

## 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: <b>2014 Latino Heirtage Month</b>	Municipality where Celebration will take place: <b>City of Ithaca, NY</b>
Expected Attendance/Participation: <b>500-750</b>	Date(s): <b>Between September 15 and October 15, 2014</b>
Group requesting grant (organizer): <b>Latino Civic Association of Tompkins County</b>	Amount requested: <b>\$2,000</b>
Event Contact Name: <u><b>Fernando de Aragón</b></u> Phone <u><b>607-272-0446</b></u> Address: <u><b>P.O. Box 6532, Ithaca, NY 14851</b></u> Email <u><b>fdearagon8@tompkins-co.org</b></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](mailto: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
	<b>TOTAL EXPENSES</b>		<b>\$4,500</b>	<b>\$2,000</b>	<b>\$2,500</b>

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
<b>INCOME - IN-KIND</b>			
	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
	<b>TOTAL REVENUES (including in-kind)</b>		<b>\$4,572</b>
	<b>REVENUES LESS EXPENSES</b>		<b>\$72</b>

List major categories of income  
Add or delete lines/rows as needed  
Include value of in-kind donations

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