

APPLICATION FORM: FALL 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, September 19th, 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: Village of Cayuga Heights Centennial Celebration Speaker Series	Municipality where Celebration will take place: Village of Cayuga Heights (in the Town of Ithaca)
Expected Attendance/Participation: Circa 50-plus people at each of four lectures; likely more for the panel discussion that is the final event in the series	Date(s): February 1 and 26, March 19 and April 19, 2015 (with alternate dates for bad weather cancellation)
Group requesting grant (organizer): The Village of Cayuga Heights, through the Village Historian, Beatrice Szekely	Amount requested: \$750
Event Contact Name: Beatrice B. Szekely Phone 607-257-5346 (home) Address: 104 Klinewoods Road, Ithaca 14850 or Village of Cayuga Heights, Marcham Hall, 836 Hanshaw Road, Ithaca 14850 Email BSzekely@cayuga-heights.ny.us _____	

1. Describe your celebration in a few sentences.

Partial funding is requested for costs of four community gatherings that will make up a **speaker series commemorating the 2015 centennial of the Village of Cayuga Heights.**

The goal of the Cayuga Heights Centennial Celebration is to build community engagement through educational and entertaining programming about the history of the Village and its place in the Town of Ithaca and surrounding area.

The first three of the four gatherings in the speaker series—two in February and one in March--will feature talks by individual speakers and take place in the courtroom of Marcham Hall, the Village's historically significant municipal building at 836 Hanshaw Road. The fourth and final gathering will be a panel discussion with long-time residents that may be held at Kendal of Ithaca.

The speaker series will kick off a cycle of events in the Cayuga Heights Centennial Celebration. In spring 2015, additional Community Celebrations Grant applications will be made for help to fund two exhibits and the development of a database for interactive walking tours of the Village.

2. What is the history of the event (i.e. number of years it has occurred)?

The centennial of Cayuga Heights is the perfect opportunity to do what has never been done before: celebrate the history of the Village including its cultural, architectural and landscape heritage. The speaker series will be free, open to the public and broadly publicized.

Given the neighborly relationship of the Village with Cornell University, it is not entirely coincidental that its centennial coincides with the university's sesquicentennial. Indeed, the Village was founded in 1915, fifty years after Cornell, as a residential community for faculty and their families. It has naturally changed a great deal since its foundation as a faculty enclave. A series of talks followed by group discussion provides the perfect way to explore the changes that have taken place and think about the future. The intent of the speaker series is to build community in Cayuga Heights.

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

The whole history of the Village's development as a 20th century park-like suburb will be celebrated:

- the built and natural environments of Cayuga Heights,
- the institutional history of its government and schools,
- and the shared memory of lifelong residents.

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.

The series of three talks and the panel discussion will range across the following topics with the following speakers:

- on the architectural history of Cayuga Heights--Carol Sisler, author, former Village Historian, and former director of Historic Ithaca (February 1, 2015);
- on the natural environment of Cayuga Heights and the history of its land use--Fred Cowett, chair of the Village planning board (February 26);
- on the history of the Village government and the schools in Cayuga Heights--Beatrice Szekely, current Village Historian (March 19);
- on memories of living in the Village and changes witnessed over lifetimes--a group of long-term Village residents (April 19)

Important groundwork for conveying the historical and cultural components has been laid through the medium of an interactive website, The History Project (www.cayugaheightshistory.weebly.com), created by Cayuga Heights Historic Preservationists Carole Schiffman and Randi Kepecs.

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

Sign-in sheets asking for email addresses will be used at all events to count heads attending and elicit feedback. Light refreshments will be served before and after each event to facilitate conversation that should help to gauge interest and lay the groundwork for future activities related to Village history.

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

The Village Historian (Beatrice Szekely) is the lead organizer of the speaker series, working with Village Preservationists Carole Schiffman and Randi Kepecs who will lead in the organization of the two exhibits and the development of interactive walking tours later in the spring of 2015. Sixty hours of volunteer time

spent by Szekely (40 hours) , Schiffman and Kepecs (20 hours), calculated at \$27.50 per hour, are included as in-kind donations on the speaker series budget.

We enjoy the encouragement of Cayuga Heights Mayor Kate Supron and members of the Board of Trustees, and we work closely with Clerk and Treasurer Joan Mangione, as well as other members of the Village staff.

A graphic designer, for whom a modest honorarium is included in the budget, will design the postcard that will be mailed in January to publicize the three talks in the speaker series and the panel discussion.

A volunteer Cornell university student intern will provide assistance in the fall 2014 and spring 2015 semesters.

Community members will be asked to volunteer for help hosting the speaker series. At a Sunday afternoon get together that was held at Marcham Hall in January 2014 many of the 35 villagers who attended expressed interest and willingness to help.

7. List the board of advisors.

There is no formal board of advisors, but the Village Historian and Preservationists are appointed by the Mayor with the approval of the Board of Trustees (Christopher Crooker, Maryann Friend, Steven Hamilton, Linda Woodard, Richard Robinson, and Peter Salton).

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

Perhaps 40 to 50 people will attend each of the three talks; the courtroom at Marcham Hall can accommodate 55. Because more people, as many as 100, may turn out for the panel presentation at the conclusion of the speaker series, it may be advisable to request holding that event at Kendal of Ithaca. Not only because of the large size of the Kendal auditorium but because there are quite a few long-term residents of Cayuga Heights living at Kendal who may wish to contribute to discussion.

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

Within the Village of Cayuga Heights:

- A trifold brochure was mailed to villagers last winter announcing initial planning for the Cayuga Heights Centennial Celebration, and event planning is being publicized in the Village of Cayuga Heights newsletter, *Village Voices*, mailed to every resident.
- A postcard invitation to the speaker series will be mailed in January 2015 to every residence in the Village and hand delivered at Kendal. Hosting the panel discussion at Kendal holds the promise of facilitating inter-generational dialogue between older and younger Cayuga Heights residents.
- The series will be announced on the Village website (www.cayuga-heights.ny.us), and notices will be sent to everyone on the Village E-blast list.
- Special invitations will be given to the business owners at the Village Green Plaza and Corners Community Shopping Center who are stakeholders in the Village's economic future.

Outside the Village of Cayuga Heights:

- Notices in the *Ithaca Journal* and *Tompkins County Weekly* will be used to reach a readership in the entire Ithaca area, along with a feature article planned to appear in *The Ithaca Times*.
- We can count on the websites of The History Center and Historic Ithaca for announcements to area residents interested in local history and historic preservation. Stacks of invitations will be left at both locations as well as the Tompkins County Library.
- We will network with Tompkins County municipal historians and preservationist colleagues through whom we hope to reach out to a wider audience through their websites and newsletters.
- We will reach out to individual social studies teachers in the Ithaca City School System hoping they will help us by encouraging students to attend and come themselves.

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

Dr. Fred Cowett's talk will focus directly on the natural environment of the Village, and he will likely reference the Village of Cayuga Heights Comprehensive Plan, adopted in 2014, which gives great weight to sustainable development for the future.

As to the events themselves, only compostable paper goods will be used for refreshments; paper used in mailings and brochures will be recyclable.

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

Not for the speakers series, but very likely for the exhibits featuring drawings of Village life and documents from Village history that will open in June at Marcham Hall. The opening of the two exhibits will take place on the same day as an historic house tour for which the Village will be partnering with Historic Ithaca. The exhibits opening, reception and house tour will also coincide with the launch date for the interactive Village walking tours.

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?

If the speaker series is not funded to the amount of \$750, we will go ahead with it, but that amount is needed in order to leave sufficient funds for the other events planned in the full cycle of the Cayuga Heights Centennial Celebration in the spring of 2015.

The art and documents exhibits after the speaker series showcasing the Village's history for the first time ever, will be scaled back in size. Development of the unique set of walking tours of the architectural and cultural histories of Cayuga Heights for use with handheld devices will also be seriously impacted.

By way of conclusion, the following narrative may be useful to place the attached budget for the speaker series in the context of costs estimated at this point in time for all the events planned through June 2015 for the Cayuga Heights Centennial Celebration:

\$100 of the funding in the speaker series budget attached comes from the \$1000 funding allocated to the office of historian in the Village of Cayuga Heights annual budget. The \$600 that this will leave in the budget line for the remainder of the fiscal year ending May 31, 2015 is needed for volunteer operating expenses, such as the purchase of a filing cabinet and books.

\$300 is included in the speaker series budget from a \$2850 savings account of the former Cayuga Heights Community Association. The remainder of this money will be used for the spring art and documents exhibits that will require roughly \$2,000 and \$1,800 respectively, as well as for development of a database for the walking tours that will cost at least \$500.

Estimating at this early stage that all the events in the Cayuga Heights Centennial Celebrations will cost roughly \$5,500 and calculating use of all of the \$2,850 in the Cayuga Heights Community Association savings account, plus up to \$300 from the current and next fiscal years' Village Historian budget line, there will be a need for an additional close to \$2,300 to fund the complete event cycle. As a result, spring 2015 Community Celebrations Grant applications from the Village of Cayuga Heights will likely request a total in the neighborhood of \$1,600, in addition to the \$750 requested in this one.

Thank you very much for the opportunity to apply.

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

Celebration Name: Village of Cayuga Heights 2015 Centennial 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	honoraria, 3 speakers @ \$150	\$450	\$300	\$150
	Local services	graphic designer honorarium	\$150	\$150	\$0
<i>List all major categories of expenses</i>	Other	printing 1500 large postcards	\$169	\$150	\$19
<i>Add or delete lines/rows as needed</i>	Other	mailing 900 postcards	\$156	\$150	\$6
<i>Include the value of in-kind support</i>	Other	8 mugs for speakers @ \$17.95	\$144	\$0	\$144
<i>Denote in-kind as in example.</i>	Other	refreshments	\$229	\$0	\$229
	Other	in-kind, volunteer coordination	\$1,650	\$0	\$
TOTAL EXPENSES			\$2,947	\$750	\$547
Community Celebrations Grant Share of Total Expenses (%)			25.4%		

SOURCE	DESCRIPTION	ESTIMATED
Community Celebrations Grant		\$750
Other	Cayuga Hts. Community Association	\$300
Other	Cayuga Hts. Historian Allocation	\$97.30
SUBTOTAL (cash income)		\$1,147

Donated services	honarium for one speaker	\$150
Donated services	in-kind, volunteer coordination	\$1,650
SUBTOTAL (in-kind support)		\$1,800

Grant share must be 50% or less

TOTAL REVENUES (including in-kind) \$2,947
REVENUES LESS EXPENSES 50

INCOME - CASH

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

INCOME - IN-KIND

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