

## 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>Taste of Peru!</b>	Municipality where Celebration will take place: <b>City of Ithaca</b>
Expected Attendance/Participation: <b>250-300 people of diverse backgrounds</b>	Date(s): <b>July 2014</b>
Group requesting grant (organizer): <b>Juana Benites</b>	Amount requested: <b>\$1000</b>
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](mailto: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 Ingrdnrs (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		\$	\$	\$	
<b>TOTAL EXPENSES</b>			<b>\$4,384</b>	<b>\$1,000</b>	<b>\$3,384</b>
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
<b>TOTAL REVENUES (including in-kind)</b>			<b>\$4,384</b>
<b>REVENUES LESS EXPENSES</b>			<b>\$0</b>

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