

## 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: 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](mailto: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		\$	\$	\$	
	<b>TOTAL EXPENSES</b>			<b>\$7,150</b>	<b>\$2,000</b>	<b>\$0</b>

*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
<b>TOTAL REVENUES (including in-kind)</b>			<b>\$7,150</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