Winter Festival	The first weekend in December every year is the Tru-Ulysses Winterfest. This event is to share the start of the winter holiday season "small-town style". Highlights are watching old fashioned fireworks, delicious food, talented performers, lighting of the holiday tree and a visit from Mr. and Mrs. Claus. All to renew the holiday spirit and provide fine holiday memories.	\$2,000	12/5/2014
TOTAL REQUESTED				\$34,567	
2014 TOTAL AVAILABLE				\$32,548	
BALANCE TO RETAIN FOR FALL ROUND				(\$2,019)	

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: First Peoples' Festival	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 2200	Date(s): Either last Saturday of September or first Saturday of October 2014
Group requesting grant (organizer): Multicultural Resource Center (MRC)	Amount requested: \$2000.00
Event Contact Name: <u>Audrey J Cooper</u> Phone <u>607-272-2292 ext 135</u>	
Address: <u>615 Willow Ave., Ithaca, NY 14850</u> Email <u>ajc39@cornell.edu</u>	

1. Describe your celebration in a few sentences. **The First Peoples' Festival is a celebration of Indigenous peoples of New York State with traditional music, crafts, displays and foods. We provide an educational opportunity for the public to learn more about the traditions and unlearn the stereotypes connected with Indigenous cultures. The First Peoples' Festival is located in downtown Ithaca.**

2. What is the history of the event (ie, number of years it has occurred)?
The First Peoples' Festival began in 2010 and is 4 years old this year. The festival is coordinated by the Multicultural Resource Center staff with assistance from others.

3. What aspects of the community's culture or history are you celebrating? **We celebrate the Indigenous peoples' of New York state and showcase the rich culture and history through traditional storytelling, dancing, singing, hands-on-displays like lacrosse stick making and cornhusk doll making, plus foods that include fried bread, corn soup and tacos.**

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

We are fully aware of Indigenous history and the traditional, sacred way of life. Thank you for the offer but we respectfully decline.

5. How will you measure attendance, benefits, and success of the event?

We do head counts throughout the day although it's difficult to count all in attendance at the festival. We also check in at the children's area to see how many were engaged in activities. We know that those who come ask questions and learn much about Indigenous culture from the diverse tribal vendors and artists.

6. List local partners and entities that will assist with the event, and what they will provide.

The Multicultural Resource Center is the lead organizer and the event is co-sponsored by American Indian Program at Cornell, Ithaca College Native Studies Program, CCETC, Wells College, TC3 and the Downtown Ithaca Business Partnership. All partners contribute sponsorships to pay our artists and other costs. The DIB Partnership hosts the festival under their City of Ithaca application and contributes free publicity, trash removal and consulting.

7. List the board of advisors. **See attached MRC Board of Directors**

8. How many people might be expected to attend, and how will you promote the celebration?

Each year our numbers have grown and we expect close to 2000, and some, people will stop by. We use posters, social media (our FB page) and MRC's website as well as being included in Apple Harvest's media blitzing to spread the word about our festival. Information goes throughout Indian country as well.

9. What measures will you take to promote diversity and inclusion through your celebration?

The Multicultural Resource Center programs promote diversity & inclusion and we strive to build multicultural alliances through its work. Since this is an Indigenous festival it is very inclusive.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We try to have minimal paper and use compostable food containers and tableware. We have 2 banners, one for the fence facing Route 13/Dey Street intersection and one at the Dewitt Park's Buffalo & Cayuga Streets corner. We have volunteers who manage the recycling and compost buckets.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

MRC staff have been managing and coordinating different types of large events & festivals so we have not needed to avail ourselves of the expertise of the program. We would if needed.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

We would need to figure out how to raise the revenue as our festival already operates with a small budget. We may have to decrease the number of performers. This would have a negative impact on the ways we educate the community about Indigenous culture.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

**Multicultural Resource Center Board of Director's
2014**

Valerie Evans, President

vevans@icsd.k12.ny.us

130 Westview Lane
Ithaca, NY 14850
592-3116 (h) 274-2242 (w)
Middle School Teacher

Nancy Potter

np20@cornell.edu

615 Willow Avenue
Ithaca, NY 14850
272-2292 (w) 591-5811 (c)
F & C Development Leader, CCETC

Caleb Thomas, Secretary

calebrthomas@gmail.com

501 S. Cayuga Street
Ithaca, NY 14850
273-5242 (h & c)
Artist/Printmaker

Eddie Moran

emoran2214@gmail.com

Ithaca, NY 14850
607-339-1422 ©
Computer Programmer

Carolina Osorio Gil

carolina.osoriogil@gmail.com

Ithaca, NY 14850

Ekwem Bogmis, V. President

organicbeetjuice@gmail.com

Ithaca, NY 14850
272-5312 (h)
Musician

Joan Godwin, Treasurer

joan@godwin.cc

PO Box 4025
Ithaca, NY 14852
272-2713 h 227-5242 c
Retired Bed & Breakfast Owner

Tatia Haywood

tmh314@cornell.edu

200 CCC, 235 Garden Avenue
Ithaca, NY 14853
973-930-4974
Program Coordinator of Community Development
& Social Justice Programming CU

Godfrey L. Simmons

godfrey.simmons@gmail.com

127 Cleveland Avenue
Ithaca, NY 14850
718-820-2059 (c) 273-1797 (h)
Actor, Teacher

Lisa Proctor

LProctor@cayugamed.org

110 Van Woert Rd.
Spencer, NY 14883
607-280-7487
Nurse Practitioner, Cayuga Center
for Healthy Living

Celebration Name:

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</i>	Local talent	Graphic Designer	\$100	\$0	\$100
<i>Add or delete lines/rows as needed</i>	Local talent	Rainbow Crow's band	\$300	\$200	\$100
<i>Include the value of in-kind support</i>	Other entertainment	Singers & Dancers & others	\$3,800	\$1,500	\$2,300
<i>Denote in-kind as in example.</i>	Local food		\$	\$	\$
	Local products		\$	\$	\$
	Local services	75 posters x .50¢	\$38	\$0	\$38
	Space rental		\$	\$	\$
	Sound system	Solar Stage & Sound (local)	\$500	\$300	\$200
	Reusable signs		\$0	\$	\$
	Reusable banner		\$0	\$	\$
	Paid Advertising		\$0	\$	\$
	Printed Collateral		\$0	\$	\$
	Other Marketing	Local T-Shirts with festival logo	\$500	\$0	\$500
	Support for Volunteers	water, snacks	\$75	\$0	\$75
	Other	Permit fees	\$100	\$0	\$100
	Other	Local balloon artist, demonstrators	\$500	\$0	\$500
	Other	Local tent rentals with chairs	\$700	\$0	\$700
	Other			\$0	
	Other		\$	\$	\$
	TOTAL EXPENSES		\$6,613	\$2,000	\$4,613
<i>Grant share must be 50% or less</i>	Community Celebrations Grant Share of Total Expenses (%)		30.2%		

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		\$2,000
<i>Add or delete lines/rows as needed</i>	Other grant		\$
<i>Include value of in-kind donations</i>	Event revenues		\$
	Cash donations		\$
	Other	Sponsorships	\$3,200
	Other	MRC	\$1,413
	SUBTOTAL (cash income)		\$6,613

INCOME - IN-KIND			
	Donated goods		
	Donated goods		
	Donated services	Staff time for coordinating	\$2,500
	Donated services		
	SUBTOTAL (in-kind support)		\$2,500
	TOTAL REVENUES (including in-kind)		\$9,113
	REVENUES LESS EXPENSES		\$2,500

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Food Justice Summit	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 1,000	Date(s): Fall 2014 (Early September, TBD)
Group requesting grant (organizer): GreenStar Community Projects	Amount requested: \$2,000
<p>Event Contact Name: <u>Allison Sribarra and Holly Payne</u></p> <p>Phone <u>607-882-0496</u></p> <p>Address: <u>GreenStar Community Projects, 700 W Buffalot Street, Ithaca, NY</u></p> <p>Email alli.barrasrinivas@gmail.com, hexpayne@gmail.com</p>	

1. Describe your celebration in a few sentences.

The Food Justice Summit is an educational and multicultural event that brings the community together to foster a sustainable, equitable and effective local food system by highlighting the unique agriculture and cultural identity of the people in Tompkins County. The 2014 event will include an emphasis on education and dialogue, with community panels, educational “break-out” sessions, and special speakers. This will be in addition to staple Food Justice Summit activities, including music by local performers, the Junior Iron Chef demonstration, and affordable local food options from area vendors. The purpose is to engage and benefit community members in building a regional food system that promotes personal health, community well-being, ecological stewardship and economic vitality for all.

2. What is the history of the event (ie, number of years it has occurred)?

The Food Justice Summit has occurred for three years. The 2014 Summit will be the 4th Annual.

3. What aspects of the community’s culture or history are you celebrating?

The Food Justice Summit celebrates every person's connection to the food we eat, from the agricultural connection to the producers of our food, to our diverse cultural traditions around food. The Summit is an opportunity for people of all ages and cultures to connect, learn from each other, and declare united support for community efforts to build a just, sustainable, healthy, and equitable food system.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

Speakers, performers (musicians, artists, comedians, poets, dancers), educational presentations, food demonstrations, educational displays and tabling will provide opportunities for event goers to experience the cultural themes of the Food Justice Summit. The 2014 Summit will also include at least one panel of community members that will highlight their individual experiences with food access, sustainability, and cultural traditions around food.

5. How will you measure attendance, benefits, and success of the event?

We will measure attendance by doing crowd counts at key moments of the event. We will evaluate the success of the event by public attendance, sponsorships secured, number of organizations and vendors who table and from feedback collected by event goers, vendors and educational exhibitors. The diversity of event goers, partners, performers, speakers, vendors and exhibitors will also be used as an indicator of success.

6. List local partners and entities that will assist with the event, and what they will provide.

The following partners provide support with outreach / publicity and provide input and logistical support during the event organizing: Cornell Cooperative Extension Tompkins County, Greater Ithaca Activities Center, GreenStar Cooperative Market, Fresh Fruit and Vegetable Snack Program, Gardens 4 Humanity, Groundswell Center for Local Food and Farming, Healthy Food For All, Ithaca Community Harvest, Multicultural Resource Center, New Roots Charter School, Southern Tier Advocacy an Mitigation Project (STAMP), Sustainable Tompkins, Whole Community Project, Youth Farm Project, and many local farmers and chefs/restaurants!

In 2013, the event was hosted at Southside Community Center. The Center provided on-site logistical support and in-kind space rental. We are currently exploring the possibility of hosting the Summit at the Center again this year.

7. List the board of advisors.

GreenStar Community Projects Board of Directors: Dan Hoffman (President), Rene Carver (Vice President), Allison (“Alli”) Sribarra (Treasurer), Ellen Baer, Phoebe Brown, Gary Fine, Brandon Kane

8. How many people might be expected to attend, and how will you promote the celebration?

We estimate that 1,000 will attend.

Promotion will include: press releases, PSAs, event announcements, calendar listings and articles to regional print, radio and TV media. Announcements on local community and campus listservs (TC Human Services, Fall Creek neighborhood, Sustainable Tompkins, and Cornell’s Sustainability Hub, NWAEG, cPARN). Posters and flyers will be distributed throughout the community. Social networking will be used (Facebook, Twitter). Tabling at other community events and, depending on event location, canvassing the community, will provide a more personal method of promoting the event to potential attendees.

9. What measures will you take to promote diversity and inclusion through your celebration?

Diversity and inclusion are a part of the design and fabric of the Food Justice Summit. As in previous years, diverse groups of individuals and organizations are actively recruited to be partners, lead and serve on committees and shape the event to the fullest. The Food Justice Summit engages youth, elders, differently-abled individuals, people from diverse socio-

economic backgrounds, people of color and people who identify from a broad range of ethnicities and cultural backgrounds to be a part of the organizing, execution and evaluation of the event.

Diversity is a priority in selecting performers, guest speakers, vendors and educational exhibitors, as well as selecting culturally appropriate activities, food and music

10. What measures will you take to promote/practice environmental sustainability through your celebration?

The Food Justice Summit strives to be a Zero Waste event; a “Green-Up Crew” of volunteers is responsible for recycling, composting and trash (including source separation and waste removal). Priority will be given to using reusable, recyclable and compostable materials (dinnerware, banners, etc.). Educational exhibits from 30+ organizations will be at the event to promote and provide resources to support sustainable lifestyle choices.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

GreenStar Community Projects staff person plans to attend at least one Tompkins County Festivals Program workshop prior to the event.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

Funding from Tompkins County Tourism program will help to cover the costs of posters and other event publicity, table/chair rentals, while also helping us to attract local talent for the celebration – both musicians and featured speakers. Receiving less than the requested \$2,000 would require us to cut back on the number of performers, exhibits and activities we are planning to offer at our event to cover these necessary expenses.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: Food Justice Summit

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>	25c each	\$50	\$30	\$20
	<i>Example only</i>	(in-kind)	\$300	\$0	\$300
<i>List all major categories of expense. Add or delete lines/rows as needed. Include the value of in-kind support. Denote in-kind as in example.</i>	Local talent	local musicians	\$800	\$800	\$0
	Local talent	Featured speaker, TBD	\$650	\$650	\$0
	Other entertainment		\$	\$	\$
	Local food	Food for concessions - purchased	\$600	\$0	\$600
	Local products	T-shirts and other memorabilia	\$850	\$0	\$850
	Local services		\$	\$	\$
	Space rental	In-Kind contribution	\$300	\$0	\$300
	Sound system	In-kind contribution	\$1,000	\$0	\$1,000
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising		\$	\$	\$
	Printed Collateral	Posters	\$200	\$200	\$0
	Other Marketing		\$	\$	\$
	Support for Volunteers	stipends for planning low-income committee members	\$600	\$350	\$250
	Other	GSCP staff time	\$1,600	\$0	\$1,600
	Other	Permits	\$150	\$0	\$150
	Other	Insurance	\$400	\$0	\$400
	Other	Table/chair rentals	\$250	\$0	\$250
	Other	Food - in-kind contribution from farmers	\$400	\$	\$
	TOTAL EXPENSES		\$7,800	\$2,000	\$5,400

Grant share must be 50% or less Community Celebrations Grant Share of Total Expense 25.6%

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		2000
	Other grant		
	Event revenues	T-shirt sales	900
	Cash donations	collected at the event	200
	Other	Sponsorships	3000
	Other		\$
	SUBTOTAL (cash income)		\$6,100

INCOME - IN-KIND			
	Donated goods	food donation	\$400
	Donated goods		
	Donated services	space rental	\$300
	Donated services	Sound system	\$1,000
	SUBTOTAL (in-kind support)		\$1,700
	TOTAL REVENUES (including in-kind)		\$7,800
	REVENUES LESS EXPENSES		\$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Celebration Name: The GIAC Festival	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 500	Date(s): 6/14/14
Group requesting grant (organizer): Greater Ithaca Activities Center (GIAC)	Amount requested: \$ 2000
Event Contact Name: <u>Travis Brooks</u> Phone <u>607-272-3622</u> Address: <u>301 W. Court St., Ithaca, NY 14850</u> Email <u>travisb@cityofithaca.org</u>	

1. Describe your celebration in a few sentences.

This is a one-day street festival hosted by GIAC that provides a multicultural, educational, and recreational opportunity focused on promoting positive social interactions, community connections, and on improving the quality of life for the people living in our community. It's primary objective is to celebrate the culture of family and community unity -- bridging the gap between neighborhoods, residents and services.

2. What is the history of the event (ie, number of years it has occurred)?

This is one of GIAC's five annual special events that celebrate community and diversity (Harvest Festival, Martin Luther King, Jr. Breakfast, Black History Month Talent Show, Halloween parade and party in conjunction with the Downtown Ithaca Alliance, and the GIAC Festival). GIAC has been hosting the festival for over 25 years. Over the years, it has grown significantly from focusing exclusively on GIAC to more broadly celebrating GIAC's position as a part of the community and the connections of "our family"

3. What aspects of the community's culture or history are you celebrating?

This event celebrates GIAC's multiculturalism, the culture and talent of our neighborhood and the families we serve. Each year, community members share aspects of their individual and collective cultures from food to performances to homemade crafts that they sell. Given some of the violence and tragedy our community has experienced over the last year, we feel that it is even more important to focus on our strengths as a community and to share the positives of the many cultures that we embrace at GIAC. GIAC encompasses a wide range of cultures, ethnicities, and ages. Our teens will be performing different aspects of hip hop culture. Our Latino families will be sharing food and cultural performances. GIAC Seniors will put on their annual Cake Wheel and Crafts sale. There

will be many other unique performances from the various cultural groups that participate in GIAC programs. For us the festival celebrates a fusion of all the cultures we serve from within our neighborhood.

The four main components of the GIAC Community Festival are:

1) Vendors - We plan to have about 15-20 vendors from the neighborhood most of whom have been involved with GIAC for over 10 years, as volunteers, supporters, or GIAC parents. Vendors sell an array of multicultural products from rare plants to diverse crafts and clothing to a variety of ethnic foods. All of the vendors are small, home-based businesses and cater to the low-to-moderate income population. The GIAC Teen (and preteen) Program, will be selling t-shirts that are designed and made through a micro-entrepreneur program, as well as posters honoring human/civil rights leaders.

2) Children's/family games - We plan to have six stations for children/family games. There will be several bounce houses and other large inflatable games; one for challenging motor and cognitive skills games for the teen population; an arts and crafts booth for families; a station for fun, novelty and team games for ages 4 - 13 years (such as pin the tail on the donkey, water balloon toss, three-legged race and fishing for prizes); and a 3-on-3 basketball tournament.

3) Performances – We will have performances and entertainment from community members, GIAC participants, staff, and a specially invited “headliner” entertainer/band, all of which will showcase different cultures and genres.

4) Community agencies – We will have tabling opportunities for 10–15 community service agencies to use the festival as an opportunity to showcase their organization and gain exposure within GIAC's diverse population. It is also a fun venue for community members to seek services or information about meeting their needs without intimidation or embarrassment.

Additionally, the Ithaca Police Department will be in attendance with free helmet fitting, giveaways for children and families, and tours of the SWAT vehicle; the Ithaca Fire Department demonstrating proper use of a fire extinguisher (and allowing children to try), The Tompkins County Sheriff's Department with a DWI simulation testing station. Tompkins County Health Department Healthy Neighborhood Program will provide information on promoting healthy homes through awareness of radon, smoke and carbon monoxide detectors, lead paint, and more. Together, all the organizations and agencies bring attention to and celebrate neighborhood, safety, security, and quality of life.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

The cultural component of the celebration will be obvious through the eclectic mix of music and performances, as well as the range of vendors selling food and goods. Some of

the cultural performances include Irish music and dancing, Latino dancing, Hip Hop dancing and singing, Blues guitarist, African drumming and dancing, and Japanese drumming, among others.

5. How will you measure attendance, benefits, and success of the event?

Observation of crowd size/response, comparison to previous years, informal feedback from attendees, staff recap of successes and problems

6. List local partners and entities that will assist with the event, and what they will provide.

**Ithaca Police Department: helmet fitting, giveaways for children and families, and tours of the SWAT vehicle,
Ithaca Fire Department: demonstrating proper use of a fire extinguisher,
Tompkins County Health Department: provide information on promoting healthy homes,
Tompkins County Sheriff's Department: DWI simulation testing station
Cayuga Medical Center providing personal wellness information and testing, e.g Blood Pressure**

7. List the board of advisors.

Selected program staff/ board members, and GIAC Senior Administrative staff plan the event

8. How many people might be expected to attend, and how will you promote the celebration?

We expect approximately 500–800 people to attend the event, which is consistent with the numbers we have seen historically.

9. What measures will you take to promote diversity and inclusion through your celebration?

We will promote the event through a variety of channels. GIAC, itself, is very diverse. Our participants already come from every neighborhood and school in the community. Racially, ethnically, and culturally, our community includes just about as many variations as exist within the city. And there is a well-established list of "Friends of GIAC", such as CCE, SSCC, Village at Ithaca that will assist to extend the reach even further. The festival will be attended by people of all ages, from newborns to seniors in their 90's. It is a very diverse group of people.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

Recycle cans/water bottles, GIAC will use compostable plates and plastic ware, and carpool opportunities will be available for participants. Additionally, most of the attendees come from our immediate surrounding neighborhood, therefore walk or bike to the festival.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Review of web-page/guides

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The most significant impact of receiving less funding than requested would be to decrease the number of performing acts and/or attractions that appear/are available at the festival.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: 2014 GIAC Festival

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>					
	Local talent	10 individual performers - \$50 each	\$500	\$500	\$0
	Local talent	3 local bands at \$600 each	\$1,800	\$1,200	\$600
	Other entertainment	Magician and Balloon Artist	\$1,000	\$0	\$1,000
	Local food		\$	\$	
	Local products		\$	\$	
	Local services		\$	\$	
	Space rental		\$	\$	
	Sound system	DJ Equipment and sound system rental	\$1,000	\$100	\$900
	Reusable signs		\$	\$	
	Reusable banner		\$	\$	
	Paid Advertising	200 color flyers, 50 11x17 color posters, 600 quarter cards	\$260	\$200	\$60
	Printed Collateral		\$	\$	
	Other Marketing		\$	\$	
	Support for Volunteers		\$	\$	
	Other	Outdoor Dance Floor	\$550	\$0	\$550
	Other		\$	\$	
	Other		\$	\$	
Other		\$	\$		
Other		\$	\$		
TOTAL EXPENSES			\$5,110	\$2,000	\$3,110

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%)	39.1%	60.9%
--	-------	-------

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		2000
	Other grant		\$
	Event revenues		\$
	Cash donations		\$
	Other	GIAC Board & Donations	2110
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
Donated goods			
Donated goods		1 local band	\$600
Donated services		DJ Service	\$400
Donated services			
SUBTOTAL (in-kind support)			\$1,000
TOTAL REVENUES (including in-kind)			\$5,110
REVENUES LESS EXPENSES			\$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: International MUD DAY!	Municipality where Celebration will take place: City of ITHACA
Expected Attendance/Participation: 500-600 people – primarily children and families	Date(s): June 28, 2014
Group requesting grant (organizer): Ithaca Children’s Garden	Amount requested: \$ 2,000
Event Contact Name: <u>Erin Marteal</u> Phone <u>607.272.2292, x122</u>	
Address: <u>615 Willow Ave, Ithaca, Ny 14850</u> Email <u>erinmarteal@gmail.com</u>	

1. Describe your celebration in a few sentences.

International Mud Day is a family-fun celebration of play, art, community, and getting muddy. Children and families are invited to join in a variety of mud-related fun activities at the Hands-on-Nature “Anarchy Zone” at the Ithaca Children’s Garden. Following in the successful muddy footsteps of our first two International Mud Days, we will be offering folks opportunities to make mud cloth paintings, mud pies in a “mud kitchen” and do mud experiments in a “mud lab.” Many but not all Mud Day goers take it to the ultimate wild level: “full immersion” in mud baths, mud pits, and mud slides. The Ithaca Fire Department kicks off the event by hosing down the piles of top soil.

2. What is the history of the event (ie, number of years it has occurred)?

This will be the third year celebrating International Mud Day at the Ithaca Children’s Garden. In 2012, The event was a total success with more than 300 people in attendance participating in the variety of mudplay activities and events offered. In 2013, nearly 500 people attended.

3. What aspects of the community’s culture or history are you celebrating?

**We are celebrating Ithaca’s:
Natural Wonders (water, stone, native plants, earth+clay)
Local Arts and Artists (lots of fun painting/claywork happening with local artists’ help)
Local Musicians (local musicians providing music)**

Local Farmers (local food)

And the culture of childhood, nature play, and free play.

We are bringing together food, families, art, nature, and spontaneous creativity, construction, collaboration, and community. (and mud! And MEMORIES!)

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

We will be printing flyers that celebrate the local artists, farmers, musicians, and cultural organizations that are participating. It will be a celebration of Ithaca's Spirit of Play and a hands-on connection to the natural world. Last year we made and posted signage describing the historical context of International Mud Day, and we plan to develop that aspect further this year, incorporating rice planting as well.

5. How will you measure attendance, benefits, and success of the event?

We will have a sign-in sheet that all participants will fill out. We have a FACEBOOK page to link participants, build our online community, share insights about the event, and plan future events together. We will document the event with photos, video, interviews, and questionnaires. We will measure success by the amount of muddy fun had and the creative output of participants. (and by the number of smiles!) We will submit articles to the local papers about the event. A successful event will inspire families to connect more with nature in their own yards and neighborhoods and to feel comfortable exploring the natural world together - and to get muddy. Success can also be measured in greater and greater numbers in attendance at future Ithaca Children's Garden "Anarchy Zone" events with people visiting from the Ithaca region and beyond, which has already been demonstrated in previous International Mud Day and Fire & Ice events.

6. List local partners and entities that will assist with the event, and what they will provide.

Cornell Cooperative Extension - volunteer coordination, office resources, planning, personnel

Cornell undergraduate in-service learning students - "playworkers" during event

Southside Community Center - promotion / transportation to event

Primitive Pursuits - leading participatory activities

Ithaca City Fire Dept - Truck, personnel + WATER for mud making!

Ithaca City Water Department - assistance with water for event

US Fish and Wildlife Service - on site technical assistance, earth moving, funding, equipment

Regi Carpenter - interactive storytelling

7. List the board of advisors.

Mud Day Planning team: Erin Marteau, David Stilwell, Rusty Keeler, Elizabeth Stilwell, Alex Cote, Leigh MacDonald-Rizzo

8. How many people might be expected to attend, and how will you promote the celebration?

We expect 400+ people to attend. We will promote the event with posters at businesses, schools, and organizations in Ithaca and surrounding areas/cities, newspapers, radio ads, large outdoor banners, web+ social media outlets.

9. What measures will you take to promote diversity and inclusion through your celebration?

We will reach out specifically to invite families from various urban neighborhoods in Ithaca - including Southside and Northside neighborhoods including posters, emails and personal visits to our friends at GIAC, BJM, and Southside Community Center.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We will offer on-site composting via Cayuga Compost, and use only compostable or recyclable products. We will strive to be a “zero waste” event by offering edible items that generate no non-recyclable or compostable waste. As an organization whose mission is to inspire environmental stewardship, we are constantly striving towards reduced waste and increased connection with the natural environment.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We frequently access event equipment such as tables, chairs, tents, and generators, as well as consultation and advice, in addition to applying for and receiving past grants.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The event will go on, however it will be scaled back proportionately to funding. There are too many people already asking when Mud Day is this year!

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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)	\$750	\$250	\$500
<i>List all major categories of expenses</i>	Local talent	Local musicians	\$750	\$250	\$500
<i>Add or delete lines/rows as needed</i>	Local talent	Hands-on activities by Primitive Pursuits, History Center, Cayuga Nature Center	\$1,000	\$500	\$500
<i>Include the value of in-kind support</i>	Other entertainment		\$	\$	\$
<i>Denote in-kind as in example.</i>	Local food		\$	\$	\$
	Local talent	Kathye Arrington, Mud Cloth artist	\$200	\$200	\$
	Local talent	Regi Carpenter, Storyteller	\$300	\$300	\$0
	Space rental	Provided by Ithaca Children's Garden	\$300	\$0	\$300
	Sound system	Rental from ArtHouse!	\$200	\$0	\$200
	Reusable signs		\$	\$	\$
	Reusable banner	Provided by past Celebrations Grant	\$200	\$0	\$200
	Paid Advertising		\$	\$	\$
	Printed Collateral	History/cultural flyers/posters	\$100	\$100	\$
	Other Marketing	Radio, T.V.	\$200	\$0	\$200
	Support for Volunteers	volunteer coordination and vests	\$250	\$0	\$250
		Port-a-johns	\$100	\$0	\$100
	Other	local sand & soil for mud making	\$800	\$400	\$400
	Other	local clay	\$200	\$100	\$100
	Materials	Loose play parts, logs, straw, buckets, etc.	\$300	\$150	\$150
	Other		\$	\$	\$
	TOTAL EXPENSES		\$4,900	\$2,000	\$2,900

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 40.8%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		2,000
<i>Add or delete lines/rows as needed</i>	Other grant		\$
<i>Include value of in-kind donations</i>	Event revenues		400
	Cash donations		400
	Sponsorship	EMS or detergent company	1,000
	Other		\$
	SUBTOTAL (cash income)		\$3,800

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Donated goods	City mulch	\$200
	Donated goods	Straw bales, sand, clay, etc.	\$300
	Donated services	Music	\$300
	Donated services	US Fish & Wildlife: Logs earth moving	\$300
	SUBTOTAL (in-kind support)		\$1,100

TOTAL REVENUES (including in-kind) \$4,900

REVENUES LESS EXPENSES \$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: 2014 Latino Heirtage Month	Municipality where Celebration will take place: City of Ithaca, NY
Expected Attendance/Participation: 500-750	Date(s): Between September 15 and October 15, 2014
Group requesting grant (organizer): Latino Civic Association of Tompkins County	Amount requested: \$2,000
Event Contact Name: <u>Fernando de Aragón</u> Phone <u>607-272-0446</u> Address: <u>P.O. Box 6532, Ithaca, NY 14851</u> Email <u>fdearagon8@tompkins-co.org</u>	

1. Describe your celebration in a few sentences.

The Latino Heritage Month Celebration consists of a series of events that seek to highlight the contributions of Latino culture in the United States. Cultural, social, educational and artistic events will be held at different venues in the City of Ithaca. In the past events have included art exhibits, music concerts, dance concerts, dance performances, theatre, book readings and food demonstrations. We even published a Tompkins County Latino Community Cookbook as part of these celebrations. We pride ourselves on presenting and displaying our local musical, dance and other artistic talents. Local artists, chefs and musicians will be asked to participate in our events. Program details will depend on available funding, and opportunities to collaborate with other community organizations. Specific performers and artists have not been selected at this point. We are approaching different potential partners as we develop programming for the fall.

2. What is the history of the event (ie, number of years it has occurred)?

Latino Heritage Month begins on September 15, the anniversary of independence for five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico declared its independence on September 16, and Chile on September 18. The federal government has proclaimed a celebration of Latino Heritage since 1968. For the last eighteen years the LCA has coordinated activities for the Latino Heritage Month in Tompkins County.

3. What aspects of the community's culture or history are you celebrating?

We will celebrate different aspects of the Latino culture. We view Latino Heritage Month as an opportunity to highlight Latino impact and influences in our community. Events in the past have included music, food, dance and theatre. Participatory dancing is commonly a feature of our activities as part of the Latin music experience. A number of outstanding artists working in different media have made Tompkins County their home in recent years. We were able to work with some of them last year and welcome the opportunity to do so again.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

All Latino Heritage Month activities, whether performance art or otherwise, will reflect the Latino cultural component because the artist is Latino(a) or by presenting music/art/food, etc. of Latino origin or inspiration.

5. How will you measure attendance, benefits, and success of the event?

Different approaches will be used depending on the venue. Single entrance events will have volunteers posted at the door who will count people as they enter the event. For outdoor events volunteers will count the people in the audience and develop an estimate based on different results.

6. List local partners and entities that will assist with the event, and what they will provide.

In the past we have collaborated with the Kitchen Theatre, Cornell's TeatroTaller, Cornell's Public Service Center, Cornell Latino Studies Program, CSMA, Cultura!, No Mas Lagrimas and others. We will seek to continue our collaboration with these and other community organizations as we develop our program of activities.

7. List the board of advisors.

President - Mr. Micah Martorell

Vice-president - Mr. Carlos Gutiérrez

Treasurer - Mr. Fernando de Aragón

Secretary - Ms. Patricia Fernández de Castro

Members-at-large:

Mr. Andrew Navarro

Ms. Carolina Osorio

Ms. Azucena Ortega

Ms. Ana Ortíz

Mr. Michael Ristorucci

Mr. Héctor Vélez

Ms. Florencia Ardón

8. How many people might be expected to attend, and how will you promote the celebration?
Attendance varies depending on the type of event. Music and dance events can be expected to attract approximately 150-200 people based on attendance in past events.

-Previous Spanish Theatre performance and art exhibits have attracted approximately 100 participants.

All together Latino Heritage Month activities can easily reach an attendance of 500-750 people. Promotion: The LCA will promote Latino Heritage Month events through a variety of methods including use of our broad email and mailing list for the Latino community, announcing in other community email lists, newspaper articles and calendar sections, the Downtown Ithaca Alliance and other popular newsletters, and through Ithaca Events.org and our own website. Posters and flyers will be developed for strategic distribution. We will reach out to local Latin music radio DJs for announcements as we have done in the past. We also have close ties with the Latino student communities in Cornell and Ithaca College.

9. What measures will you take to promote diversity and inclusion through your celebration?

Our events are all about diversity and inclusion. Our mission in the Latino Heritage Month is to share different aspects of Latino culture - music, food, theatre, literature, dance, etc. – with the community at-large. All are welcome to attend our events. Our events are usually held in downtown Ithaca at accessible locations and are free admission.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

All our events for the last several years have encouraged composting and recycling. We contract with Cayuga Compost and make sure to separate waste materials during events. Our events are usually held in downtown Ithaca, the population center of Tompkins County, which should serve to minimize transportation impacts - reduced travel time; biking, walking and transit options.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

The LCA has partnered with the DIA on many occasions particularly with regards to the use of festival materials and equipment. We are happy that this assistance is now formalized and expanded in the Tompkins County Festivals Program. For the Latin Roots event two years ago the LCA took full advantage of the expertise and materials of the Festival Program. LCA volunteers have also attended some of the workshops that have been offered.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The most direct impact will likely be in event programming. We would have to reduce the number of performers or find lower cost artists. As a small volunteer run organization with a long history of programming events, the LCA is experienced in 'making things work', working with community partners and being imaginative in our program development. We are grateful for any grant funding we receive and are committed that it be put to good use, contributing to the enhanced quality of the event as a showcase of Latino culture in our community.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: 2014 LATINO HERITAGE MONTH CELEBRATION

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
	Local talent	Perfomers	\$2,000	\$1,000	\$1,000
	Other entertainment		\$300	\$0	\$300
	Local food	Latin food for event	\$500	\$0	\$500
	Local products		\$0	\$0	\$0
	Local services		\$0	\$0	\$0
	Space rental	Space rental in downtown Ithaca	\$300	\$300	\$0
	Sound system	Sound System and Technician	\$300	\$300	\$0
	Reusable signs		\$0	\$0	\$0
	Reusable banner		\$0	\$0	\$0
	Paid Advertising		\$0	\$0	\$0
	Printed Collateral	Publicity Flyers and Posters	\$75	\$0	\$75
	Other Marketing	Mailing Postage	\$200	\$200	\$0
	Support for Volunteers		\$150	\$0	\$150
	Other	Composting/Waste Disposal	\$75	\$0	\$75
	Other	Tables, chairs, tents	\$300	\$200	\$100
	Other	Miscellaneous	\$300	\$0	\$300
	Other		\$0	\$0	\$0
	Other		\$0	\$0	\$0
	TOTAL EXPENSES		\$4,500	\$2,000	\$2,500

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 44.4%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Community Celebrations Grant		\$2,000
	Other grant		\$0
	Event revenues	T-shirt sales, raffle, etc.	\$300
	Cash donations	From LCA member s and others	\$100
	Other Gifts	From Community Businesses	\$500
	Other		\$
	SUBTOTAL (cash income)		\$2,900
INCOME - IN-KIND			
	Donated goods	DIA/Festival Program Materials	\$300
	Donated goods	Food and Food Preparation	\$300
	Donated services	Event Coordinators-40 hrs.	\$872
	Donated services	Other volunteer time-20hrs.	\$200
	SUBTOTAL (in-kind support)		\$1,672
	TOTAL REVENUES (including in-kind)		\$4,572
	REVENUES LESS EXPENSES		\$72

List all major categories of e
Add or delete lines/rows as r
Include the value of in-kind s
Denote in-kind as in example

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here: www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.
- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.**
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Juneteenth	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 500	Date(s): June 21st-26th
Group requesting grant (organizer): Southside Community Center	Amount requested: \$1200
Event Contact Name: <u>Christine Barksdale</u> Phone <u>607 327-0156</u> Address: <u>305 South Plain St, Ithaca NY 14850</u> Email <u>cmbarksdale@gmail.com</u>	
1. Describe your celebration in a few sentences. Juneteenth is the oldest celebration of the end of slavery. This year the celebration will concentrate on business and entrepreneurship in the African-American community with the hope of	
2. What is the history of the event (ie, number of years it has occurred)? Juneteenth has been celebrated continuously at the Southside Community Center since 1998.	
3. What aspects of the community’s culture or history are you celebrating? The Southside Community has a rich history and connection with the abolitionist movement. Part of the celebration is a walking tour of homes in the community that are connected to the	

<p>underground railroad.</p>	
<p>4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org. A walking tour and an art exhibit.</p>	
<p>5. How will you measure attendance, benefits, and success of the event? We use volunteers to count participants at the entrances to the event. They also walk around the event and count the participants.</p>	
<p>6. List local partners and entities that will assist with the event, and what they will provide. Greenstar - Food IPD- Event Activities IFD- Fire Truck GIAC- Walking Tour</p>	
<p>7. List the board of advisors. Kenneth Mclaurin –Interim Executive Director, Petula McBean – Staff Member, Committee Members, Megan Tift, Jessica Riley, Christine Barksdale, Anita Lewis</p>	
<p>8. How many people might be expected to attend, and how will you promote the celebration? 500 People The event will be promoted by newspaper, posters, social media (Facebook), radio, email</p>	
<p>9. What measures will you take to promote diversity and inclusion through your celebration? This celebration is about the end of slavery it embraces the history of the diversity of the abolitionist movement and has drawn a very diverse</p>	

<p>group of participants through the years.</p>	
<p>10. What measures will you take to promote/practice environmental sustainability through your celebration? Recycleing/Composting Purchasing materials, supplies and products used for the event that help to promote environmental sustainability. Identifying and using opportunities to offer event documentation in digital formats where possible to reduce environmental footprint.</p>	
<p>10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program? Previously, we have worked with the County on previous Juneteenth Festivals</p>	
<p>12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested? If we did not get the amount of funding we would not be able to bring in the cultural/music performances that we would like for the event.</p>	
<p>*Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.</p>	

Celebration Name: Juneteenth					
Community Celebration					
<i>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:</i>					
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
	Equipment	200 8.5x11 color posters at 25c each	\$50	\$30	\$20
	Example only	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	Performers	\$800.00	\$800	\$
	Local talent		\$	\$	\$
	Childrens' Area	Bounce House /Face Paint/Cott	\$450	\$150	\$200
	Artists	Food/plates/cutlery	\$100	\$100	\$0
	Local products		\$	\$	\$
	Local services		\$	\$	\$
	Main Site	Tables, Chairs, Tents, Music	\$200	\$	\$200
	Sound system	Performance	\$200	\$	\$200
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	Design/Printing/Newspaper	\$200	\$	\$200
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers	Water/refreshments	\$50	\$50	
	Staff	Security/Grounds/Event Hosts	\$200	\$	\$200
	Other		\$	\$	\$
	Other		\$	\$	\$
	Other		\$	\$	\$
	Other		\$	\$	\$
	TOTAL EXPENSES		\$2,200	\$1,100	\$1,000
<i>Grant share must be 50% or less</i>	Community Celebration		50.0%		
INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL		

Celebration Name:	Juneteenth				
Community Celebration					
<i>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:</i>					
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 major categories of income</i>	Community Celebration		1200		
<i>Add or delete lines/rows as needed</i>	Other grant	CAP	1000		
<i>Include value of in-kind donations</i>	Event revenues		\$		
	Cash donations		\$		
	Other		\$		
	Other		\$		
	SUBTOTAL (cash income)		\$2,200		
INCOME - IN-KIND					
	Donated goods				
	Donated goods				
	Donated services	Event Staff	\$100		
	Donated services				
	SUBTOTAL (in-kind support)		\$100		
	TOTAL REVENUES (including in-kind)		\$2,300		
	REVENUES LESS EXPENSES		\$100		
Note: this form is also available...					

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Streets Alive! Ithaca	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 2,500	Date(s): May 4, 2014 and September 2014 (date to be determined)
Group requesting grant (organizer): Way2Go, Cornell Cooperative Extension of Tompkins County	Amount requested: \$1,960
Event Contact Name: Jonathan Maddison Phone 607-272-2292 ext. 199 Address: 615 Willow Avenue, Ithaca, NY 14850 Email jwm346@cornell.edu	

<p>1. Describe your celebration in a few sentences. This will be the 3rd year of Streets Alive! Ithaca. Streets Alive! is an active transportation event that encourages people to walk, bike and roll and to learn in a safe and supportive setting how easy and effective this is as a way to get around in their city. The previous Streets Alive! events featured to activities to educate and encourage youth and adult audiences to use active transportation.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)? The first event took place on September 23, 2012 and the second in May 5th 2013 on Cayuga street. The third event took place in September 22, 2013 in the Southside of Ithaca.</p>
<p>3. What aspects of the community's culture or history are you celebrating? There are several aspects of our community that we are celebrating:</p> <p><i>a. History.</i> Before the advent of the private automobile, Ithaca, like all cities in the US, used to have streets that were alive with all sorts of activity: people moving places, children playing, people sitting on porches and watching others going by, little businesses peeping out. Streets were the galleries where passersby could look at neighbors' gardens, checking out the fruit trees, vegetables, flowers that were often planted in people's backyards and enjoy each other's' company in an active way. This event recaptures the spirit of our streets, and invites people to reimagine what street life can be.</p> <p><i>b. Sustainability.</i> Ithaca is nationally-known for its leadership in all aspects of sustainable living. The City hosts tourists interested in sustainability. Active transportation is a pillar of a sustainable community. For</p>

one, it is good for our environment: Using people-power to get around emits neither pollution nor greenhouse gases. In contrast, cars and trucks account for approximately one-third of greenhouse gas emissions in the US, and are the primary source of air pollution in many urban areas. By encouraging active transportation, Streets Alive! will contribute to the culture of sustainability that is growing in our City.

c. Local economic development. This is another component of sustainability. Street Alive encourages people to explore their City using active transportation. By not driving, individuals save money that would have been spent on cars and fuel—both of which are imported—and on health. Furthermore, Streets Alive! promotes local businesses by providing them with spaces to sell their goods and services.

d. Diversity. By inviting communities of faith, neighborhood associations, businesses, cultural associations, artists and musicians, schools and NGOs to participate and to display their talents at the activity nodes, Streets Alive! acts as a showcase for local talent, and celebrates the City's great diversity.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

The very act of participating in Streets Alive! contributes to the culture of sustainability in Tompkins County. By biking or walking through the event, participants are celebrating a healthy and low impact mode of transportation. The joy of using our own legs to move around will also be communicated in flyers and messages sent out before hand to homes alongside the routes, and displayed prominently in reusable yard signs posted in front of homes along the loop.

The event nodes—at GIAC, Thompson Park and Ithaca High School—will provide the venue through which to showcase our City's artistic and cultural diversity. That is where you will be able to find live music and contra-dancing, dancing in the street and Tai Chi. Hosting a live band has proven to help bring community members out to the event.

Along the route, residents along the route celebrate the event by setting up displays (such as a Solar Oven display at the Sept. 2013 event), children sell lemonade and baked goods, musicians play informally, and residents find other creative ways to celebrate and represent the creative and unique culture of Ithaca.

5. How will you measure attendance, benefits, and success of the event?

Several volunteers will have counters at key intersections and at activity nodes to count people going by as well as those who appear to be anchored to the activity nodes. Attendance estimates will be based on these numbers. Based on this system the estimate for the first event was 1,800 to 2,400 participants.

Short surveys of a small sample of Streets Alive! participants will provide detailed information about the benefits of the event and how to make future events more successful.

Lastly, the ultimate goal Streets Alive! is to grow a new non-profit advocacy organization with its mission centered on promoting active transportation in the Ithaca area through a variety of programs including public events, educational programs, and lobbying for livable communities. A pending application to the Park Foundation would provide seed funding in 2014 and 2015 for this organization.

6. List local partners and entities that will assist with the event, and what they will provide.

The City of Ithaca's transportation engineer is assisting with traffic management. Over 100 volunteers are recruited from local organizations (such as the Finger Lakes Cycling Club, schools, fraternities and sororities) to help with intersection management, set up and break down the activity spaces at the nodes, and provide first aid and bike support along the route.

We will continue to partner with RIBS (Recycle Ithaca Bicycles), Ithaca Carshare, Get Your Greenback (of CCE), Creating Healthy Places, Ithaca Youth Bureau, GIAC, Southside Community Center, TCAT, Finger Lakes Fitness, Cayuga Medical Center, Big Red Bikes, sports-related businesses, local churches, community musicians and performers, among others, to sponsor the event, offer volunteers, or organize an activity at the activity nodes.

7. List the board of advisors.

Steering Committee: The Streets Alive! Steering Committee is actively involved in organizing the next two 2014 events.

Jonathan Maddison, [Director of Streets Alive! Ithaca], Program Manager, Way2Go, Cornell Cooperative Extension of Tompkins County jwm346@cornell.edu

Victoria Armstrong, [Assistant Director of Streets Alive! Ithaca], Project Associate, Creating Healthy Places Project, Health Planning Council/Human Services Coalition varmstrong@hsctc.org

Karim Beers, Get Your Greenbacks Tompkins Campaign Leader, Cornell Cooperative Extension kwb6@cornell.edu

Lois Chaplin, Cornell University Bicycle Coordinator (retired Jan 2012) lec4@cornell.edu

Fernando deAragon, Executive Director, Ithaca-Tompkins County Transportation Council (ITCTC) fdearagon@tompkins-co.org

Jennifer Dotson, Executive Director, Ithaca Carshare jdotsonblake@gmail.com

Dan Hawkes, Cornell Student & Recycle Ithaca Bikes (RIBS) volunteer djh52@cornell.edu

Armin Heurich, Finger Lakes Cycling Club Family Ride Coordinator & IHS Librarian aheurich@gmail.com

Mustafaa Ali, Recycle Ithaca's Bicycles ali.mustafaa@gmail.com

Tom Knipe, Tompkins County Tourism Planner tom.knipe@gmail.com

Tim Logue, City of Ithaca Transportation Engineer timlo@cityofithaca.org

Zachary Nelson, GIAC znelson@cityofithaca.org

Steve Powell, President, Finger Lakes Cycling Club sp35@cornell.edu

Chrisphia Somerfeldt, Way2Go css17@cornell.edu

Marshall McCormick, Finger Lakes Wealth Management mm2434@cornell.edu

Sarah Smith, Finger Lakes Fitness Sarah@fingerlakesfitness.com

8. How many people might be expected to attend, and how will you promote the celebration?

We expect 2,500 to 3,000 people to attend. Multiple methods are used to invite people to the event: Streets Alive! website; Facebook event page; community, Ithaca College and Cornell University online event calendars; community and Cornell University listservs; flyer distribution through Fleet Foot Flyers; door hangers and yard signs throughout the neighborhood; and partner organizations promoting the event through their networks. The most successful methods were the yard signs on Cayuga Street and promotion through partner organizations, especially listservs and facebook.

9. What measures will you take to promote diversity and inclusion through your celebration?

We make every effort to include diverse communities, through direct contact, inclusion in planning, diverse programming and route enhancements. This year we will continue the route to GIAC and in September host Streets Alive! in the Southside neighborhood.

Specific examples of diversity and inclusion are:

- The scheduling of Streets Alive! is set up in order to make it easy for churchgoers to attend, and for churches along the route to participate
- Extending the route to GIAC and bringing Streets Alive! to the Southside of Ithaca to reach diverse neighborhoods and communities
- Working closely with the Southside Community Center, RIBS and GIAC, and inviting their representatives to participate on the Streets Alive! organizing committee

10. What measures will you take to promote/practice environmental sustainability through your celebration?

The main theme of Streets Alive! is active transportation. Encouraging more people to use active transportation is a key strategy for creating a sustainable transportation system and aligns well with the City's and County's sustainability goals. In addition, the May 2014 event offers occasional bicyclists a welcoming environment to start biking after the long winter. We target this audience by offering free bike repair at the event and offering encouraging messages in our pre-event marketing.

We also keep waste to a minimum and ensure that compostable material is separated from waste. We focus on activity not on material goods.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We work closely with Vicki Taylor Brous and Patty Clark on planning details for the event. They assisted us greatly last year with loaned equipment and good advice.

Members of the steering committee have participated in Downtown Ithaca Alliance event planning workshops and the event director is attending the Spring 2014 workshop offerings.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

We would reduce the live music component. Quality live music is a big draw and we hope to increase that component of the event but will adapt as needed.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: 2014 Streets Alive!

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	ACTUAL USE OF GRANT
<i>List all major categories of expenses</i>	Administrative costs	Printing, computer, phone, etc.	\$500	\$0	\$500	\$
<i>Add or delete lines/rows as needed</i>	Live music and contradancing	4 different bands, sound system, caller	\$1,800	\$1,750	\$50	
<i>Include the value of in-kind support</i>	Special permit application	For the City of Ithaca	\$200	\$0	\$200	\$
	Outreach	Flyers, mailings, yard signs	\$1,800	\$210	\$1,590	\$
	Traffic control	Barricades, police, intersection control	\$4,800	\$0	\$4,800	\$
	Trash-recycling-compost	For three different event nodes	\$500	\$0	\$500	\$
	Tables and chair rental	For event notes and info tables	\$500	\$0	\$500	\$
	Equipment	Vendor support	\$1,800	\$0	\$1,800	
	Staff	Event and volunteer coordinators	\$15,500	\$0	\$15,500	\$
	Port-a-Johns	1 for Thompson Park event node	\$100	\$0	\$100	\$
	T-shirts for volunteers	Reflective leg bands and volunteer t-shirts	\$2,700	\$0	\$2,700	\$
	CCETC Grant/Program Support Fee (12%)		\$210	\$0	\$210	
	TOTAL EXPENSES		\$30,410	\$1,960	\$28,450	\$0

Community Celebrations Grant Share of Total Expenses (%) 6.4%

Grant share must be 50% or less

	SOURCE	(provide details)	TOTAL	ACTUAL TOTAL
INCOME - CASH	Community Celebrations Grant	Tompkins County STPB	\$1,960	
<i>List major categories of income</i>	Sponsorship	Business sponsors	\$5,000	\$
<i>Add or delete lines/rows as needed</i>	Park Foundation Grant/Creating Healthy Places	From Spring 2013 Award	\$1,300	\$
<i>Include value of in-kind donations</i>	Park Foundation Grant	Requested Spring 2014 Award	\$14,000	
	SUBTOTAL (cash income)		\$22,260	\$0
INCOME - IN-KIND	Creating Healthy Places	Volunteer T-shirts	\$400	
	Way2Go	Sponsoring organization	\$7,750	
	SUBTOTAL (in-kind support)		\$8,150	
	TOTAL REVENUES (including in-kind)		\$30,410	
	REVENUES LESS EXPENSES			\$0

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

Streets Alive!

ITHACA

streets alive ithaca.com

Sunday Sept 23, 2012
1pm - 4pm

EVENT MAP



CAYUGA STREET

1-4 pm: Road closed from Court Street to East Shore Drive.

Come out and enjoy a spacious street closed to cars. This is the MAIN activity of Streets Alive! Take a Sunday stroll or try out a bike! The whole route is about one and a half miles. Go to the end and back for a three mile trip!

ITHACA HIGH SCHOOL ACTIVITY HUB

2:30-3 pm: Mini-bout & demo by Ithaca League of Women Rollers
 3:15 pm: How to Roll with Ithaca Gunshow
 1-4 pm: Bike Rodeo presented by Way2Go, Cornell EMS, and CUPD
 1-4 pm: Demos & FREE Ice Cream with Ithaca CarShare and TCAT
 1-4 pm: Bike Repair Station by the Recycle Ithaca's Bicycles
 1-2:30, 3-4 pm: Live ska and Latin music with The Xskavators

THOMPSON PARK ACTIVITY HUB

1-4 pm: Talk transportation with local elected official at the PARK(let) on Cayuga Street
 1-4 pm: Neighborhood/Community Org. info and activity tables plus Hula hooping, hopscotch, bake sales and more!
 1-4 pm: Conrell Big Red Bikes Bikeshare
 1-4 pm: Bike Repair Station by Friends Bike Clinic
 1-4 pm: Greenstar's Smoothie Bike
 1-4 pm: Tai Chi mini classes & demos by Ithaca Taoist Tai Chi Society

DANCING IN THE STREET

1-1:30 pm: Zumba with Felipe & Cynthia
 1:30-2 pm: Hula with Julianne
 2-2:30 pm: Hip Hop with Luis Manuel & Zero Degrees
 2:30-3 pm: Bellydance with Tessa
 3-3:30 pm: Zumba#2 with Felipe & Cynthia
 3:30-4 pm: Salsa Wheel & Giant Electric Slide with Felipe & Cynthia
presented by Finger Lakes Fitness Center

Look for the Get Your Greenback Raffle at many locations. Sign up and get a chance to win great prizes!

ALONG THE ROUTE

1-4 pm: Unannounced/spontaneous events.
 1:30, 2:30, 3:30 pm: Karate classes & demos by Sacred Warrior Martial Art at Ithaca Church of Christ

This is your street. Enjoy it. Start an activity! Pick a site, chalk your space and have fun! Make sure to leave more than half the width of the street open for traffic flow.

Roving mechanic services provided by The Bike Rack of Collegetown & other volunteers

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Taste of Peru!	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 250-300 people of diverse backgrounds	Date(s): July 2014
Group requesting grant (organizer): Juana Benites	Amount requested: \$1000
Event Contact Name: _____ Juana Benites _____ Phone _____ 607-273-8126 _____ Address: _____ 336 Coddington Rd _____ Email _____ mamijuanita45@gmail.com _____	

1. Describe your celebration in a few sentences.

The Taste of Peru is a family-led community event that brings fun educational opportunities and awareness about the vibrant Peruvian cultural traditions and values as well as the amazing contributions and visions that our growing Peruvian community members bring and share within our community. This event will provide a platform for collaboration among our local community cultural organizations, artists, schools, colleges and families in the Tompkins County community.

2. What is the history of the event (ie, number of years it has occurred)?

The Taste of Peru initially started as a partnership with a local community member and the Association of Peruvian at Cornell (APC) in 2004 and 2005. We were able to hold the event at the Women's Community Center and we had an overwhelming response of 120 people in year one and 175 people in year two. The event was discontinued due to a change in leadership within the APC and therefore our main source of funds was gone. We are hoping that we can revive and sustain this event as an annual community event in collaboration with APC and other student and community organizations.

3. What aspects of the community's culture or history are you celebrating?

Our goal is to nurture ethnic cultural diversity and family unity. As an ethnic Peruvian grandmother who has been living in Ithaca for over 20 years, I believe we need better support systems within our schools, families, and communities for multi-ethnic/cultural and bi-lingual children, youth, and families in order to provide them with better experiences and opportunities in our communities. We are celebrating diversity and families working together; hence, our event is primarily organized by all my family members but we welcome "extended family" members from our Tompkins County community wanting to join our planning and organizing team.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

The event will provide and create opportunities for various artists (and non-artists) to come together and participate in leaning and teaching experiences with Peruvian community members and the Peruvian culture. Our event will provide historic background in order to provide a full understanding of the value and contribution that ethnic cultures offer to our communities.

5. How will you measure attendance, benefits, and success of the event?

We will measure by taking attendance at the event using different methods (such as feed-back forms, selling raffle tickets, and sign-up sheets located at different hosted events), log of participants (volunteers, artists, etc.), and collaborators.

6. List local partners and entities that will assist with the event, and what they will provide.

We are currently reconstructing our relationship with the Association of Peruvian at Cornell, which looks promising, but we are also expanding our collaboration efforts to local schools, groups, organizations, and businesses that supported us during our previous Taste of Peru events in 2004 and 2005.

7. List the board of advisors.

Juana Benites, Amador Benites, Emilio Benites, Miguel Andrade, Corina Benites, Daria Benites, Edgar Zarate, Vilma Benites, Fabina Colon, Eli Ochoa, and Fernando villaFuerte. We are still recruiting an additional 5 members in our community.

8. How many people might be expected to attend, and how will you promote the celebration?

We are expecting an attendance of 250-300 people. We will promote through local newspapers, radio stations, listservs, flyers, facebook, word of mouth, and of course through networks from our community collaborations and through other resources and tools such as the Tompkins County Tourism website.

9. What measures will you take to promote diversity and inclusion through your celebration?

We will provide many different opportunities for people from diverse backgrounds to participate in and within the Taste of Peru event. We plan to have diverse representation and will reach out to various groups and organizations for recruitment and participation. All our educational materials and activities (both throughout the planning process as well as at the festival) will be bi-lingual (Spanish-English)

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We will make it mandatory (for ourselves and for any other participants engaged in the event) for the presence of eco-friendly products and will provide compost and recycle bins onsite at the event including educational materials that will highlight our commitment to environment sustainability, which is an important value and practice not only within the Peruvian culture, but all cultures from around the world.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We would like to use as many community resources available. We plan to start with attending the workshops to assist us in the planning and development of our event as well as using the calendar system and resource search engine.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

Working with minimum budget is always challenging; however, we plan to host this event even if we do not receive the amount we originally request in this application. We also plan on developing a comprehensive fundraising plan to help reach our financial goal.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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</i> <i>Add or delete lines/rows as needed</i> <i>Include the value of in-kind support</i> <i>Denote in-kind as in example.</i>	Local talent	2 Key Artists (Local/Intnl) at \$1k ea.	\$2,000	\$550	\$1,450
	Local talent	10 local artists at \$50 ea.	\$500	\$	\$500
	Other entertainment		\$	\$	\$
	Local food	Food Demonstration Ingrdnets (10 at \$50)	\$500	\$	\$500
	Local products		\$	\$	\$
	Local services		\$	\$	\$
	Space rental	LACS Flat Fee	\$150	\$	\$150
	Sound system	Local DJ (6hrs at \$75/hr)	\$450	\$450	\$0
	Reusable signs	Activities Signage 30 at 2.98/ea color	\$89	\$	\$89
	Reusable banner	4'*10' Color Banner	\$120	\$	\$120
	Paid Advertising	Flyers (75@60c ea) / Prog Booklet (varies)	\$225	\$	\$225
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers	Appreciation Luncheon	\$150	\$	\$150
	Other	Tables & Chairs	\$0	\$	\$0
	Other	Activity Supplies (Varies...Est \$50 *4actv.)	\$200	\$	\$200
	Other		\$	\$	\$
Other		\$	\$	\$	
Other		\$	\$	\$	
TOTAL EXPENSES			\$4,384	\$1,000	\$3,384
Community Celebrations Grant Share of Total Expenses (%)			22.8%		

Grant share must be 50% or less

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i> <i>Add or delete lines/rows as needed</i> <i>Include value of in-kind donations</i>	Community Celebrations Grant		\$1,000
	Other grant	Nighborhood Mini-Grant	689
	Event revenues	Ads Sales (10 ads at \$50/ea)	500
	Cash donations	Community Fundraisers	500
	Other	Association of Peruvians at Cornell	1000
	Other	MRC, GIAC, Pallisades	545
	SUBTOTAL (cash income)		
INCOME - IN-KIND			
	Donated goods	LACS Co-Sponsorship Room/Tables/Chairs	\$150
	Donated goods		
	Donated services		
	Donated services		
SUBTOTAL (in-kind support)			\$150
TOTAL REVENUES (including in-kind)			\$4,384
REVENUES LESS EXPENSES			\$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: TCPL's 150 Years and Counting	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: Gallery Opening Night: 250 "Civil Warriors" premiere: 100 Three expert talks: 200, combined Month-long exhibit: 300 (specifically coming to see the exhibits) TOTAL: 850 (low estimate)	Date(s): September 26 – 28 (with art exhibits showing through the month of October/early November)
Group requesting grant (organizer): Tompkins County Public Library	Amount requested: \$2,500
Event Contact Name: Sally Grubb, Art Exhibit Coordinator, Tompkins County Public Library Phone: (607) 272-4557 Address: 101 E. Green Street, Ithaca, NY 14850 Email: sgrubb@tcpl.org	

1. Describe your celebration in a few sentences.

Throughout 2014, the Tompkins County Public Library will be celebrating the sesquicentennial (150th) anniversary of our founding by Ezra Cornell as the Cornell Public Library. The September weekend festivities are meant to close out the year with a bang, to bring the community together before the year closes. Community celebrants are invited to participate in art and cultural activities through three fantastic and diverse exhibits, to hear from community leaders and scholars at free public programs, and to steep themselves in historical exploration.

2. What is the history of the event (ie, number of years it has occurred)?

The celebration of the Tompkins County Public Library's sesquicentennial anniversary happens only once. We believe this moment, here and now, is a unique opportunity for the community to recognize what Ezra Cornell made possible all those years ago. More than that, this is the chance to fully recognize what impact community members, spanning the last 150 years, have continued to make possible by believing, using and supporting this community anchor.

3. What aspects of the community's culture or history are you celebrating?

Not only is 2014 a celebration of our public library's rich history in this banner year, but it also the 150th anniversary of the American Civil War. The Tompkins County Public Library will utilize the September – October celebrations to focus community conversation and experience by delving into our past. To understand more fully, we've partnered with local historians, authors, musicians, producers, vendors and venues to talk about: history, race, culture, art, music, freedom and understanding. While these are big ideas, the public library is the right place to facilitate sometimes difficult, always enlightening, conversation and reflection.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

The Tompkins County Public Library is a community anchor, bringing together diverse collaborations. The programming built together with our partners is broad, to satisfy a diverse and curious audience, but doesn't lack depth. With thorough promotion and tools such as a dedicated webpage and event schedule, we believe the intelligent, thoughtful and engaging programming is clear.

Celebration components include:

Lincoln, the Constitution and the Civil War, September 17 – October 31

- traveling exhibit from the American Library Association

Tompkins County Then & Now, October 1 - 31

- photography, art and history exhibit produced by Harry Littell's TC3 Advanced Photography students and The History Center in Tompkins County, research and text creation by students at Cornell's Society of the Humanities and curated by Julee Johnson

Freedom to Read/Banned Books, October 1 - 31

- exhibit in partnership with the Ithaca City of Asylum

Documentation of weekend celebrations by Ithaca College students

Friday, September 26

Gallery Opening Night

- with artists and representatives for all three exhibits and Teen Advisory Member docents

Cornell Glee Club performance

- 150 Years of Music during Gallery Opening Night

"Civil Warriors" film premiere at Cinemapolis

- Photosynthesis Productions original documentary project chronicles a group of African American men from Tompkins County who enlisted in the Union Army during the Civil War

Saturday and Sunday, September 27 – 28

Carol Kammen

- Tompkins County Historian and author will present a talk on Civil War nurses and a Civil War play

Michael Lasser

- author, scholar and expert will lead discussion on the history and impact of American musical

traditions

Cornell History Scholar

- Cornell History Department has promised a speaker for a talk & discussion

5. How will you measure attendance, benefits, and success of the event?

Community participation will be the measure of benefits and success. To that end, we will track attendance at the various programs through head counts (as we did with our *Hip Hop Experience* in 2013). Tracking participation during our month-long exhibit period will be less accurate but we will note the number of exhibit programs taken, guest books signatures and variances in library transactions. Additionally, we will be following up with event planners, project partners, board members and volunteers to evaluate impact at the close of the weekend (while it is still fresh).

6. List local partners and entities that will assist with the event, and what they will provide.

Carol Kammen, Tompkins County Historian: expert presenter

Michael Lasser, noted author, speaker, scholar: expert presenter

Cornell History Department scholar: expert presenter

Teen Advisory Group members: docents

Photosynthesis Productions: original documentary

Cinemapolis: venue for screening premiere of "Civil Warriors"

American Library Association: awarded traveling exhibit to TCPL and grant funding

Ithaca City of Asylum: exhibit partner

The History Center in Tompkins County: exhibit partner, research assistance, working with TC3 and Cornell students

TC3's Harry Littell and Advanced Photography students: original photographs, art rephotography (rephotography is not just taking a photo to match an earlier or historical photo, and showing them side by side, but superimposing or overlaying one over the other to create a "third" view) for exhibit

Cornell University's Society for the Humanities students: historical research, write text to accompany TC3 student art work

Ithaca College students: video documentation of the entire weekend

Julee Johnson: exhibit curation

7. List the board of advisors.

Tompkins County Public Library Trustees

Airewele, Aloja, *President*

Ryan, Bruce, *Vice President*

Nicholson, Cindy, *Treasurer*

McCracken, Peter, *Secretary*

Altucher, Kristine

Clark, Jack

Mangum, Elmira

McClane, Ken

Proujansky, Rochelle

Salky, Molly

Scott, Tim

Walker, Martha

8. How many people might be expected to attend, and how will you promote the celebration?

We expect total attendance of between 850 and 1200 people. We will promote the celebration in coordination with our project partners for a combined marketing push. Channels include: website, facebook, community listservs, Library Foundation email database, Cayuga Radio Group announcements, event calendars (both online and print), flyers and posters around town, and word-of-mouth. We will also use events occurring earlier in the year to promote participation in the September weekend celebration.

9. What measures will you take to promote diversity and inclusion through your celebration?

Marketing and promotion of these events will be county wide. Additionally, it's important to note that the experience of art and cultural programming in a public library setting is unique. Unlike galleries and museums or lecture halls, these programs offered in a free public sphere engage community members who didn't seek it out. Those that think they can't afford to care about history, art, and culture – to know and be surprised by these things – can find themselves engaged at their library. In this specific way, it is essential that art and cultural programming be a valued part of a public library. Through programming related to the exhibits, community members are able to participate in dialogue on a variety of issues, some quite difficult. These conversations often bring together groups of people who may not regularly interact day-to-day, an invaluable bridge that our safe venue allows.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

In a community where educated, enlightened, planet-friendly philosophy thrives, our public library epitomizes and realizes these ideals. Information, resources, access can be had by anyone – and everyone – and then returned to be used again. In terms of festival materials, such as brochures, handouts and other printed materials, we recycle and reuse. Exhibit material usefulness spans the entire month and we will only be printing on an as-needed basis to re-stock supply.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We utilize the Event Manual provided online through the Tompkins Festivals website. We are also attending the March workshops, "Improving the tourism impact of your event" and "Event evaluation," as these are two areas we'd like to understand better. Sally Grubb, Art Exhibit Coordinator, has also attended previously held workshops facilitated by Vicki Taylor Brous.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

As noted in the project description and budget, the scope of this celebration is large. We are requesting funds to subsidize a single, essential component. While a majority of the costs associate with our celebration are being donated by our partners, the cost of producing, printing and mounting the TC3 student work cannot be covered in this way. This art exhibit is of particular importance as it brings local students from two colleges together. Bridging these students with our own History Center allows us to showcase up-and-coming talent while giving students access to practical and professional-grade work

opportunities. Without these funds, the exhibit would have to be jettisoned from our schedule.

A note about the budget:

This component has an associated cost of \$3,500 and we are asking for \$2,500 which is above the general allocation for this grant. We do this because we understand the integral nature of this specific component in the overall success of our celebration and, having tapped many sources in this banner year, we are attempting to cover as much of the cost of this project as possible. Of course, we are grateful for any amount awarded but also realize that the greater the amount provided by the Celebration Grant, the fewer funds we'll need to find elsewhere. We are currently writing another grant proposal to fund the difference.

With funding of the maximum award amount of \$2,000, this art component may be reduced in scale to a point where students will not have the opportunity to work independently on their piece. While collaboration is often a good thing, Professor Littell is giving his advanced students the chance to create their own, original art.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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</i>	Local talent	Carol Kammen, TC Historian (in-kind) <i>talk and discussion (public program); Civil War play</i>	\$ 300	\$	\$ 300
<i>Include the value of in-kind</i>	Local talent	Cornell Glee Club (in-kind) <i>research, practice and live performance</i>	\$ 500	\$	\$ 500
	Local talent	Teen Advisory Group docents (in-kind) <i>6 community teens to serve as docents for Lincoln exhibit @ \$100 each</i>	\$ 600	\$ -	\$ 600
	Local talent	Cornell History Scholar (in-kind) <i>talk and discussion (public program)</i>	\$ 500	\$ -	\$ 500
	Regional talent	Michael Lasser, expert & author (in-kind) <i>talk and discussion (public program) discounted value</i>	\$ 200	\$ -	\$ 200
	Regional talent	Michael Lasser, expert & author (subsidy + travel + accommodations) <i>talk and discussion (public program) \$350 subsidy + \$150 travel & accommodations</i>	\$ 500	\$ -	\$ 500
<i>Add or delete lines/rows</i>	Local business	Photosynthesis Productions (in-kind) <i>making of "Civil Warriors" professional video production</i>	\$ 10,000	\$ -	\$ 10,000
	Local venue	Cinemapolis (in-kind) <i>premiering original production "Civil Warriors"; \$250 for first 2 hours, \$100 for each hour additional hour</i>	\$ 350	\$ -	\$ 350
	Exhibit Partner	American Library Association (exhibit awarded to TCPL) <i>value of exhibit for insurance purposes</i>	\$ 50,000	\$ -	\$ 50,000
	Exhibit Partner	American Library Association (grant funds) <i>for costs associated with showcasing exhibit</i>	\$ 750	\$ -	\$ 750
	Community Partner	Ithaca City of Asylum (in-kind) <i>low estimate for costs associate with Freedom to Read exhibit</i>	\$ 1,000	\$ -	\$ 1,000
	Community Partner	The History Center in Tompkins County (in-kind) <i>for costs associated with the "Then and Now" exhibit and research & archivist time with students</i>	\$ 1,500	\$ -	\$ 1,500
	Community Partner	TC3's Harry Littell & Advanced Digital Photography students (in-kind) <i>low estimate for costs associated with having to use professional photographers</i>	\$ 15,000	\$ -	\$ 15,000
	Production, Printing,	TC3's Harry Littell & Advanced Digital Photography students <i>production, printing and mounting of 12 - 15 images</i>	\$ 3,500	\$ 2,500	\$ 1,000
	Community Partner	Cornell University's Society for the Humanities (grant funds) <i>to subsidize student work</i>	\$ 1,000	\$ -	\$ 1,000
	Community Partner	Brad Rappa's Ithaca College students <i>to document the celebration weekend in video, low estimate if professional were used</i>	\$ 500	\$ -	\$ 500
<i>Denote in-kind as in ex</i>	Local food	Ithaca Bakery <i>light food for public programs</i>	\$ 250	\$ -	\$ 250
	Other	Wegmans <i>supplies, food, beverage</i>	\$ 200	\$ -	\$ 200
	Other	BJs <i>supplies, food, beverage</i>	\$ 200	\$ -	\$ 200
	TOTAL EXPENSES		\$86,850	\$2,500	\$84,350

Grant share must be 50% Community Celebrations Grant Share of Total Expenses (%)

2.9%

****These figures do not include the contribution of staff time, resources provided by TCPL.

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of in</i>	Community Celebrations Grant		\$2,500
<i>Add or delete lines/rows</i>	Other grant	Society for the Humanities grant, ALA Lincoln exhibit grant	\$1,750
	Other	Michael Lasser	\$500
		TC# photograph production, printing & mounting	\$1,000
		Ithaca Bakery, Wegmans & BJs	\$650
	Other	Photosynthesis Productions	\$1,000
	SUBTOTAL (cash income)		\$7,400

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Awarded exhibit	Value of ALA Lincoln exhibit	\$50,000
	Donated services	Carol Kammen	\$300
	Donated services	Cornell Glee Club	\$500
	Donated services	Cornell History Scholar	\$500
	Donated services	Michael Lasser	\$200
	Donated services	Photosynthesis Productions	\$9,000
	Donated services	Ithaca City of Asylum	\$1,000
	Donated services	The History Center in Tompkins County	\$1,500
	Donated services	TC3 Photography students	\$15,000

Donated services	Cinemapolis	\$350
Donated services	Docents	\$600
Donated services	Ithaca College Documentary students	\$500
SUBTOTAL (in-kind support)		\$79,450
TOTAL REVENUES (including in-kind)		\$86,850
REVENUES LESS EXPENSES		\$0

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



Deborah C. Hoard
President
PhotoSynthesis Productions LLC

Deborah C. Hoard has been a producer and writer at PSP for 27 years, and president since 2003. Her work in film and video is focused on education and social justice, has won more than 150 national and international media awards, and has been shown in festivals around the world.

Education

BS University of California at Berkeley 1972
MPS Cornell University 1978

Currently in Production

CIVIL WARRIORS

A film and educational DVD about the lives of 26 African-American soldiers from upstate New York who fought in the Civil War. Grants from the Park Foundation, Tompkins County Foundation and the Legacy Foundation.

THINKWATER

Video materials for a national water education campaign. Funded by the US Department of Agriculture and the University of Wisconsin.

INTO THE LAND OF KALACHAKRA

Documentary about the founding and growth of the Dalai Lama's personal monastery and official seat in North America in Ithaca and the preservation and evolution of Tibetan Buddhism. Funded by the Park Foundation and Tauck Foundation.

RE:THINKING

Self-produced documentary about the impact of “teaching to the test” and the failure of the US education system to teach our children how to think.

Selected Films & Awards

LEADING WITH IMPACT: Your Ripple Effect (2013)

An online course for principled leadership training, produced in collaboration with Roxi Bahar Hewertson and Dane Cruz. Gold Award, W3 Awards.

THEY CALL IT MYANMAR: LIFTING THE CURTAIN (2012)

An intimate portrait of Burma. Called “a thing of beauty... one of the top 12 documentaries of the year 2012.” by Roger Ebert. Screened at festivals worldwide, and currently on Netflix, iTunes and Amazon.com.

LOVE THOSE LETTERS DVD (2012)

Parents Choice award-winning DVD and CD set for Ithaca’s Family Reading Partnership. Teaching the alphabet and a life-long love of reading to the very youngest children.

GAY PARENTS SPEAK (2010)

Personal stories of the challenges and rewards of adoption by lesbian and gay couples. Produced in collaboration with the Human Rights Campaign.

WORKING FOR SOCIAL JUSTICE: THE ETHICS & CORE VALUES OF SOCIAL WORK (2008)

An educational and recruitment film exploring the moral principles and professional standards of social work today. Produced in collaboration with Syracuse University School of Social Work.

STRUGGLE FOR IDENTITY: ISSUES IN TRANSRACIAL ADOPTION (2007)

Adult adoptees discuss their experiences growing up in transracial adoptive families. Produced in collaboration with the New York State Citizens’ Coalition for Children. INTERCOM/Chicago Film Festival, Silver Plaque, Silver Telly, Davey Gold Award, Honorable Mention, The Chris Awards.

WHAT HAPPENS WHEN THE EARTH SHAKES? (2008)

Five short videos commissioned by the Sciencenter in Ithaca, NY to teach children about earthquakes and the scientists who study them. Millennium Bronze Award, Telly Bronze Award, Davey Silver Award; Chicago Film Festival/INTERCOM Certification of Merit; Communicator Gold Award; Most Effective Education Outreach, and Training Activity of the Year – National Science Foundation.

FOSTER PARENTS SPEAK (2007)

A training and recruitment video exploring the challenges and benefits of a strong and open relationship between birth and foster families. Produced in collaboration with the New York State Citizens' Coalition for Children. Silver Hugo, INTERCOM/Chicago Film Festival, Honorable Mention, The Chris Awards.

DISCOVERING AGRICULTURAL BIODIVERSITY (2007)

An innovative learning tool for teens, offering self directed learning. Horizon Interactive Gold Award, Silver Telly, Summit Gold Award, Gold Medal, INTERCOM/Chicago Film Festival, Silver Davey, Honorable Mention The Chris Awards.

URBAN BIRD STUDIES (2004)

Produced for Cornell Lab of Ornithology. Five-video series educating young people about becoming "citizen scientists" and collecting data about birds for real scientific studies. Funded by the National Science Foundation. Gold Medal, INTERCOM/Chicago Film Festival; Chris Bronze Plaque, Columbus Film Festival; CINE Golden Eagle; represented the US at the Ekotop Environmental Film Festival in Slovakia.

PIPELINE TO THE 21ST CENTURY: CHANGING THE FACE OF CORPORATE AMERICA (2004)

Promotional video for the Office for Women and Minorities in Business at Cornell University's Johnson Graduate School of Management. Gold Medal, INTERCOM/Chicago Film Festival; Bronze Telly; Finalist, The New York Festivals.

SCIENCE LAB INVESTIGATIONS (2003)

Internationally distributed 12-video series for high school classrooms featuring a variety of chemistry, physics and biological experiments and demonstrations. Produced for Library Video Company. Telly Award; WorldFest Houston Silver Award; Parent's Choice Award.

WHO NEEDS SLEEP? (2002)

Why most high school students are seriously sleep deprived and what impact this has on their learning, memory and performance. Distributed free of charge to every public high school in US. CINE Golden Eagle; Freddie Award, International Health and Medical Media Awards.

CHILD CARE: FAMILIES IN THE BALANCE (1991)

One-hour documentary exploring the state of day care in America. First Place, Media Awards of the National Council on Family Relations; Winner, Columbus International Film Festival; Finalist, International Film & TV Festival of New York. Produced in cooperation with Cornell University. Funded by the Smith Richardson Foundation, Ford Foundation and others. Broadcast via WETA Washington, DC.

February 4, 2014

To Whom It May Concern:

I am writing in support of the Tompkins County Public Library's upcoming exhibit *Lincoln, the Constitution, and the Civil War*. An adjunct exhibit is planned highlighting local people and places during and after the Civil War era, *Tompkins County Then & Now*. The History Center in Tompkins County (THC) is happy to participate in this praiseworthy initiative, and in doing so will be devoting much staff time and effort to work with Tompkins Community College Professor Harry Littell and his students as they produce the exhibit. This group will be researching in THC archival collections, including photographs, historic maps, books, and manuscript collections in an effort to create a Then & Now photographic display. Its emphasis on local people and places will juxtapose modern local images with historic ones, creating an engaging accompaniment to the TCPL's larger Civil War exhibit.

Professor Littell will be bringing his students (approximately twelve of them) to The History Center on three separate occasions. The first will be for an introduction and orientation to the organization and the collections. Then, later in the semester they will return for two workdays of 4-5 hours each, when they will closely examine historic materials and photograph them. They will also do research into the local history behind each image, providing context and background for the exhibit panels that will be created. Later they will shoot modern images to partner with the historic ones, creating a rich and meaningful public display.

The TCPL's public will learn much from this photographic exhibit aside from conventional Civil War history. The photographs will provide a local context of life in Tompkins County from the 1850s to the 1890s, letting viewers see national history through a local lens. THC is an enthusiastic partner in this important project.

Sincerely,

Donna Eschenbrenner
Director of Archives and Research Services
The History Center in Tompkins County
401 East State St., Suite 100
Ithaca, NY 14850
607-273-8284, x4
archives@thehistorycenter.net



ITHACA COLLEGE

Roy H. Park School of Communications
Department of Media Arts, Sciences, and Studies

February 19th 2014,

To Whom It May Concern:

I am an assistant professor of film and video production at Ithaca College. In the spring of 2013 I had the great fortune of working with Sally Grubb on several events that the Tompkins County Public Library was coordinating as a celebration of Hip Hop Culture. With the Library's help, I was able to create an important curricular component for one of my courses that allowed me to bring my Ithaca College Media Arts students downtown to document these events. Due to the success of this project and the positive learning outcomes, I plan on working with the Library again to provide similar service learning opportunities for my students.

The Library is celebrating its 150th Anniversary this year and they have several events planned as part of this celebration. I will be providing the library with resources and IC students so that we can help document these events scheduled for early April and late September.

The Tompkins County Public Library's collaborations with Cornell University, Ithaca College, the City of Ithaca, and many community organizations, results in amazing resources and opportunities for the people of the City of Ithaca. The library and its employees provide this community with a place to meet poets, writers, academics, activists and wide range of influential people who care deeply about the education and growth of the entire population of this city and the surrounding areas. I look forward to all my future collaborations with the Library and I strongly support all the important work they do.

Please feel free to contact me at anytime with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bradley A. Rappa', written over a white background.

Bradley A. Rappa
Assistant Professor
Roy H. Park School of Communications
Cinema, Photography and Media Arts Program
Ithaca College, Park 360, Ithaca, NY 14850
(607) 274-1839 • brappa@ithaca.edu

February 15, 2014

To whom it may concern,

Over the years I've enjoyed collaborating with the History Center in Tompkins County on projects including books (Ithaca Then & Now, 2000; Cornell Then & Now, 2003) and exhibits (Dear Friend Amelia, 2011; Artistry and Piety, 2013), as well as collaborating on an exhibit with the Tompkins County Public Library (Land Trust Landscapes, 2003).

It's my pleasure to embark on a new project, Tompkins County Then & Now, joining forces with my photography students at Tompkins Cortland Community College, the Tompkins County Public Library and the History Center to create a visual exhibit celebrating the TCPL sesquicentennial. My students are excited to put their photography skills to use in a community service project. I'm excited to introduce them to the joys and challenges of working collaboratively, problem solving in the field, and finding creative ways to bring history to life through juxtapositions of historical and contemporary photography.

Having their work shown in such a public environment with the chance to showcase their talent is a compelling opportunity. The fact that it also brings art to life during this important time in the library's history is equally so.

We intend to commence with research and field work in March, and hope to have files ready to print in mid-April, at which time we will require funding to produce the large format display panels. Our goal is to complete the panels by the end of the semester, in early May.

Thank you for your support of this project.

Harry Littell

Harry Littell
Assistant Professor and Chair, Photography Tompkins Cortland Community College
170 North Street
Dryden, NY 13053
607.844.8222 ext. 4397
Office: Room 149A

Thomas Knipe - RE: TCPL Community Celebrations Grant Application

From: Liz Hudson <ludson@tcpl.org>
To: Thomas Knipe <tknipe@tompkins-co.org>
Date: 2/24/2014 10:45 AM
Subject: RE: TCPL Community Celebrations Grant Application

Tom,

Thank you for the opportunity to further clarify our project. Below you'll find answers to your questions. Please know that we welcome any comments and are happy to respond to additional questions.

Warm regards,

Liz

1. It is unclear to me from your budget how Michael Lasser is being compensated. What is the source of the \$500 cash expense to cover this expense? (you just list "Michael Lasser" as the source, but from your expenses above it appears he is donating \$200 of a \$700 fee to the program and that the balance is coming from somewhere else...

We are in the process of writing two other grants to fund the following components:

Michael Lasser, \$500. Without grant funding, TCPL will likely cover a further reduced cost.

Photosynthesis Productions, \$1,000. Film component of this celebration will go forward with or without these funds; however, we are trying to find \$1,000 to subsidize the high cost of film production.

Funds for food & beverages. We've asked for donations of these items but haven't yet received a response.

TC3 student work, \$1,000. The additional sum needed should Celebration Grant funding be awarded. If funds are not allocated through this Celebrations Grant, we will continue to look for funds elsewhere. This component is far too important due to the many partnerships it makes possible, the power of the final exhibit and the fact that funding has been secured – in-kind and otherwise – for all other aspects of this exhibit. Without grant funding from Celebrations, we are concerned about our ability to find funding elsewhere but we will do all we can.

*An additional note: Professor Brad Rappa's Ithaca College student work, both time and final product, is being donated. I neglected to clarify this in my original budget, my apologies.

2. There is nothing in your budget for marketing, but you list several marketing channels in your narrative. Are there no costs to your marketing and advertising?

The costs associated with marketing are being assumed by TCPL. Most of these channels (website, facebook listservs, email, event calendars, plus mentioning at events occurring earlier in the year) incur only the cost of staff time which is paid for by TCPL. Additional use of these channels by our project partners will be assumed by those partners in the same way.

The cost of designing and printing flyers, posters is being covered by TCPL. Cayuga Radio Group has provided a very deep discount for a year's worth of radio announcements. This coverage will be concentrated during the April weekend celebrations and the September/October celebrations. TCPL and the TCPL Foundation will assume the cost of the initial saturation plan at \$1,000 with the option to double, should coverage see results in the first few months of the radio campaign (beginning March 2013).

3. Do you have flexibility in your budget regarding what a Community Celebrations grant could pay for, or is your only need from this grant for the Harry Littell students' production of photographic prints?

As you can see from the budget, we have secured funding for nearly all the project components. It would be quite difficult to move funding around if funds from this grant were restricted to a purpose currently covered.

Out of the remaining components still needing funding, this is by far the most important. Not only does it bring together multiple project partners all doing their part, an exciting feat, but it would allow the community to experience the power of this collaboration during the month-long exhibit period.

Being able to see this original work on display at TCPL is as valuable to the celebration experience as the research, writing, photographing and creation of the work itself. While the importance and timeliness of the Lincoln exhibit, with its high price tag, cannot be denied, this exhibit features local, talented students from three universities working alongside professionals at our History Center to complete an exhibit curated by a community expert. To our understanding of a community celebration, it is showcasing OUR community TO our community that resonates most loudly.

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Tompkins County Veterans Day Parade & Ceremony	Municipality where Celebration will take place: Ithaca
Expected Attendance/Participation: 1000%	Date(s): November 9 & 11, 2014
Group requesting grant (organizer): Tompkins County Veterans Day Committee	Amount requested: \$2000
Event Contact Name: <u> Ronda Catlin </u> Phone <u> 280-0213 </u> Address: <u> PO Box 6604 Ithaca, NY 14850 </u> Email <u> ronda_catlin@yahoo.com </u>	

1. Describe your celebration in a few sentences.

The parade and ceremony are to honor and support our military veterans.

2. What is the history of the event (ie, number of years it has occurred)?

This will be the 95th annual parade and ceremony.

3. What aspects of the community's culture or history are you celebrating?

We are honoring Veterans of all wars and those who have served during peace time.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

Participants include Sons of Union Soldiers and the "DoughBoys"

5. How will you measure attendance, benefits, and success of the event?

Attendance will be measured using zone counts. The benefits include educating the public about why we celebrate and showing honor and respect for our Veterans. Success is measured based on comments from participants as well as the public.

6. List local partners and entities that will assist with the event, and what they will provide.

We have no partners, per se, however look to the VFW's and American Legions for input.

7. List the board of advisors.

Ronda Catlin, Chair/Jack Myatt, Secretary/Phyllis Hall, Treasurer
Annie Carter, Trish Petrillo, Laura Anderson, Sherry Consalvi

8. How many people might be expected to attend, and how will you promote the celebration?

1000+. Social media, PSA's, Press Releases, Posters, Word-of-Mouth

9. What measures will you take to promote diversity and inclusion through your celebration?

We are approaching a diverse group of participants.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Yes....TREMENDOUS RESOURCE!!!

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

Less funding would result in more fundraising or we would have to scale back on musical participants.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: TOMPKINS COUNTY VETERANS DAY PARADE & CEREMONY

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	Bands	\$3,600	\$2,000	\$1,600
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food	Refreshments following events	\$1,000	\$	\$1,000
	Local products		\$	\$	\$
	Local services		\$	\$	\$
	Space rental		\$	\$	\$
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising		\$	\$	\$
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers		\$	\$	\$
	Other	Postage	\$200	\$	\$200
	Other	Posters	\$400	\$	\$400
	Other	Web Page	\$49	\$	\$49
	Other	Permit Fee	\$100	\$	\$100
Other	Printing & Copies	\$200	\$	\$200	
TOTAL EXPENSES			\$5,549	\$2,000	\$3,549

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 36.0%

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		\$
	Other grant		\$
	Event revenues		\$
	Cash donations		\$
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND			
	Donated goods		
	Donated goods		
	Donated services		
	Donated services		
SUBTOTAL (in-kind support)			\$0
TOTAL REVENUES (including in-kind)			\$0
REVENUES LESS EXPENSES			-\$5,549

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

Thomas Knipe - Fw: 2014 Community Grants Application

From: Ronda Catlin <ronda_catlin@yahoo.com>
To: "tknipe@tompkins-co.org" <tknipe@tompkins-co.org>
Date: 2/22/2014 3:41 PM
Subject: Fw: 2014 Community Grants Application

Tom:

The local bands include Johnny Russo East Hill Marching Jazz Band, Fingerlakes Pipe Band, Newfield Central School Marching Band, Ithaca College Fife and Drum Corps, and the Salvation Army Band.

Ronda

Ronda D. Catlin, GRI
NYS Licensed Associate Broker
TOMPKINS CORTLAND REAL ESTATE
129 Main Street
Groton, NY 13073
www.tompkinscortlandrealestate.com

[607-280-0213](tel:607-280-0213)

2013 Secretary - Ithaca Board of Realtors

On , Ronda Catlin <ronda_catlin@yahoo.com> wrote:

Ronda D. Catlin, GRI
NYS Licensed Associate Broker
TOMPKINS CORTLAND REAL ESTATE
129 Main Street
Groton, NY 13073
www.tompkinscortlandrealestate.com

[607-280-0213](tel:607-280-0213)

2014 Treasurer - Ithaca Board of Realtors
2014 Chair - Tompkins County Veterans Day Committee

On Friday, February 21, 2014 3:48 PM, Thomas Knipe <tknipe@tompkins-co.org> wrote:

Hi Ronda,

I am formally confirming receipt of your Community Celebrations Grant application for the

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: TeamUnity Project:	Municipality where Celebration will take place: Ithaca/ Tompkins County
Expected Attendance/Participation: 50- 100	Date(s): May 30 th / June 27 th
Group requesting grant (organizer): Creating Dreams Movement	Amount requested: \$2000
Event Contact Name: Luis Manuel Charris _____ Phone 607 339 3658 Address: ___780 E. Miller Rd Brooktondale Ny 14851 _____ Email ___teamunityproject@gmail.com _____	

1. Describe your celebration in a few sentences.

The TeamUnity Project: focus of 2014 is to help support the movement of the Friends of Stewart Park in the reimagining of the park and the We The People Series where we will be focusing on Collective Impact in our community. Through the TeamUnity Project: we have been able to connect many people together and look forward to spreading the Project and inviting members of TeamUnity from all over the US to join us in Ithaca for the TeamUnity Project: Stewart Park.

The focus of TeamUnity is to develop unity within our community by promoting community building through the arts.

The goals of TeamUnity are to:

- Collaboration: help build bridges between multiple organizations and individuals
- Leadership Development: encourage & support our local artists and emerging leaders
- Relationship & Capacity Building: create a networking system that keeps everyone in touch with our community and effectively working towards shared goals
- Promote Health: improve people's quality of life by providing opportunities to discuss and actively work towards:
 - Cultural awareness
 - Equity
 - Food justice
 - Community self-reliance

- Human rights
- Youth & adult empowerment
- Self healing
- Unity

Additional goals of TeamUnity's Stewart Park event are:

- Help beautify Stewart Park and potentially (pending approval from the City of Ithaca) incorporate fruit trees and vegetable gardens for public enjoyment & consumption;
- Provide information from many community organizations, both established and emerging groups, focused on promoting sustainability and supporting healthy lifestyles
- Provide educational and healthy activities and uplifting entertainment for both youths and adults

Encourage and support local Ithaca talent by providing live performances from Ernest Verb (nephew of Leslyn McBean Clairborne), Trece (Northside resident), Rocky B (graduate of New Roots and member of Power Shift NY), El Danny (GIAC staff), Mbusi (local celebrity from the Northside), Sean O' Shea and many others

2. What is the history of the event (ie, number of years it has occurred)?

TeamUnity Project has been going on for about 2 years now

3. What aspects of the community's culture or history are you celebrating?

We are blessed to work with so many talented folks in the Tompkins Community and able to share our growing culture in the Arts, and the culture of village of coming together for the greater good of our community and its members. We will be highlighting the many varies projects, groups, organizations and people that came from the Tompkins Community in showcasing the positive strides they have made to build a stronger community through culture and history.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org. We will showcase Ithaca vibrant history both in human rights and entertainments and also celebrating the diversity of culture throughout our event with pieces focused on our similarities through culture.

5. How will you measure attendance, benefits, and success of the event?

We will measure attendance by sign in sheets and head counts, measure the benefits by keeping in contact with participants and seeing what they gain from the series and the events, Measure of success would be seeing a more connect and vibrate Tompkins County with more partnerships across the board of great projects already in the works.

6. List local partners and entities that will assist with the event, and what they will provide.
Fabina Colon: founder of SoLuna and Creative Community Design and Program Asst. at Natural Leaders Initiatives has been help organize the event and series, Jon-Paul Pierce: Co-founder of Creating Dreams Movement and CDM Broadcast has been helping with promotions and recruitment. Sara Cranmer: CDM Board member and founder of Haven of the Stars has been helping create youth programing for the TeamUnity Project and with promotions and advertising, Jonathan Smith: Co- Founder of Creating Dreams Movement and CDM Entertainment has been supporting the TeamUnity Project since day 1 with recruitment, promotions, artist recruitment, and sponsorship recruitment, Margo Hittlemen: Founder of Natural Leaders Initiative has offered support as in promotions, support with printing of fliers and general support, Christine Jackson: Asst News Director and Radio DJ for WDWN Win89 Aurburn will assist in providing promotions outside of Tomkins County area, Joanna Green: Executive Director of Groundswell has offered to bring attractions to the TeamUnity Project to engage the youth and talking more about how she can help, Cornell Cooperative Extension has supporting us by offering us a place to host the We The People Series, Carmen Santiago: NLI Grad and co-founder of Community Café has offered her support with co-sponsoring the We The People series, Cruz Colon and the Cola Group of Cornell U: founders of Donut Discriminate has offered to co-sponsor the We The People Series, Kirby Edmonds: Doroty Cotton Fellow and Building Bridges member has been offering support for the We the People Series. We still have several other members of the Tompkins community that are assisting on the event but these are some of the key members. Can send finalized list closer to event/series date

7. List the board of advisors.
Luis Manuel Charris, Fabina Colon, Carmen Santiago, Sara Cranmer, Jon Paul Pierce, Jonathan Smith, Margo Hittleman, Kirby Edmonds

8. How many people might be expected to attend, and how will you promote the celebration?
50-100
We will be promoting broadly on social media sites such as Facebook, Twitter, Linkind, and other online sources, We will be promoting vie radio with WRFI Ithaca Community radio, WICB Ithaca College radio, WDWN auburns WIN89 radio and online radio shows, TV with Pegusy Ithaca public access and Youtube videos, Print with Ithaca Journal, Ithaca Times, Cornell Sun and the penny saver

9. What measures will you take to promote diversity and inclusion through your celebration?
The main purpose of our events and series is to promote true unity in our community by showcasing the many talented people and groups we have in Tompkins county and upstate NY.

Evaluation criteria and expected outcomes will be identified by the TeamUnity event organizing team and refined throughout the event planning process. Below is a draft list of questions that will be used to establish criteria, expected outcomes and a plan to measure them.
Did TeamUnity:
a. Use collaborative, inclusive approaches to engage a diversity of social justice and sustainability partners?

- b. Provide an opportunity for social justice and sustainability professionals and community members to build/strengthen relationships to support ongoing collaboration to reach shared goals?
- c. Provide opportunities for leadership development, human & community capacity building

Did the Event?

1. Advance Creating Dreams Movement + TeamUnity’s Mission and our shared goals with partners:
 - a. Assemble groups & individuals from Tompkins County who are working on or interested in promoting social justice, sustainability and/or community self-reliance.
 - b. Provide access to resources that support personal health, community well being, ecological stewardship, and economic vitality.
 - c. Provide opportunities for a diverse group of stakeholders (including people of color, people with limited income, people living in rural areas and/or people who experience marginalization in Tompkins County) to build relationships, cross-pollinate progressive ideas and find strength-based solutions.
 - d. Encourage collaboration amongst individuals, groups, organizations and other institutions.
 - e. Foster cross-cultural understanding and unity across diverse cultural, ethnic and socio-economic lines.
 - f. Raise awareness of the connection between food, energy, transportation and natural resources.
 - g. Raise awareness of the connection between the health of people and planet.
 - h. Increase excitement to take action towards building a sustainable community for all.

Measurement: Feedback will be collected from partners, educational tablers and event goers through informal conversations, comment cards and post-event follow-up.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We will promote/ practice environmental sustainability by working with groups such as Get your GreenBack Tompkins, Way 2 Go, and other groups that focus on sustainability. Having compost sessions and workshops around environmental security.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We will utilize all the resource we have that are available and take the opportunity to go to some of the workshops and using of the equipment rental.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The impact of not receiving the full amount would result in possibly a smaller line up for our event and more work on our end on fundraising which we will be doing anyways but it would put more work on the team to find other ways to resource our event and series

Celebration Name:

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>	Local talent	MUSICIANS, DANCERS, PAINTERS,	\$750	\$750	\$
	Local talent	PHOTOGRAPHERS, VIDEO, MASSAGE	\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food		\$	\$	\$
	Local products		\$	\$	\$
	Local services		\$	\$	\$
	Space rental	space rental and permit fees	\$250	\$250	\$
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	omotion, Advertising, communications	\$500	\$500	\$
	Printed Collateral		\$	\$	\$
	Other Marketing	marketing tools such as stickers, pe	\$500	\$500	\$
	Support for Volunteers		\$	\$	\$
	Other		\$	\$	\$
	Other		\$	\$	\$
	Other		\$	\$	\$
Other		\$	\$	\$	
Other		\$	\$	\$	
TOTAL EXPENSES			\$2,000	\$2,000	\$0
<i>Grant share must be 50% or less</i>	Community Celebrations Grant Share of Total Expenses (%)		100.0%		

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income Include value of in-kind donations</i>	Community Celebrations Grant		\$2,000
	Event revenues	fundrasier events	\$500
	Cash donations	privite donors	\$500
	Other	Can & Bottle drive	\$300
	SUBTOTAL (cash income)		
INCOME - IN-KIND			
	Donated goods	food.	\$250
	Donated goods	art supplies	\$250
	Donated services	promotion outside the Tompkins Area	\$200
	Donated services	volenteer cordanator	\$200
SUBTOTAL (in-kind support)			\$900
TOTAL REVENUES (including in-kind)			\$4,200
REVENUES LESS EXPENSES			\$2,200

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Danby Fun Day 2014	Municipality where Celebration will take place: Town of Danby
Expected Attendance/Participation: 900-1100	Date(s): July 12, 2014
Group requesting grant (organizer): Danby Fun Day Committee	Amount requested: \$1,375
Event Contact Name: _George Jakubson Phone: (607) 277-0671 Address: 211 Buttermilk LN, Ithaca NY 14850 Email george.jakubson@cornell.edu (george DOT jakubson AT cornell DOT edu)	

1. Describe your celebration in a few sentences.

This is the 31st anniversary of Danby Fun Day. Fun Day is the event of the year in Danby. Residents and visitors from surrounding towns gather at the Danby firehouse for exhibits of local history, live music by local groups, a parade, barbecue, games, prizes, and exhibits by local and non-local crafters. It is being put on jointly by the Danby and West Danby Fire Departments. These two volunteer fire companies jointly cover the Danby Fire District

2. What is the history of the event (ie, number of years it has occurred)?

Fun Day began in the 1960s as a carnival fundraiser for the Danby Fire Department. The carnival stopped some time in the late 1970s /early 1980s, and after the hiatus was resurrected as Danby Fund Day in 1983. Thanks to funding from the Celebration Grant and renewed local effort and interest, Fun Day expanded in 2003 to become the major event happening in the Town of Danby each year.

3. What aspects of the community's culture or history are you celebrating?

Maintaining a sense of community is a struggle in Danby, a town without a local school or a local store to bring people together. Fun Day gives people a chance to meet their neighbors and find out about the many groups, businesses, and causes that are active in Danby. While the history exhibits keep the past alive in people's memories, the event itself creates new memories and new links among the town's citizens and

engages them in shaping the future of the town.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

There is a history exhibit of the town, and of each of the fire departments. We also have an historical quilt of Danby owned by the Grants on display. The Danby Quilters guild displays quilts every year and the Tompkins County Quilters Guild displays a quilt every other year. Historically we have had good representation from local organizations at Fun Day to educate town residents about what they do and how to become involved. We also have local leaders acting as Marshalls of the parade. Last year the founders of Fun Day acted as the marshals of the parade. We are reaching out to local cultural groups to join the parade. For example, a local Irish step-dancing group has expressed interest.

5. How will you measure attendance, benefits, and success of the event?

Attendance will be measured by food purchases and volunteer survey-takes.

Success: Fun Day aims to bring the community together and raise funds for the fire departments, so solid attendance and a healthy profit will be the best indicators of success

6. List local partners and entities that will assist with the event, and what they will provide.

Danby Volunteer Fire Company, West Danby Volunteer Fire Company, Danby Town Government, Danby Community Council, Danby Federated Church. These groups will all provide volunteer labor to the event as well as exhibits. Cornell Cooperative Extension provides exhibits. Other community groups typically provide exhibits. We are hoping to have an exhibit from local law enforcement as well.

7. List the board of advisors.

Sharon Gaden, John Gaden, George Jakobson (Danby Volunteer Fire Company).
Marrell Cortright, Paula Carlisle (West Danby Volunteer Fire Department).
Sue Beeners (Town of Danby)

8. How many people might be expected to attend, and how will you promote the celebration?

We anticipate approximately 1,000 people attending Fun Day. We advertise the event in free (to residents) local newsletters (e.g. Danby Area News). Gay Huddle writes it up in her columns in the Ithaca Journal. We will have posters around town, and have the event listed in the "things to do" sections of the Ithaca Journal, Ithaca Times, Tompkins County Weekly, the Cornell Summer Sessions event calendar, etc. The sign boards near the fire stations will also have notices. We anticipate doing some radio advertising if the budget permits. The demise of Broader View means we will look for replacement advertising venues.

9. What measures will you take to promote diversity and inclusion through your celebration?

The Danby fire station is an accessible building with accessible parking. We have seating under the pavilion which is accessible to the mobility impaired. We welcome all members of the community without regard to race, gender, religion, sexual orientation, etc. Our games for kids are modestly priced (e.g 10 cents or 25 cents) so that all kids are able to take part. The games are designed so that all kids come away with inexpensive prizes. We spend the year collecting small things for the dime toss, for example. Some of our older residents have told us that the presence of fire department EMTs on scene makes them feel more comfortable attending.

10. What measures will you take to promote/practice environmental sustainability through your celebration? We separate recyclable materials at Fun Day In the past we tried to separate compostable materials from landfill materials, but our efforts were not completely successful. Last year an individual from the community helped out by providing “official” composting bins, like you see at other festivals, and brought the compostables to Cayuga Composting. We are hoping to be able to do this again, since we were considerably more successful in reducing the environmental impact last year than in the past. In addition, if we have enough labor, we anticipate have some educators stationed at the trash/recycle/compost stations to help people sort out the materials rather than just having separate collection bins with signs.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Previous organizers have attended training sessions run by the Festivals Program and have trained this year’s group. We have also studied the presentation and training materials which the Festivals Program made available online.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

With less money we would reduce the number of local bands unless they agreed to donate part of their time. We would also reduce the size and scope of the history exhibits. We are hoping to augment the history exhibits (last year we made large improvements to the exhibits) but would have to cut back on that without funding. We are also applying elsewhere for funding but have no information yet on success.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

Danby Fun Day 2014

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	4 local bands	\$700	\$700	\$0
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food	locally purchased food	\$2,500	\$0	\$2,500
	Local products	Chinese auction items	\$1,400	\$	\$1,400
	Local services	Re-dating banner	\$30	\$0	\$30
	Space rental	ated by Danby Volunteer Fire Company	\$	\$	\$
	Sound system	use donated by a band (typically)	\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	Ithaca Journal, etc	\$500	\$250	\$250
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers		\$	\$	\$
	Poster Printing		\$175	\$175	\$0
	Fun Stuff	n Tank, cotton Candy, popcorn supplies	\$80	\$0	\$80
	kids supplies	prizes for kids	\$50	\$0	\$50
	Other	donated baked goods	\$300	\$0	\$300
Other	history exhibit supplies	\$250	\$250	\$0	
TOTAL EXPENSES			\$5,985	\$1,375	\$4,610

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 23.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL	
	Community Celebrations Grant		1375	
	Danby Volunteer Fire Company		\$1,250	
<i>List major categories of income Add or delete lines/rows as needed Include value of in-kind donations</i>	Event revenues	food sales	2500	
	Cash donations		\$	
	West Danby Fire Department		\$1,250	
	Other	vendor fees @10	200	
	SUBTOTAL (cash income)			\$6,575

INCOME - IN-KIND			
	Donated goods		
	Donated goods	baked goods	\$300
	Donated services	sound system	\$500
	Donated services		
SUBTOTAL (in-kind support)			\$800
TOTAL REVENUES (including in-kind)			\$7,375
REVENUES LESS EXPENSES			\$1,390

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Enfield Harvest Festival	Municipality where Celebration will take place: Enfield
Expected Attendance/Participation: 550	Date(s): October 4, 2014
Group requesting grant (organizer): Enfield Community Council	Amount requested: \$2000.00
Event Contact Name: <u>__Cortney Bailey__</u> Phone <u>__607 279-4702__</u> Address: <u>__224 Gray Road, Ithaca, NY 14850__</u> Email <u>__cbailey525@yahoo.com__</u>	

1. Describe your celebration in a few sentences.

The Enfield Harvest Festival is a daylong community celebration which has become an anticipated community gathering. The event features a chicken BBQ, a silent auction featuring many local goods and services, a book fair, children's games, a quilt which is made by local residents and a ping pong drop from a light plane flown by a local pilot. Children race to claim a ball, which earns them a prize of their choice. This event is a common recollection of our children and young adults.

2. What is the history of the event (ie, number of years it has occurred)?

This will be the 39th Enfield Harvest Festival. The event began in 1975 with demonstrations of historical crafts done by local residents at the local Grange. Over the years, this event has greatly expanded and our site has been moved to the Elementary School.

3. What aspects of the community's culture or history are you celebrating?

This year we will focus on water, "Treasured Waters of Enfield". The Community Council will display various aspects of water in our community: Treman Park's Lucifer Falls, the creeks and Grist Mill (past and present) through photos and information flyers; the waters (creeks, streams, swamps) of the Town of Enfield displayed by an enlarged map of Enfield; update information on the aquifer study that is currently being researched by the USGS. The Festival will include various activities that involve water, i.e. bubble

activities for children.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at:

historian@tompkins-co.org.

The Community Council will work with the Town Historian, to have information on display about Treman Park – past and present including Lucifer Falls and the Grist Mill.

Displays and information on the various creeks, streams, swamps locations and information on.

Updated information on the aquifer study for the Town of Enfield.

5. How will you measure attendance, benefits, and success of the event?

We will use crowd estimation measures that the Downtown Business Alliance uses and if 350 chicken halves are sold it will be deemed very successful.

6. List local partners and entities that will assist with the event, and what they will provide.

The Enfield PTA – book fair

The Enfield Volunteer Fire Dept. - members barbecue the chicken for us

The Ladies Auxillary of the Fire Dept. - run the cake wheel

ICSD – donates the school space

Enfield Fire Dept and Town Highway Dept. - truck and equipment for observation and to direct traffic

Cornell University – students to volunteer throughout the day

7. List the board of advisors.

Cortney Bailey, JoAnne Huddle, Jennifer Hubbell, Deena Raumbaum, Ann Rider, Vera Howe-Strait

8. How many people might be expected to attend, and how will you promote the celebration?

We plan on about 550 people to attend. We will advertise in our local newsletter which goes to every town household. We will send a notice home to all school households in the Wednesday school mailing. We will put a notice in the Community Events in the Ithaca Journal and place an ad in the Ithaca Tri-Village Advantage Weekly.

9. What measures will you take to promote diversity and inclusion through your celebration?

We invite all elementary - High School age children and their families to our event. The Festival is within walking distance of a large trailer park. Our Festival has many free aspects so all residents regardless of socio-economic level can enjoy our Festival. Our Festival is family-oriented and provides an opportunity for families, from toddlers to grandparents, to enjoy a day together.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We use compostable paper products and utensils. We will have recycle and compost garbage cans available for disposal of waste.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

In past years we have attended the grant writing workshop.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

We will not have as much music if our funding is reduced.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

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	3 local musical groups @ 500/each	\$1,500	\$1,500	\$0
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food	Cabbage, chicken, rolls, cookies	\$1,500	\$250	\$1,250
	Local products		\$	\$	\$
	Local services	Maine's, ShurSave, Rick's Rental	\$600	\$0	\$600
	Space rental		\$	\$	\$
	Sound system	Microphone & amp rental	\$200	\$	\$200
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	Ithaca Child, Tompkins Weekly	\$100	\$0	\$100
	Printed Collateral	Paper, stamps, tickets	\$150	\$100	\$50
	Other Marketing	School mailing, Enfield newsletter	\$0	\$0	in kind
	Support for Volunteers		\$	\$	\$
	Other	Pilot/Fuel for plane & Prizes/Misc	\$400	\$150	\$150
	Other	Prizes, misc. expenses	\$500	\$	\$500
	Other		\$	\$	\$
	Other		\$	\$	\$
Other		\$	\$	\$	
TOTAL EXPENSES			\$4,950	\$2,000	\$2,850

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 40.4%

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		\$2,000.00
	Other grant	Income from event	\$4,000.00
	Event revenues		\$300.00
	Cash donations		\$
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND			
Donated goods			
Donated goods			
Donated services			
Donated services			
SUBTOTAL (in-kind support)			\$0
TOTAL REVENUES (including in-kind)			\$6,300
REVENUES LESS EXPENSES			\$1,350

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: 6 th Annual Verne Morton Memorial Photography Show & Contest	Municipality where Celebration will take place: Town of Groton
Expected Attendance/Participation: ± 300 Attendees ± 30 Entrants	Date(s): August 15 & 16, 2014
Group requesting grant (organizer): Town of Groton	Amount requested: \$770.00
Event Contact Name: <u>April L. Scheffler, Town Clerk</u> Phone <u>607-898-5035</u>	
Address: <u>PO Box 36, Groton, NY 13073</u> Email <u>townclerk@grotontown.com</u>	

1. Describe your celebration in a few sentences.

The Town of Groton will sponsor the 6th Annual Verne Morton Memorial Photography Show & Contest during Groton Olde Home Days on Friday, August 15, 2014, from 6pm - 9pm and Saturday, August 16, 2014, from 10am - 5pm at the Town Hall located at 101 Conger Boulevard, Groton, NY.

2. What is the history of the event (ie, number of years it has occurred)?

This will be our 6th year. Originally we wanted to create a new event for Groton Olde Home Days that would compliment the annual art show at the First National Bank, the annual Crafts and Collectable Show, and various other arts and crafts exhibits taking place during the weekend.

3. What aspects of the community's culture or history are you celebrating?

Verne Morton, who was born in Groton in 1868, took over 1,200 photographs during his lifetime, most of which were taken within Groton. Known as the photographer who "made the commonplace compelling," he had a unique ability to see the natural beauty and grace that lives right outside our door. Morton's subject matter included nature, animals, small children at play, the homes of his neighbors, and people working in the rural countryside. His beautiful and artistic compositions initially draw us to his photographs, but the visual story that is told and the documentation of life gone by is what makes his work an historical local treasure. Verne Morton's photographs, glass plate negatives, and extensive journals are part of the collection at the History Center in Tompkins County.

We are celebrating the Verne Morton legacy of appreciating the splendor that surrounds us every day, and creating our own pictorial history to be enjoyed by future generations. This is truly "all about us" and what we are asking people to do is to look around Groton, really open their eyes, to see something they may

not have noticed before, and to capture that beauty, or moment, or feeling and then share it with the community.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

We have Verne Morton photographs on display, some of which belong to the Town and others that are loaned for the event. Additionally, we have an antique camera, similar to what he would have used, and other antique articles of interest. We have Verne Morton books on display and a slide show of his photographs runs continually throughout the show. April Scheffler, Town Clerk, and Rosemarie Tucker, Town Historian, also have a PowerPoint presentation on Verne Morton that they have given at numerous locations, including the Annual Conference on New York State History. Having never actually given this presentation in Groton we are please to be presenting at the Groton Public Library. This all promotes Verne Morton, our history, the History Center, and the photo show. We continually push the historical significance to not only our attendees, but also our entrants and judges, asking them to view the Verne Morton photos on the History Center's website and consider the kinds of photos he might be taking today.

5. How will you measure attendance, benefits, and success of the event?

We have a guest book, which will tell us approximately how many attend, although not everyone signs.

The benefits are that we are collecting a great many present day photos of Groton and we have so many people going out and taking pictures who enjoy entering this contest. We think this is mostly because it is a community event where anyone can enter and anyone can win. You don't need to be a professional photographer; you just need to take a great photo, or two. We are expecting more entrants this year as last year several people who had been unaware of the event said they intended to tell all their photography friends.

We have begun to see our goal succeed in the last couple years with people striving to win the Verne Morton Legacy Award. So many people who bring there entries in are now asking if we think it will be good enough for this award. Success to us means that people are understanding what we are trying to do.

6. List local partners and entities that will assist with the event, and what they will provide.

The event is organized and run by April Scheffler, the Groton Town Clerk, and Robin Cargian, the Deputy Clerk. The Groton Town Board has budgeted \$400, which will go mostly for prizes. The History Center in Tompkins County has given us gift certificates for Verne Morton prints at a reduced price, which were given as the special category prizes. We have had loans of Verne Morton prints and other antique articles from display. The Groton Youth Recreation Program helps promote us, as does the producers of Olde Home Days.

7. List the board of advisors.

April Scheffler, Town Clerk, Robin Cargian, Deputy Clerk, Rosemarie Tucker, Town Historian
Cindy Vicedomini, Court Clerk

8. How many people might be expected to attend, and how will you promote the celebration?

± 300 Attendees; ±30 Entrants.

Promotion is done through paid advertisements in local shoppers and newspapers, written newspaper articles and pictures, online event postings, public service announcements, the Town website, mailings, posters, banners, brochures, and handouts. We are included in the Groton Youth Recreation Summer

Programs booklet. Last year we created our own advertisement to run during the outdoor movie nights hosted by the Groton Youth Recreation Program and plan to do that again this year.

9. What measures will you take to promote diversity and inclusion through your celebration?

The photo show and contest is open to anyone, from anywhere, of any age. We have had entrants from Florida to Nevada and even one from China. There is no charge to enter the photo contest and we ask only that photos be matted, not framed, which keeps the cost down, especially when we have a whole family enter photos for parents and children. There is no admission fee to the show and everyone is welcome to come in. The Town Hall is handicap accessible and chairs are provided so people can just come in and rest during a hot afternoon at Olde Home Days.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We believe that by asking people to look for and find the beauty that exists right outside their door and then capture it through the lens of a camera, that they will begin to really see and focus on the truly spectacular natural art that surrounds us all the time. When people really see their world in this way, they will then understand the importance of preserving it for themselves and future generations.

In practice, we don't really produce any waste. We have recycled office dividers that are arranged and used to display photos. We decorate with plants, tablecloths, lights, and other accessories that we bring from home. We have clips for hanging photos that are reused every year. Each year we try to invest in additional signs and banners that we can continue to use year after year. Last year, we found large, cotton tote bags at a really good price, and April Scheffler designed a unique logo. They were a big hit and because they are reusable, they also help promote us.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Unfortunately, the meetings that have been offered never seem to be at a time we can attend. We have, however used much of the information on your website.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

We work on a very tight budget. We attempt to give meaningful and useful prizes appropriate for either the professional or amateur photographer, which are bought throughout the year when we find a good buy. We have also tried to be creative with the promotion of our event and take advantage of any no-cost or low-cost opportunity that comes along. Paid advertising placed in the local shoppers and newspapers, is essential to the success of the event to first get people to enter the show and contest and then to get the public to attend. Receiving less funding would seriously impact our ability to advertise and promote the event and would probably result in not doing the advertising during outdoor movie nights.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name 6th Annual Verne Morton Memorial Photography Show & Contest

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</i>	Paid Advertising	Local Shoppers & Newspapers	\$550	\$550	\$
	Paid Advertising	Outdoor Movies - Groton Youth	\$100	\$100	
<i>Add or delete lines/rows as</i>	Promotion	Purchased Signs/Banners,, Handouts	\$120	\$120	\$
<i>Denote in-kind as in exam</i>	Awards	1st,2nd & 3rd in 3 Catagories	\$295	\$	\$295
	Award	Best of Show	\$35	\$	\$35
	Award	People's Choice	\$35	\$	\$35
	Award	Morton Legacy	\$35	\$	\$35
	2 Judges	To judge contest (in kind)	\$70	\$	\$70
	Refreshments	For Friday Evening Opening Gala (in kind)	\$100	\$	\$100
	Cups & Napkins	For Friday Evening Opening Gala (in kind)	\$20	\$	\$20
	Local Produce	Cut flowers/local farm stand (in kind)	\$20	\$	\$20
	Local Service	Printing Large Format Posters (in kind)	\$25	\$	\$25
	Refreshments	For Friday Evening Opening Gala (in kind)	50.00	\$	50.00
	Cups & Napkins	For Friday Evening Opening Gala (in kind)	20.00	\$	20.00
	Door Prizes	Free totes & mouse pads - Vista Print (in Kind)	40.00	\$	40.00
	Posters & Handouts	In-House Printing - Clerk's Office (in kind)	20.00	\$	20.00
	Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79	108.95	\$	108.95
	Photographer	(In kind) 1 hour @ \$21.79	21.79	\$	21.79
	Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79	43.58	\$	43.58
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
	TOTAL EXPENSES		\$1,709	\$770	\$939

Grant share must be 50% Community Celebrations Grant Share of Total Expenses (%) 45.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of in</i>	Community Celebrations Grant		\$770
	Other Grants		
<i>Add or delete lines/rows as</i>	Town of Groton		\$400
<i>Include value of in-kind d</i>	Event revenues		\$
	Cash donations		\$
	SUBTOTAL (cash income)		\$1,170

INCOME - IN-KIND	DESCRIPTION	ESTIMATED TOTAL
	Refreshments	For Friday Evening Opening Gala (in kind) \$100
	Cups & Napkins	For Friday Evening Opening Gala (in kind) \$20
	Local Produce	Cut flowers/local farm stand (in kind) \$20
	Local Service	Printing Large Format Posters (in kind) \$25
	Refreshments	For Friday Evening Opening Gala (in kind) 50.00
	Cups & Napkins	For Friday Evening Opening Gala (in kind) 20.00
	Door Prizes	Free stuff or items left from last year 40.00
	Posters & Handouts	In-House Printing - Clerk's Office (in kind) 20.00
	Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79 108.95
	Photographer	(In kind) 1 hour @ \$21.79 21.79
	Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79 43.58
	Donated services	2 Judges \$70
	SUBTOTAL (in-kind support)	\$539
	TOTAL REVENUES (including in-kind)	\$1,709
	REVENUES LESS EXPENSES	\$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here: www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.
- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Celebrate Lansing!	Municipality where Celebration will take place: Lansing
Expected Attendance/Participation: 2500 - 3000	Date(s): August 9, 2014
Group requesting grant (organizer): Lansing Community Council	Amount requested: \$2,000.00
Event Contact Name: <u>Edward La Vigne</u> Phone <u>607 592-6542</u> Address: <u>P.O. Box 225, Lansing, NY 14882-0255</u> Email elavlumc@al.com or carrie@carrieshearer.com	

<p>1. Describe your celebration in a few sentences. Celebrate Lansing! is a community event involving the entire community. Village and town, community businesses, social organizations, service organizations, churches, schools, and corporations all play a role in the success of the event.</p> <p>The celebration itself will take place in Myers Park, although we hope to extend the celebration to local businesses who would offer a discount on that day to anyone who attends the festival.</p> <p>Since our bi-centennial takes place in 2017, we want to showcase the history of our town and focus on its growth and how our history has led to our current existence.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)? This is a replacement for the Lansing Harbor Festival that ran for 7 years. Over time, participation in the Harbor Festival declined and the Lansing Community Council (LCC) reviewed what had worked well and what was no longer satisfying the community's needs. Rather than try to change the existing festival, the LCC decided to create a new festival with a different focus and a broader outreach into our diverse</p>

communities.

3. What aspects of the community's culture or history are you celebrating?

We plan to use the North Log Cabin on Myers Point as the focal point of historical information about Lansing. The history of the log cabin is fascinating and something we want residents and visitors to appreciate. In addition to its historical significance, the Log Cabin shows what can happen when various groups work together for a common goal.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tomkins-co.org.

We plan to work closely with the Lansing Historical Society to develop new and use existing information that shows the history of Lansing. We are a few years before our bicentennial and want to begin to focus attention on the changes within our community.

We hope to be able to provide a guide to other historical buildings in the town and village so that residents and visitors realize the wealth of historical significance available in our home town.

5. How will you measure attendance, benefits, and success of the event?

As was done at the Lansing Harbor Festival, we will have someone at the entry gate using a clicker to count attendance. We plan to work with local merchants to offer discounts on August 9 and 10 to people who attend the festival. When we finalize these arrangements, we will include a measurement methodology.

6. List local partners and entities that will assist with the event, and what they will provide.

The Lansing Community Council provides oversight and coordination of the event.

The Lansing Football team volunteers to oversee parking.

Other Lansing groups (Cheerleaders and/or band) help visitors and distribute maps.

Local restaurants provide food.

Local bands provide entertainment.

Local businesses provide sponsorship, items for the silent auction and help during the event.

Cornell chefs will run the Chicken BBQ contest.

7. List the board of advisors.

Edward LaVigne, Karen Veaner, Janette Reeves, Barbara Reynolds, Kristine Marshall, Carrie Shearer

8. How many people might be expected to attend, and how will you promote the celebration?

We anticipate between 2,500 and 3,000 attendees.

Since this is a new festival, we are creating a website for the event as well as a Facebook page. In addition, we will develop a twitter campaign starting a few months in advance in order to generate interest. We also plan to invest in a billboard sign and will ask local merchants who are sponsoring the event in any way to allow us to put up a sign on their premises. We will also add the event to local online calendars and as a public service announcement on radio programs and include it in the *Lansing Star*.

9. What measures will you take to promote diversity and inclusion through your celebration?
Lansing is a diverse community and the purpose of the event is to bring everyone together. We strive to include everyone by using the services of various local groups in putting on the event or publicizing it.

10. What measures will you take to promote/practice environmental sustainability through your celebration?
We will again use the expertise of Master Composter Dennis Mogul to provide compost education. There will be recycling bins throughout the facility and each food vendor will have a 5-gallon bucket to collect composting material. These buckets are emptied into a larger wagon frequently. At the end of the day, the material will be brought to Ithaca Solid Waste, where it joins other composted materials for Cayuga Compost.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?
Since this is a new festival, we have paid a great deal of attention to your materials on marketing and advertising and budgeting and fundraising. We have wiped the slate clean and are taking a new approach to disseminating information about the event and building awareness and interest in the event. We are also working on several ideas on how to best engage local businesses that might not be able to provide sponsorship but could offer a basket for a silent auction or a discount to people who attended the festival.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?
We would have to increase our fundraising and corporate sponsorships or seek a grant from the Lansing Community Council.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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</i>	Bands	4 local bands	\$4,000	\$1,000	\$3,000
<i>Add or delete lines/rows as needed</i>	Local educators	Cayuga Lake Floating Classroom, Composting, Cornell Raptor Program'	\$750	\$200	\$550
<i>Include the value of in-kind support</i>	Other entertainment	Frozen T-Shirt, Foot races, Karate, BBQ Sauce tasting	\$600	\$100	\$500
<i>Denote in-kind as in example.</i>	Local food	Local vendors	N/A	N/A	N/A
	Local products		\$	\$	\$
	Local services	DJ	\$350	\$100	\$250
	Space rental	Myers Park Pavillions	\$500	\$100	\$400
	Sound system	Calf Audi	\$1,200	\$100	\$1,100
	Reusable signs		\$	\$	\$
	Reusable banner	Already have	\$	\$	\$
	Paid Advertising	Local newspapers	\$350	\$100	\$250
	Printed Collateral	Posters	\$250	\$100	\$150
	Other Marketing	T-shirts, Billboard	\$3,500	\$200	\$3,300
	Support for Volunteers	Football team and cheerleaders	\$1,000	\$0	\$1,000
	Other	Casella Waste	\$500	\$0	\$500
	Other	Rick's Rentals	\$1,500	\$0	\$1,500
	Other	Children's rides	\$500	\$	\$500
	Other		\$	\$	\$
	Other		\$	\$	\$
	TOTAL EXPENSES		\$15,000	\$2,000	\$13,000

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 13.3%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		\$ 2,000.00
<i>Add or delete lines/rows as needed</i>	Other grant		\$
<i>Include value of in-kind donations</i>	Event revenues	Booth Rentals	\$ 500.00
	Cash donations	Donations	\$ 2,000.00
	Other	Corporate sponsorship	\$ 4,000.00
	Other	Small Ads or gift basket	\$ 2,000.00
	SUBTOTAL (cash income)		\$10,500

INCOME - IN-KIND			
	Donated goods		
	Donated goods		
	Donated services	Face Painters, other services	\$3,000
	Donated services	Discounted graphics, writing, photography	\$1,500
	SUBTOTAL (in-kind support)		\$4,500
	TOTAL REVENUES (including in-kind)		\$15,000
	REVENUES LESS EXPENSES		\$0

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

Thomas Knipe - Re: Community Celebration Grant Application

From: "Carrie Shearer" <carrie@carrieshearer.com>
To: "Thomas Knipe" <tknipe@tompkins-co.org>
Date: 2/23/2014 10:05 AM
Subject: Re: Community Celebration Grant Application

Hi Tom

I'm going to answer your questions here since I seem to be having trouble entering info on the PDF. (Sorry about that, I'm sure it's my fault.)

1. The main differences will be that we will not be including a lot of vendors trying to sell things and instead will be adding things that are attractive to families. There will be rides for children, we are trying to engage with children's groups (scouting, sports teams, band, etc.) to have a parade. Additionally, we will be focusing on sharing the town's history with the attendees. We have the North Log Cabin at Myers Park and we plan to partner with Lansing's Historical Society to include more historical information in ways that would engage various age levels. Since we always have an area for children's activities (a cross between a mini-Sciencenter, face painting and crafts), we hope to include some historical types of crafty activities that would foster an interest in learning more about the town's history.

2. Attendance was at its peak in 2009 and 2010, with between 4,000 and 5,000 attendees. Since then, the attendance has slowly dropped off until in 2013 it was down to less than 2,000. There was a lot of volunteer time and effort put into Harbor Festival and it was obvious we were not satisfying the needs of our community. We surveyed people and learned:

- a. They did not like the vendors because there were many opportunities to see artists during the summer and many of the better ones did not come to Harbor Festival because it was only one day.
- b. They wanted more activities for their children. Some recommended rides in fire engines (the Fire Department has vetoed that idea), others wanted a parade (which we are actively working on), others wanted more understanding of the local history (something we are working on).

So, we are hoping that by giving the community more of what they want, the attendance will increase. We also accept that this first year may not reach the levels we want, but we truly think we can get back to the 4-5,000 mark.

If you need anything else, please let me know.

Carrie

From: [Thomas Knipe](#)
Sent: Friday, February 21, 2014 12:15 PM
To: [Carrie Shearer](#)
Cc: [elavlumc@a1.com](#)
Subject: Re: Community Celebration Grant Application

Hi Carrie,

I am formally confirming receipt of your Community Celebrations Grant application for *2014 Celebrate Lansing*. The application is attached to this email.

I have a couple of questions about your application. Would you please either respond directly via email or update your application with this information and resubmit by next Monday 11am?

1. Besides the name change and renewed focus on outreach, marketing, and sponsorship, what is different between the Lansing Harbor Festival and Celebrate Lansing?
2. You talk about declining attendance at the Lansing Harbor Festival. Could you spell that out more clearly? What was attendance as its peak, and what did attendance decline to? Could you elaborate a bit more on what you attribute the decline to, and what you are proposing to do differently?

Here's what will happen next. The application deadline is February 24th (extended one business day from 2/21). The grant review committee and the Strategic Tourism Planning Board (STPB) are scheduled to review your application in March and the Tompkins County Legislature is scheduled to consider STPB recommendations in April. I expect to be able to inform you of the results in mid-April. I may be in touch before then if I or others have questions about your application.

Thanks so much for applying and don't hesitate to let me know if you have any questions.

Tom

Tom Knipe
Senior Planner / Tourism Coordinator
Tompkins County
Office: [607-274-5575](tel:607-274-5575)
tknipe@tompkins-co.org
Website: www.tompkinscountyny.gov/tourism

Sign up to receive Tompkins Tourism Partner e-updates!

>>> "Carrie Shearer" <carrie@carrieshearer.com> 2/20/2014 4:09 PM >>>

Tom

Attached is the 2014 request for a Community Celebrations Grant for the Lansing Community Council.

Thanks,
Carrie Shearer

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: East Shore Festival of The Arts (ESFOTA)	Municipality where Celebration will take place: Town of Lansing
Expected Attendance/Participation: 450+ at opening night and additional 1000 or more at art show.	Date(s): Opening Friday May 2, 2014 6-9 pm Art Show: May 2 – June 21, 2014
Group requesting grant (organizer): Town of Lansing Parks and Recreation	Amount requested: \$1239.00
Event Contact Name: East Shore Festival of The Arts Phone 607-227-6658 © 607-529-3224 (H) Address: 1004 Irish Settlement Rd. Freeville NY 13068 Email Schuttenberg@gmail.com	

<p>1. Describe your celebration in a few sentences. The East Shore Festival of The Arts (ESFOTA) is a juried art and music festival held each spring in the Town of Lansing New York. We celebrate the arts in an exuberant and family friendly atmosphere. There are a variety of music styles varying from jazz, to classical, and rock. Each year 25 + artists from the Finger Lakes area display an astounding variety of art. We also encourage the public to participate in some hands on art projects. This year visitors to the opening night will help create clay sculptures. We are attempting to add a display of art dolls to this years opening event. We hired folk artist Mary Michael Shelly to demonstrate her carved folk art painting. There is wine tasting, chocolate tasting, music, art and Fun. All this and free food! What's not to like? This year the Lansing Historical Association will open the Archives Building and will feature Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".</p>
<p>2. What is the history of the event (ie, number of years it has occurred)? This will be our 5th year of celebrating the arts in Lansing. We started with 25 artists and one jazz band and have grown a little every year. We now fill 5 buildings, The Lansing Town Hall, The Historical School House, and The Lansing Community Library, The Historical Archives building and the Lansing Community Center. These buildings share a common parking lot. Local businesses support our efforts with food, wine and by purchasing ads in our event and artists catalogue. We hire local musicians, serve food from local restaurants, highlight the art from local artists and offer tastings of locally produced wine and beer.</p>

3. What aspects of the community's culture or history are you celebrating? **We like to remind people of all the wonderful things from the Town and Village of Lansing's past, Like the Watch Fire, Cargill Mines, Movie making, horse drawn carriages etc. One of the fun parts for me is seeing how many names and place names are still the same. We also partner with a local winery for wine tasting, and plan to have a local brewer offer beer tasting this year.**

It is also exciting for people to see how much talent is located in our small corner of the world! People learn a lot about their neighbors.

The Town of Lansing is very spread out, while the Village of Lansing is much more urban. This has caused a cultural division between the Town and village. This Art Festival cuts across these lines and helps bring people together in a non competitive, friendly community centered way.

This year the Lansing Historical Association will open the Archives Building and will feature Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org. **Each year I go through the files with the Town Historian Louise Bement. I select photographs and she supplies some historical context. The photos are made into jigsaw puzzles. Everyone loves these and asks that we make more each year.**

One year our featured artist made a paper sculpture of the Lansing Light House with historical data included. Last year our program/artists catalogue was developed as a community almanac. This year we will highlight Lansing's historical past with pictures, recipes, a new jigsaw puzzle and the Lansing Historical Association will open the Archives Building their display will feature the history of Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".

5. How will you measure attendance, benefits, and success of the event? **Measuring attendance is the most difficult area for us. In past years we have given out tickets, put stickers on people and offered a sign/comment book. We will go with sticker counting again this year. However, with 5 venues running simultaneously none of these efforts has worked very well. We count and estimate around 450 people on opening night and hundreds more visiting the art show over the next month.**

If we sell some art, generate crowds, eat up all the free food and encourage new artists we feel we have had a successful show.

The benefits of ESFOTA have been very obvious. Art programming has increased in the Town of Lansing, new artists experience their first show, experienced artists enjoy having a local venue, and, artwork sells at this show! Musicians get other bookings from the exposure afforded through this event. Participating restaurants, wineries, and advertisers see increased patronage. The Local Historical Society sees a huge increase in visits to the Historical School House and interest in local Town History. The Lansing Community Library also sees increased traffic. Another benefit of this event is the way it brings together a wide variety of the people of Lansing. This event seems to cut across politics, urban, suburban, sports, and monetary lines in our community. It offers a fun, educational, family oriented non-sporting event in a silly yet sophisticated way. It is a social event that brings people together!

6. List local partners and entities that will assist with the event, and what they will provide.

Town of Lansing: Space, Bathroom Facilities, Electric, Trash hauling, paper, printing of catalogue, Bookkeeping and artist payment through funds generated by this event.

**The Lansing Community Library: Space, Bathroom facilities, advertising, electric.
Village of Lansing: some funding (hopefully)
King Ferry Winery: Wine Tasting
CrossRoads Bar And Grille: Wonderful, amazing Food!
Cinnamon Shoppe: Cookies and Treats
Community Arts Partnership: money, advice
Rogues Harbor Inn: food and beer (hopefully)
Many Local businesses buy advertising in our Catalogue
Lansing Community Council: funding (hopefully)**

7. List the board of advisors.

**Robin Schuttenberg: Director East Shore Festival of The Arts
Steve Colt: Lansing Parks and Recreation Department
Linda Van ApleDoorn: Take Your Pick Flowers**

8. How many people might be expected to attend, and how will you promote the celebration?

We expect 400 - 500 people to attend the opening night, and hundreds more to view the show during the month of June. We will promote these events through banners, flags, newspaper, radio, local school newsletter, Village of Lansing newsletter, and the online paper The Lansing Star. Each Artist is also supplied with invitations to share, both online and by hand.

9. What measures will you take to promote diversity and inclusion through your celebration?

Everyone is welcome at the East Shore Festival of The Arts. The Event is free, parking is free, and we encourage everyone to attend. We try to offer a variety of music, art, and food. We have wine, cheese, crackers, chocolates, cookies and juice. We offer hands on activities, great music, and a fun non-competitive atmosphere. A special invitation is sent to our local senior living village Woodsedge. We have handicapped access and plenty of seating.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

We use reusable banners and signs. We have done away with helium balloons and use cloth garlands in their place. We will use biodegradable plates and cups. This is a very low impact event.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Yes, I have attended some of the talks and have asked many questions. I have actually found it very helpful talking to other attendees. They can be very helpful finding specific entertainers or skilled artisans. It is helpful to bounce ideas around with other program developers, kinda like a support group!

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

If I receive less funding I would cut back on advertising, music, and possibly the featured artist.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: 2014 East Shore Festival of the Arts

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
Tom Knipe, Senior Planner/Tourism Coordinator, tknipe@tompkins-co.org or Tompkins County Planning, 121 East Court St., Ithaca, NY

EXPENSES	USE	DESCRIPTION (provide details)	ESTIMATED TOTAL	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources
1	Local talent	Lisa Craig Fenwick, Harp Music, Town Hall	\$300	\$100	\$200
2	Local talent	Classical Guitarist Matthew Ocone , Library	\$100	\$40	\$60
3	Local talent	Ryan Vanderhoof , sound sculpture, com. Cen.	\$100	\$50	\$50
4	Reusable Banners/garlands	reusing from last year	\$0	\$0	\$0
5	Featured Artist	Mary Shelley folk art wood carver	\$300	\$10	\$290
6	local product	Rogues Harbor Brewery	\$200	\$0	\$200
7	local product	Art Supplied by local Artists	\$0	\$0	\$0
8	local product	King Ferry Winery	\$180	\$0	\$180
9	Local food	Rogues Harbor Appetizers	\$100	\$0	\$100
10	Local food	Lansing Market, fruit,veg,lemonade	\$200	\$0	\$200
11	Local food	CrossRoads Bar and Grille	\$600	\$0	\$600
12	Local food	Cinnamon Shoppe, cookies	\$200	\$0	\$200
13	Space rental	Lansing Community Library, bathrooms, trash,	\$100	\$0	\$100
14	Space rental	Lansing Town Hall, trash handling, restrooms	\$250	\$0	\$250
15	Space rental	Lansing Community Center	\$100	\$0	\$100
16	Space rental	Lansing Historical Society, and Archive Building	\$100	\$0	\$100
17	Paid Advertising	The Shopper BLK/WT 3X5 AD	\$105	\$70	\$35
18	Paid Advertising	LansingStar, local online paper	\$110	\$70	\$40
19	Paid Advertising	Ithaca Times, Ledger,all 9 local papers	\$450	\$400	\$50
20	Printed Collateral	WordPro, Posters,Artists Cards	\$100	\$0	\$100
21	Other Marketing	Graphic design of artist/event catalogue	\$300	\$120	\$180
22	Support for Volunteers	mugs for volunteers	\$70	\$70	\$0
23	Advertising	press releases, sidebars, local calendars	\$0	\$0	\$0
24	paper	2 cases paper for catalogue	\$120	\$39	\$81
25	Printing	Printing Catalogue, Town of Lansing	\$500	\$0	\$500
26	Other	Curator, Director ESFOTA	\$900	\$200	\$700
27	Postage	Postage artist applications, permits	\$12	\$0	\$12
28	Permits	temp. wine and beer permit	\$72	\$0	\$72
29	Art Supplies	Playdo for community art project	\$100	\$20	\$80
30	Stickers and wire	stickers for head count	\$100	\$50	\$50
3	TOTAL EXPENSES		\$5,769	\$1,239	\$4,530

Grant share must be 50% or Community Celebrations Grant Share of Total Expenses (%)

21.5%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
List major categories of income	Community Celebrations Grant		
Add or delete lines/rows as needed	Other grant	CAP Grant	500
Include value of in-kind donations	Event revenues	Estimated Ad Sales (\$400) Jury Fees (\$450)	850
	Cash donations	Estimated donation Box	100
	Other	(Hopefully) Village of Lansing	300
		Lansing Community Library	150
	Other	(Hopefully) Community Council	100
	SUBTOTAL (cash income)		\$2,000
INCOME - IN-KIND			
	Donated goods	WINE, BEER, AND FOOD	\$1,480
	Donated goods	TRASH, BATHROOMS, PARKING, SPACE	\$550
	Donated services	CATALOGUE PRINTING	\$500
	Donated services		
	SUBTOTAL (in-kind support)		\$2,530
	TOTAL REVENUES (including in-kind)		\$4,530
	REVENUES LESS EXPENSES		-\$1,239

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.

- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.

- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: "Finnishing Touches"	Municipality where Celebration will take place: Newfield, NY
Expected Attendance/Participation: 180-200	Date(s): Nov. 15-16, 2014
Group requesting grant (organizer): Finger Lakes Finns	Amount requested: \$523
Event Contact Name: <u>Shirley Barton</u> Phone: <u>607 387 9224</u> Address: <u>PO Box 184</u> _____ Email <u>sebarton@fltg.net</u> <u>Mecklenburg, NY 14863</u>	

<p>1. Describe your celebration in a few sentences. "Finnishing Touches" is a hands-on craft event for all ages. Finnish handicrafts/arts are displayed, and visitors are invited to try their hand at various traditional Finnish crafts. A few locally crafted Finnish items will also be for sale.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)? "Finnishing Touches" debuted in November of 2013, and the event was an immense success.</p>
<p>3. What aspects of the community's culture or history are you celebrating? The Newfield area is home to descendants of Finnish immigrants of the early 20th century. The celebration will focus on handicrafts, traditional foods, and music of Finnish-Americans of the Finger Lakes. The emphasis will be on the hands-on component. The attendees will be able to try their hand at various crafts and take home items they created as well as gain knowledge of these skills, so that they can replicate the product on their own.</p>
<p>4. How will you convey to attendees the historical or cultural component of your celebration? If you would</p>

like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

The venue will have a display of traditional rag rugs, quilts, woven textiles, straw ornaments, etc., which will be labeled with Finnish names and the history of items. Finnish baked goods, especially “pulla”, traditional cardamom bread, as well as coffee will be available. (The Finns are the world's biggest coffee drinkers – over 25 lbs.of coffee enjoyed per year per capita!)

5. How will you measure attendance, benefits, and success of the event?

One person will be delegated to the task of head count at the door. As to other measures of success, we will, to a great degree, rely on anecdotal data, such as verbal praise. Last year, we received numerous requests to repeat the event, many stating that the hands-on portion was uniquely different from what was available at other craft events. The Finnish craft items exhibited also differed greatly from items in other craft shows in the area.

6. List local partners and entities that will assist with the event, and what they will provide.

The Newfield Fire Department will provide the venue. The Newfield Library, responsible for the community bulletin board in the village, will advertise for us. The library is also providing a meeting space for the planning committee.

7. List the board of advisors.

Maija DeRoche – President
Shirley Barton – Committee Chair
Jeanne Frandsen – Vice President
Virpi Loomis – Secretary
Oiva Vesa - Treasurer

8. How many people might be expected to attend, and how will you promote the celebration?

In 2013, we had about 150 attendees, including children. As the word has spread, we are anticipating 180-200 attendees at this event. In 2014, we will advertise through local newspapers, electronic media, flyers and word of mouth. We will also have large road side signs directing people to the event, a feature lacking in 2013.

9. What measures will you take to promote diversity and inclusion through your celebration?

As in 2013, everybody is welcome. Although, in the past, Finns have been a homogeneous group, the assimilation process in the U.S. created a much more diverse and culturally varied entity. The venue is wheelchair accessible and hazard free. This event is particularly suitable for all ages, and cooperative craft

work between the young and the old is encouraged.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

The Finger Lakes Finns will request to use the Newfield Fire Department's coffee cups and plates, in order to diminish trash. Paper, metal, and plastic scraps will be recycled..

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

Outside of attending the 2013 informational meeting, the Finger Lakes Finns relied on phone calls and emails to Tom Knipe. We appreciate having a source for assistance, however, so far, our event has not required a lot of technical assistance.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The members are willing to buy materials for the handicrafts. However, many are on a fixed income. Should we not receive the grant, the number of craft items would be seriously curtailed. Advertising would be diminished. Live music would not be included.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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>	<i>each</i>	<i>\$50</i>	<i>\$30</i>	<i>\$20</i>
	<i>Example only</i>	<i>(kind)</i>	<i>\$300</i>	<i>\$0</i>	<i>\$300</i>
<i>List all major categories of expenses</i>	Local talent	Scandinavian musicians local	\$300	\$68	\$232
<i>Add or delete lines/rows as needed</i>	Local talent				
<i>Include the value of in-kind support</i>	Other entertainment				
<i>Denote in-kind as in example.</i>	Local food				
	Local products	local flour for coffee bread	\$10	\$10	
	Local services	lunches for teachers local	\$45	\$45	
	Space rental	Newfield fire hall	\$150	\$150	
	Sound system				
	Reusable signs				
	Reusable banner				
	Paid Advertising	newspaper ads	\$100	\$100	
	Printed Collateral				
	Other Marketing				
	Support for Volunteers				
	Other	fuel for transport to many meetings	\$240		\$240
	Other	materials for hands-on craft items	\$200	\$150	\$50
	Other				
	Other				
	Other				
	TOTAL EXPENSES		\$1,045	\$523	\$522

Grant share must be 50% or less Community Celebrations Grant Share of Total Expenses (%) 50.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		\$523.00
<i>Add or delete lines/rows as needed</i>	Other grant		
<i>Include value of in-kind donations</i>	Event revenues	sale of some handmade items	\$200.00
	Cash donations		\$32.50
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		\$756

INCOME - IN-KIND			
	Donated goods	materials for hands-on craft items	\$50
	Donated goods	fuel for transport to many meetings	\$240
	Donated services		
	Donated services		
	SUBTOTAL (in-kind support)		\$290
	TOTAL REVENUES (including in-kind)		\$1,046
	REVENUES LESS EXPENSES		\$1

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: 2014 Newfield Old Home Days	Municipality where Celebration will take place: Town of Newfield
Expected Attendance/Participation: 1500-2000	Date(s): September 12 and 13, 2014
Group requesting grant (organizer): Newfield Old Home Days Committee	Amount requested: \$\$2,000
Event Contact Name: <u>Sue Chaffee</u> Phone <u>607-564-0078</u> Address: <u>500 Millard Hill Rd. Newfield, NY 14867</u> Email <u>chaffeejs@gmail.com</u>	

1. Describe your celebration in a few sentences.

The Newfield Old Home Days (OHD) celebration is Newfield's largest event of the year and brings the entire community together to enjoy a parade, local entertainment, local craft and food vendors, and more. Free and open to the public, OHD is organized by community members and centers around a new theme every year that is based on an aspect of Newfield's history and includes a free souvenir booklet with articles and photos. The event also represents the biggest fund raising opportunity for many local organizations and school classes.

2. What is the history of the event (ie, number of years it has occurred)?

One of the earliest recorded OHD celebrations in Newfield was in 1922. In 1972, OHD was revived and has been held annually through the years with very few exceptions.

3. What aspects of the community's culture or history are you celebrating?

The theme for 2014 is still in progress, but we are considering providing a history of the cemeteries in Newfield. We will tell the stories of the oldest gravesites and highlight Newfield's early settlers and other people that are important to the history of Newfield. We will collaborate with the Newfield Historical Society to provide a wealth of information and photos in our souvenir booklet.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

One of the unique aspects of Newfield's OHD celebration is the historical booklet that is printed each year. The OHD committee selects a theme then enlists help from volunteers to research and write articles based

on the theme. The booklet is an elaborate production with pictures, articles, and a schedule of events. We also include the articles on our website. This year we also plan to repeat an article about the history of OHD to increase visibility and recruit volunteers. We also include ads that we solicit from area businesses which help support a portion of the event.

5. How will you measure attendance, benefits, and success of the event?

We measure attendance based on a combination of a visual count during the parade and crowds gathered at specific attractions, carnival tickets sold (specifically the pay-one-price wristbands), and raffle tickets sold. 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.

6. List local partners and entities that will assist with the event, and what they will provide.

Newfield Old Home Days would not continue to be successful every year without the help of many including the Town of Newfield, Newfield Central School, Newfield Public Library (meeting place), Newfield Historical Society, People's Baptist Church, Newfield Methodist Church, school groups, Newfield Lions and other local organizations and businesses. A list of last year's sponsors and much more information can be found on our website: <http://newfieldoldhomedays.org/index.html>.

7. List the board of advisors.

Sue Chaffee, Florence Emery, Liz and Bob Mazourek, Ed Miner, Jill Green, Linda Poppleton, Brenda Lapp

8. How many people might be expected to attend, and how will you promote the celebration?

We estimate attendance will be 1,500-2,000. We promote the celebration through our booklet, radio ads, print ads, online calendars, and a reusable banner. This year we also plan to continue the use of Facebook and other social media to advertise, generate interest, and solicit feedback from the community.

9. What measures will you take to promote diversity and inclusion through your celebration?

Providing a day of free entertainment for all ages makes the event accessible and enjoyed by all. In the past we have specifically honored heritages involved in settling Newfield and those groups typically have informational booths at Old Home Days. Many other organizations take advantage of our free informational booths to help their cause and draw a diverse group of attendees.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

Local vendors that promote/practice environmental sustainability have the opportunity to present their information at OHD free of charge. We also provide recyclable containers throughout the area. We welcome ideas related to this subject.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

In the past few years we have not taken advantage of the technical assistance resources of the Tompkins County Festivals Program beyond using the budget spreadsheet as a template. We plan to take a closer look at the available resources this year and look forward to the benefits they can provide.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

We rely on funding from the Community Celebrations Grant to provide free entertainment to attendees. That entertainment is what draws many attendees and keeps them on the grounds for a longer time period. Every year we like to enhance the level of entertainment and this year we are considering other entertainment besides music and hope to work with school age children to find out what they would like to

do for fun at OHD. The lack of funding would directly affect the level of entertainment we can provide and would limit us to local free entertainment. We also rely on funds to help with advertising. When we do not receive the requested amount we have to limit the level of paid advertising (i.e. no paid print ads and decrease radio ads).

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

2014 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	
		Donated food - restaurant X (in-kind)	\$300	\$0	\$300	
<i>List all major categories of expenses</i>	Local talent	Live entertainment (typically local bands)	\$1,375	\$1,375	\$	
	Tent rental	Entertainment performance tent	\$125	\$125	\$	
	Sound system	Includes emcee	\$200	\$50	\$	
	Parade costs	Parade invitations and postage	\$100	\$100	\$	
	Parade costs	Entertainment (typically local bagpipers)	\$275	\$275	\$	
	Parade costs	Announcer and parade marshal float	\$75	\$75	\$	
	Parade costs	Prizes (\$50 each for 6 categories)	\$300	\$	\$	
	Local services	Port-a-Johns	\$360	\$	\$	
	Paid Advertising	Radio and Newspaper	\$1,000	\$	\$	
	Printed Collateral	Booklet and posters	\$1,300	\$	\$	
	Other Marketing	Website (free volunteer service)	\$40	\$	\$	
	Support for Volunteers		\$	\$	\$	
	Other	Fireworks	\$2,000	\$	\$	
	Other		\$	\$	\$	
	Other		\$	\$	\$	
	TOTAL EXPENSES			\$7,150	\$2,000	\$0

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 28.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		2000
	Other grant	United Way	150
	Event revenues	Booklet ads	3000
	Cash donations		700
	Other	Carnival	800
	Other	Vendors, merchandise sales, raffles	500
	SUBTOTAL (cash income)		

INCOME - IN-KIND			
	Donated goods		
	Donated goods		
	Donated services		
	Donated services		
SUBTOTAL (in-kind support)			\$0
TOTAL REVENUES (including in-kind)			\$7,150
REVENUES LESS EXPENSES			\$0

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



Cornell University
Office of Sponsored Programs

Cornell University
373 Pine Tree Road
Ithaca, NY 14850

Telephone: 607 255-5014
Fax: 607 255-5058
Web: www.osp.cornell.edu

February 18, 2014

Tom Knipe
Tompkins County Planning Department
121 East Court Street
Ithaca, NY 14850

Dear Tom Knipe:

Please find enclosed a proposal for funding submitted on behalf of Cornell University and Dr. Nancy Trautmann for a project titled "Migration Celebration". Cornell's request is for \$2,000 for a period of performance of April 1, 2014 to March 31, 2015.

Cornell appreciates your consideration of this request. Should this proposal be approved, Cornell would expect to negotiate an agreement with terms and conditions that are appropriate for an educational institution and consistent with our policies, in particular those concerning publication, intellectual property, confidentiality and inspections. If approved, please send any documentation to my attention.

If you have any questions or need additional information, please contact Cynthia Todd, Grant and Contract Officer at 607.255.9854 or by email at cft33@cornell.edu.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thomas H. Frank'.

Thomas H. Frank, Ph.D.
Senior Grant and Contract Officer

Please refer to OSP# 72902 in any future correspondence.

Cc: Jody Dake, Village of Lansing, 2405 North Tripphammer Road, Ithaca, NY 14850-1013

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here: www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.
- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Migration Celebration	Municipality where Celebration will take place: Village of Lansing
Expected Attendance/Participation: 1,000-1,400 people	Date(s): October 18, 2014
Group requesting grant (organizer): Cornell Lab of Ornithology *Please note: The Cornell Lab of Ornithology is a nonprofit organization and a self-funded unit of Cornell University.	Amount requested: \$ 2,000
Event Contact Name: Anne Rosenberg Phone 607/254-2109 Address: 159 Sapsucker Woods Rd, Ithaca, NY	
Email baj3@cornell.edu	

1. Describe your celebration in a few sentences.

The proposed project, Migration Celebration, offers visitors from Tompkins County and beyond a chance to celebrate the migratory birds of Sapsucker Woods and green spaces throughout the region. As the largest one-day public event at the world-renowned Cornell Lab of Ornithology (www.birds.cornell.edu), Migration Celebration offers more than 1,000 visitors a hands-on look at our diverse research, conservation, and outreach projects. Through displays and activities, visitors learn about birds and connect with the natural world—all in a fun, festival atmosphere. During the event, visitors take guided bird walks, watch wild birds being banded for research, play a variety of interactive learning games, and meet raptors up close. Created in 2007, Migration Celebration is part of International Migratory Bird Day (www.birdday.org), which highlights an annual conservation theme that is celebrated in thousands of events across the hemisphere to raise awareness of bird migration and conservation. In recognition of the 100th anniversary of the extinction of the Passenger Pigeon, this year our festival will coincide with a special Passenger Pigeon art exhibition at the Lab. Conservation-oriented activities will be planned to accompany this show and other new art installations in our visitor center.

2. What is the history of the event (ie, number of years it has occurred)?

The event has been an annual event since 2007. 2014 marks our 8th year.

3. What aspects of the community's culture or history are you celebrating?

Wherever we are in Tompkins County, we all share the thrill of watching our migratory and resident birds. The Sapsucker Woods Sanctuary at the Cornell Lab of Ornithology is not only a special habitat for migratory birds, it is a mecca for bird lovers from around the region and around the world who come to enjoy the wooded trails and learn about birds in our visitor center and observatory. Migration Celebration celebrates this shared natural history spectacle and encourages participants to discover the natural heritage of Tompkins County. Everything that visitors learn at Migration Celebration will help them to better understand their own back yard, as well as the many natural areas we are proud to have in Tompkins County.

The Cornell Lab of Ornithology has long promoted a strong culture of connection to the natural beauty of Tompkins County, beginning with our founder Arthur Allen's famous amateur bird walks in Ithaca nearly 100 years ago. Migration Celebration now connects people in Tompkins County with the natural world through our citizen-science projects and conservation initiatives. In addition, we celebrate the strong tradition of research and public engagement that Cornell University brings to the greater Tompkins County region.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

Migration Celebration provides a once-a-year opportunity for the community to see what goes on behind the scenes at the Lab of Ornithology. This includes a view into the Lab's work in recording and analyzing animal communications — work that was begun by our founder Arthur Allen in 1929 and continues to this day with recordings that are used in everything from scientific research to Hollywood movies.

We will convey the historical and cultural component of our celebration through exhibits about International Migratory Bird Day, displays covering interesting stories in the history of the Cornell Lab, and guided walks through a variety of local habitats found in Sapsucker Woods.

5. How will you measure attendance, benefits, and success of the event?

Attendance is measured using a double-beam door counter. Success and benefits of the event are measured through an evaluation process in which we collect information from event visitors, participating staff, and volunteers. We have collected feedback for all seven years of the event using separate evaluation survey forms for participating visitors, staff, and volunteers.

Evaluation criteria include the following:

- Attendance, including sizes of groups attending
- Types of visitors (children, seniors, families, couples, school/club members)
- Whether participant(s) have visited the Lab previously and whether they are members
- How participants heard about the event
- Favorite activities at the event
- Learning outcomes

6. List local partners and entities that will assist with the event, and what they will provide.

Student volunteers in the Cornell Raptor Program will bring live hawks and eagles to the event for close-up viewing by the public. Cayuga Lake Creamery will be invited to sell ice cream as they have for the past several years, including bird-themed flavors they have designed specially for this event. Our Discovery Trail partners will be invited to host activities or information tables, as will several local outdoor education groups.

7. List the board of advisors.

All are staff at the Cornell Lab of Ornithology:

- **Nancy Trautmann, Director of Education**
- **Diane L. Tessaglia-Hymes, Design Director**
- **Ken Rosenberg, Senior Research Associate, Conservation Science Program**
- **Anne Rosenberg, Youth Programs Coordinator**
- **Jennifer Fee, K-12 Programs Manager**

8. How many people might be expected to attend, and how will you promote the celebration?

We expect 1,000-1,500 people to attend, based on previous years' experiences. We promote the celebration through newspaper articles, extensive outreach in regional schools, and Facebook, reaching potential attendees throughout the Finger Lakes.

Approximately 40 Lab staff from across all program areas take part in this annual event; it is the best opportunity to share the excitement of our work with our local communities. In addition, more than 50 volunteers assist with the event, many of whom enjoy it so much they come back year after year and help spread the word about the event.

9. What measures will you take to promote diversity and inclusion through your celebration?

We send flyers home with school children throughout Ithaca, as well as posting to PTA listservs in the area. The Lab's Celebrate Urban Birds program promotes community celebrations to introduce diverse audiences nationwide to the joys of learning about and participating in science, using festivals to promote love of nature among participants of all ages. We will encourage attendance by underserved audiences in Ithaca by offering to provide transportation to enable organizations such as the Southside Community Center and GIAC to bring groups to the event. Southside Community Center is a 2014 winner of a Celebrate Urban Birds mini-grant that will help to fund a bird-themed event in their neighborhood, and bringing a group to the Lab for Migration Celebration would enhance the impact of their local event.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

By connecting people to the natural world through birds, we promote a greater environmental awareness that leads to sustainable living practices. Migration Celebration will include exhibits that highlight specific ways to practice environmental sustainability. One topic will be gardening for birds, highlighting native species of particular benefit to our local bird life. Another topic will be ways to participate in conservation efforts that help birds here in Ithaca and throughout their migratory journeys. Prominent recycling bins will be provided throughout the event grounds.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We use the Tompkins Festivals Event Manual. Thank you for this excellent resource!

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

It would limit our ability to provide transportation for underserved audiences, bring in the Cornell Raptor Program with live hawks and eagles, provide t-shirts that identify volunteers who are serving as guides and helping to lead activities, and rent tents for outdoor activity stations.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided. See attached.**

Celebration Name:

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	3-hr living bird show (raptors)	\$400	\$400	\$0
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food		\$	\$	\$
	Local products	arty supplies, bird seed, paper, fabric for crafts	\$500		\$500
	Local services	6 tent rentals at \$140/ec	\$840	\$800	\$40
	Local services	als @ 275/ec to transport underserved groups	\$550	\$550	
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner				
	Paid Advertising		\$	\$	\$
	Printed Collateral	Publicity supplies	\$100	\$	\$100
	Other Marketing		\$	\$	\$
	Support for Volunteers	Lunch for volunteers working all day	\$200		\$200
	Other				
	Other	New Exhibit Development	\$1,000		\$1,000
	Other	T-shirts to identify volunteers and staff	\$500	\$250	\$250
	Other	custodial staff time	\$480	\$	\$480
Other	Lab Events Coordinator	\$7,000	\$	\$7,000	
TOTAL EXPENSES			\$11,570	\$2,000	\$9,570

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 18.2%

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		2,000
	Other grant		0
	Event revenues		0
	Cash donations		0
	Other	Lab of Ornithology	1000
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Donated services	Lab Event Coordinator	\$7,000
	Donated services	Portion of tent rentals not covered by grant	\$40
	Donated services	custodial staff time	\$480
	Donated goods	Lunch for volunteers working all day	\$200
	Donated goods	Publicity Supplies	\$100
	Donated goods	T-shirts to identify volunteers and staff	\$250
	Donated goods	arty supplies, bird seed, paper, fabric for crafts	\$500
SUBTOTAL (in-kind support)			\$8,570
TOTAL REVENUES (including in-kind)			\$11,570
REVENUES LESS EXPENSES			\$0

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

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014 to:** tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: TRU-ULYSSES WINTER FESTIVAL	Municipality where Celebration will take place: Village of Trumansburg
Expected Attendance/Participation: 1300	Date(s): 12/5/14
Group requesting grant (organizer): Village of Trumansburg	Amount requested: \$2000.00
Event Contact Name: <u>Victoria Badalamenti</u> Phone <u>607-387-6501</u> Address: <u>56 E Main St. Trumansburg, NY 14886</u> Email <u>treasurer@trumansburg-ny.gov</u>	

1. Describe your celebration in a few sentences.

The first weekend in December every year is the Tru-Ulysses Winterfest. This event is to share the start of the winter holiday season "small-town style". Highlights are watching old fashion fireworks, delicious food, talented performers, lighting of the holiday tree, and a visit from Mr. & Mrs. Claus. All to renew the holiday spirit and provide fine holiday memories

2. What is the history of the event (ie, number of years it has occurred)? **This will be the 18th year of the Tru-Ulysses Winter Festival. Originally called Festival of Lights, this event was started by three local businesswomen who wanted to share with others what they truly appreciated about Trumansburg and the surrounding community. They wanted it to be a community celebration with a wonderful small town holiday spirit. For the last few years, the event has been put on by the Village of Trumansburg, Town of Ulysses and Trumansburg Area Chamber of Commerce.**

3. What aspects of the community's culture or history are you celebrating? **We will be celebrating the "small town style", sense of community and home town spirit. The evening will be filled with vendors displaying their crafts and talents. We close down Main Street, as carolers sing in historic costumes stroll the Village. We have hired a horse & carriage to provide rides through the Village, and different entertainers on the Street for the crowd to enjoy. We enlist a volunteer Santa & Mrs. Claus at our farmers market along with a variety of vendors. All events are great family fun entertainment.**

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

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. Being that the event is over 10 months away we are still working on new exciting ideas for the 2014 event! Last year we incorporated our Farmers Mkt area for additional vendors, play scenes from the local highschool and plan on expanding that idea this year with additional musical acts.

5. How will you measure attendance, benefits, and success of the event?

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.

6. List local partners and entities that will assist with the event, and what they will provide.

Town of Ulysses, Trumansburg Area Chamber of Commerce, Village of Trumansburg.

7. List the board of advisors.

Village Treasurer, Victoria Badalamenti, Village Clerk, Tammy Morse, Town of Ulysses Clerk, Carissa Parlato, Chamber President Debbie Nottke, T.C.C Bank Manager, Cheryl Reynolds, TCC Bank Asst. Branch Manager, Brandi Besemer.

8. How many people might be expected to attend, and how will you promote the celebration?

We are expecting 1300+ hopefully many more will attend. We create posters, brochures, programs and radio broadcast to reach the vast majority of the local & surrounding community.

9. What measures will you take to promote diversity and inclusion through your celebration?

The festival is focused on children and adults of all ages.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

Recycling bins for bottles & cans and for paper products will be put out in various locations thru out the festival for recycling

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We reviewed the website and become familiar with what the organization offers. We will be submitting a request for food vendors and performers. We might also take advantage of some of the equipment listed such as extension cords, bounce house, and pop up tents.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

The impact of reducing the amount requested would be felt in the advertising we do and this would reduce the amount of people that attended. This reduction would effect the number of people that would attend. We would specifically reduce the amount of radio advertising.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name:

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 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
	Local talent	juggler, ice sculptre, games,	\$2,800	\$875	\$1,925
	Local talent	music	\$300	\$95	\$205
	Other entertainment	horse & carriage	\$500	\$155	\$345
	Local food		\$	\$	\$0
	Local products		\$	\$	\$0
	Local services		\$	\$	\$0
	Space rental		\$	\$	\$0
	Sound system		\$	\$	\$0
	Reusable signs		\$	\$	\$0
	Reusable banner		\$	\$	\$0
	Paid Advertising	radio advertising	\$1,500	\$475	\$1,025
	Printed Collateral	programs	\$150	\$50	\$100
	Other Marketing		\$	\$	\$0
	Support for Volunteers		\$	\$	\$0
	Other	webhosting	\$110	\$35	\$75
	Other	porta potties	\$170	\$55	\$115
	Other	supplies; gifts for children	\$823	\$260	\$563
	Other		\$	\$	\$0
	Other		\$	\$	\$0
TOTAL EXPENSES			\$6,353	\$2,000	\$4,353

Community Celebrations Grant Share of Total Expenses (%) 31.5%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Community Celebrations Grant		2000

List major categories of income

Add or delete lines/items as needed
 Include value of in-kind donations

Other grant		\$
Event revenues		150
Cash donations		\$
Other	Vlg of Tbur	2100
Other	Town of Ulysess	2100
SUBTOTAL (cash income)		\$6,350

INCOME - IN-KIND

Donated goods		
Donated goods		
Donated services	Sanata & Mrs. Claus	\$250
Donated services	Musical acts	\$250
SUBTOTAL (in-kind support)		\$500

TOTAL REVENUES (including in-kind) **\$6,850**
REVENUES LESS EXPENSES **\$497**

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