

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