



Cornell University
Office of Sponsored Programs

Cornell University
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Ithaca, NY 14850

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February 18, 2014

Tom Knipe
Tompkins County Planning Department
121 East Court Street
Ithaca, NY 14850

Dear Tom Knipe:

Please find enclosed a proposal for funding submitted on behalf of Cornell University and Dr. Nancy Trautmann for a project titled "Migration Celebration". Cornell's request is for \$2,000 for a period of performance of April 1, 2014 to March 31, 2015.

Cornell appreciates your consideration of this request. Should this proposal be approved, Cornell would expect to negotiate an agreement with terms and conditions that are appropriate for an educational institution and consistent with our policies, in particular those concerning publication, intellectual property, confidentiality and inspections. If approved, please send any documentation to my attention.

If you have any questions or need additional information, please contact Cynthia Todd, Grant and Contract Officer at 607.255.9854 or by email at cft33@cornell.edu.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thomas H. Frank'.

Thomas H. Frank, Ph.D.
Senior Grant and Contract Officer

Please refer to OSP# 72902 in any future correspondence.

Cc: Jody Dake, Village of Lansing, 2405 North Tripphammer Road, Ithaca, NY 14850-1013

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: Migration Celebration	Municipality where Celebration will take place: Village of Lansing
Expected Attendance/Participation: 1,000-1,400 people	Date(s): October 18, 2014
Group requesting grant (organizer): Cornell Lab of Ornithology *Please note: The Cornell Lab of Ornithology is a nonprofit organization and a self-funded unit of Cornell University.	Amount requested: \$ 2,000
Event Contact Name: Anne Rosenberg Phone 607/254-2109 Address: 159 Sapsucker Woods Rd, Ithaca, NY Email baj3@cornell.edu	

<p>1. Describe your celebration in a few sentences.</p> <p>The proposed project, Migration Celebration, offers visitors from Tompkins County and beyond a chance to celebrate the migratory birds of Sapsucker Woods and green spaces throughout the region. As the largest one-day public event at the world-renowned Cornell Lab of Ornithology (www.birds.cornell.edu), Migration Celebration offers more than 1,000 visitors a hands-on look at our diverse research, conservation, and outreach projects. Through displays and activities, visitors learn about birds and connect with the natural world—all in a fun, festival atmosphere. During the event, visitors take guided bird walks, watch wild birds being banded for research, play a variety of interactive learning games, and meet raptors up close. Created in 2007, Migration Celebration is part of International Migratory Bird Day (www.birdday.org), which highlights an annual conservation theme that is celebrated in thousands of events across the hemisphere to raise awareness of bird migration and conservation. In recognition of the 100th anniversary of the extinction of the Passenger Pigeon, this year our festival will coincide with a special Passenger Pigeon art exhibition at the Lab. Conservation-oriented activities will be planned to accompany this show and other new art installations in our visitor center.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)?</p>

The event has been an annual event since 2007. 2014 marks our 8th year.

3. What aspects of the community's culture or history are you celebrating?

Wherever we are in Tompkins County, we all share the thrill of watching our migratory and resident birds. The Sapsucker Woods Sanctuary at the Cornell Lab of Ornithology is not only a special habitat for migratory birds, it is a mecca for bird lovers from around the region and around the world who come to enjoy the wooded trails and learn about birds in our visitor center and observatory. Migration Celebration celebrates this shared natural history spectacle and encourages participants to discover the natural heritage of Tompkins County. Everything that visitors learn at Migration Celebration will help them to better understand their own back yard, as well as the many natural areas we are proud to have in Tompkins County.

The Cornell Lab of Ornithology has long promoted a strong culture of connection to the natural beauty of Tompkins County, beginning with our founder Arthur Allen's famous amateur bird walks in Ithaca nearly 100 years ago. Migration Celebration now connects people in Tompkins County with the natural world through our citizen-science projects and conservation initiatives. In addition, we celebrate the strong tradition of research and public engagement that Cornell University brings to the greater Tompkins County region.

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.

Migration Celebration provides a once-a-year opportunity for the community to see what goes on behind the scenes at the Lab of Ornithology. This includes a view into the Lab's work in recording and analyzing animal communications — work that was begun by our founder Arthur Allen in 1929 and continues to this day with recordings that are used in everything from scientific research to Hollywood movies.

We will convey the historical and cultural component of our celebration through exhibits about International Migratory Bird Day, displays covering interesting stories in the history of the Cornell Lab, and guided walks through a variety of local habitats found in Sapsucker Woods.

5. How will you measure attendance, benefits, and success of the event?

Attendance is measured using a double-beam door counter. Success and benefits of the event are measured through an evaluation process in which we collect information from event visitors, participating staff, and volunteers. We have collected feedback for all seven years of the event using separate evaluation survey forms for participating visitors, staff, and volunteers.

Evaluation criteria include the following:

- Attendance, including sizes of groups attending
- Types of visitors (children, seniors, families, couples, school/club members)
- Whether participant(s) have visited the Lab previously and whether they are members
- How participants heard about the event
- Favorite activities at the event
- Learning outcomes

6. List local partners and entities that will assist with the event, and what they will provide.

Student volunteers in the Cornell Raptor Program will bring live hawks and eagles to the event for close-up viewing by the public. Cayuga Lake Creamery will be invited to sell ice cream as they have for the past several years, including bird-themed flavors they have designed specially for this event. Our Discovery Trail partners will be invited to host activities or information tables, as will several local outdoor education groups.

7. List the board of advisors.

All are staff at the Cornell Lab of Ornithology:

- **Nancy Trautmann, Director of Education**
- **Diane L. Tessaglia-Hymes, Design Director**
- **Ken Rosenberg, Senior Research Associate, Conservation Science Program**
- **Anne Rosenberg, Youth Programs Coordinator**
- **Jennifer Fee, K-12 Programs Manager**

8. How many people might be expected to attend, and how will you promote the celebration?

We expect 1,000-1,500 people to attend, based on previous years' experiences. We promote the celebration through newspaper articles, extensive outreach in regional schools, and Facebook, reaching potential attendees throughout the Finger Lakes.

Approximately 40 Lab staff from across all program areas take part in this annual event; it is the best opportunity to share the excitement of our work with our local communities. In addition, more than 50 volunteers assist with the event, many of whom enjoy it so much they come back year after year and help spread the word about the event.

9. What measures will you take to promote diversity and inclusion through your celebration?

We send flyers home with school children throughout Ithaca, as well as posting to PTA listservs in the area. The Lab's Celebrate Urban Birds program promotes community celebrations to introduce diverse audiences nationwide to the joys of learning about and participating in science, using festivals to promote love of nature among participants of all ages. We will encourage attendance by underserved audiences in Ithaca by offering to provide transportation to enable organizations such as the Southside Community Center and GIAC to bring groups to the event. Southside Community Center is a 2014 winner of a Celebrate Urban Birds mini-grant that will help to fund a bird-themed event in their neighborhood, and bringing a group to the Lab for Migration Celebration would enhance the impact of their local event.

10. What measures will you take to promote/practice environmental sustainability through your celebration?

By connecting people to the natural world through birds, we promote a greater environmental awareness that leads to sustainable living practices. Migration Celebration will include exhibits that highlight specific ways to practice environmental sustainability. One topic will be gardening for birds, highlighting native species of particular benefit to our local bird life. Another topic will be ways to participate in conservation efforts that help birds here in Ithaca and throughout their migratory journeys. Prominent recycling bins will be provided throughout the event grounds.

10. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

We use the Tompkins Festivals Event Manual. Thank you for this excellent resource!

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?

It would limit our ability to provide transportation for underserved audiences, bring in the Cornell Raptor Program with live hawks and eagles, provide t-shirts that identify volunteers who are serving as guides and helping to lead activities, and rent tents for outdoor activity stations.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided. See attached.**

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 Add or delete lines/rows as needed Include the value of in-kind support Denote in-kind as in example.</i>	<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
	Local talent	3-hr living bird show (raptors)	\$400	\$400	\$0
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food		\$	\$	\$
	Local products	arty supplies, bird seed, paper, fabric for crafts	\$500		\$500
	Local services	6 tent rentals at \$140/ec	\$840	\$800	\$40
	Local services	als @ 275/ec to transport underserved groups	\$550	\$550	
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner				
	Paid Advertising		\$	\$	\$
	Printed Collateral	Publicity supplies	\$100	\$	\$100
	Other Marketing		\$	\$	\$
	Support for Volunteers	Lunch for volunteers working all day	\$200		\$200
	Other				
	Other	New Exhibit Development	\$1,000		\$1,000
	Other	T-shirts to identify volunteers and staff	\$500	\$250	\$250
	Other	custodial staff time	\$480	\$	\$480
Other	Lab Events Coordinator	\$7,000	\$	\$7,000	
TOTAL EXPENSES			\$11,570	\$2,000	\$9,570

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 18.2%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income Add or delete lines/rows as needed Include value of in-kind donations</i>	Community Celebrations Grant		2,000
	Other grant		0
	Event revenues		0
	Cash donations		0
	Other	Lab of Ornithology	1000
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Donated services	Lab Event Coordinator	\$7,000
	Donated services	Portion of tent rentals not covered by grant	\$40
	Donated services	custodial staff time	\$480
	Donated goods	Lunch for volunteers working all day	\$200
	Donated goods	Publicity Supplies	\$100
	Donated goods	T-shirts to identify volunteers and staff	\$250
	Donated goods	arty supplies, bird seed, paper, fabric for crafts	\$500
SUBTOTAL (in-kind support)			\$8,570
TOTAL REVENUES (including in-kind)			\$11,570
REVENUES LESS EXPENSES			\$0

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