

## 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/](http://www.tompkinscountyny.gov/tourism/). To request that the budget form be emailed to you, email Tom Knipe at [tknipe@tompkins-co.org](mailto: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](mailto: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](mailto: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**

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**Joan Godwin, Treasurer**

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Program Coordinator of Community Development  
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**Lisa Proctor**

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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		\$	\$	\$
	<b>TOTAL EXPENSES</b>		<b>\$6,613</b>	<b>\$2,000</b>	<b>\$4,613</b>
<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
	<b>TOTAL REVENUES (including in-kind)</b>		<b>\$9,113</b>
	<b>REVENUES LESS EXPENSES</b>		<b>\$2,500</b>

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