

Celebration Name: Earth Day Ithaca 2015	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 500-750	Date(s): April 19, 2015
Group requesting grant (organizer): Sustainable Tompkins via Social Ventures	Amount requested: \$2000
Event Contact Name: <u>Joey Gates Coordinator</u> Phone <u>607-644-5525 (JG), 607-216-1552 (ST)</u> Address: <u>until Dec 2014: 109 S Albany, Ste 105, Ithaca, 14850 after Dec 2014 214 Old Elmira Rd, Ithaca</u> Email <u>(JG) solkitchen1@gmail (ST) Karen@sustainabletompkins.org</u>	

1. Describe your celebration in a few sentences.

Our plan is to marry two important local celebrations of sustainability: the 45th anniversary of Earth Day Ithaca 2015 and the 10th anniversary of our Signs of Sustainability (SoS) program, which recognizes innovations in sustainability taken by local individuals, organizations, businesses, governments and institutions over the last 15 months. We are combining these two celebrations on April 19, 2015 to increase accessibility, expand community recognition of the steps our community is taking toward a more sustainable County, and to celebrate our collective achievements. Because of April's often cold and windy weather, we want to support high attendance by renting The Space and its parking lot so that attendees and exhibitors have the option of being indoors.

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

Each year since 2006, Sustainable Tompkins has kept watch for "signs" of sustainable planning and action emerging throughout our community. We scan the local horizon for the opening of new green enterprises, the launch of new sustainability-related organizations, and we listen for word of new programs or activities undertaken by existing companies, organizations and institutions that foster ecological stewardship and community well being. In December, we host a community celebration and invite our awardees to receive their certificates, be recognized for their contributions, and meet other like-minded residents. When we had the Womens Community Building, this event served as the annual holiday party for the local sustainability movement and was a great opportunity to bring together those taking their first steps with seasoned sustainability practitioners. In 2013, we awarded 420 Signs, by far the largest group thus far, but our reception at the Sustainability Center had to be designed for a smaller group. By combining with Earth Day Ithaca, our hope is to make many more people aware of the innovations going on in the community.

Earth Day was first celebrated in the US in 1970 to bring focus to a growing environmental awareness. In the early years thousands of Ithaca area school children, teachers, local college students and other residents celebrated with teach-ins, clean-up projects, entertainment and activities in Stewart Park. In subsequent years, Earth Day Ithaca has taken many forms in several venues including DeWitt Park and Ithaca Farmers Market. In 2011, Joey Gates, approached Sustainable Tompkins to be the lead sponsor of Earth Day Ithaca 2012's return to the Farmers Market. The 2012 celebration brought together 36 exhibitors and vendors and close to 300 attendees. In 2013, Earth Day Ithaca was the culmination of our four-day Climate Smart & Climate Ready Conference, included 32 exhibitors and vendors, but attracted only 200 participants on a very cold day. In 2014, because the Sunday closest to Earth Day fell on Easter, we partnered with Streets Alive! to hold Earth Day in the Boynton Middle School parking lot. Our hope was that we would be able to take advantage of the large number of participants at Streets Alive!, but because our location was at the very far end of this bike/walk celebration, the number of participants fell to under 200.

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

We celebrate county residents' long-standing commitment to ecological stewardship and social justice, especially sustainability in the areas of energy, food, waste/reuse, and a more equitable economy. Local businesses and organizations whose missions reflect this are invited to share their stories with the public by exhibiting at the event. Steps that individuals, organizations, businesses and governments are taking in 2014 and early 2015 will be recognized throughout the day (and the year) via our Signs of Sustainability awards. Food will be prepared by local purveyors and made available to celebrants throughout the day. Speakers will highlight the accomplishments of local people and organizations that have made significant achievements throughout the year, and local performers will provide the music (dancing) and activity so essential to a celebration.

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.

As this is the 45th year of Earth Day and the 10th Celebration of the Signs of Sustainability, we will invite exhibitors and vendors to include short histories of their organizations for display in their booths (we will collect and compile these and make them available on the Sustainable Tompkins website after the celebration.) Participants will be invited to bring items to the event for display that they have at home (t-shirts, buttons, posters, writings, art and even their past Signs of Sustainability awards) that reflect their personal history of involvement in Earth Day.

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

-To measure attendance, we will count the participants.

-We will encourage everyone in attendance to sign in, especially those who bring items for display. (These names will be added to Sustainable Tompkins database, making it possible to identify newcomers to our activities.)

-Exhibitors and vendors will be provided with an evaluation form where they can make suggestions for improvements.

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

Past exhibitors and vendors have included:

Ithaca College, Tetra Tech Architects & Engineers, CLASSE Xraise (Cornell's High Energy Synchrotron,) Tompkins County Solid Waste Management Division, TC Environmental Management Council, The Nature Conservancy, Finger Lakes Land Trust, Tompkins Community Action, Greensprings Natural Cemetery, Groundswell Center for Local Food & Farming, Cayuga Lake Watershed Network, City of Ithaca Waste Water Treatment Plant, GreenTree Garden Supply, New Roots Charter School, Sustainability Center, Finger Lakes ReUse, Historic Ithaca, Inc./Significant Elements, Finger Lakes Native Plant Society, TC Master Gardeners, TC Master Composters, Finger Lakes Floating Classroom, Music & Motion LLC, Neighbors of the Onondaga Nation, Performance Systems Development, Danby Community Park, Move to Amend, Cayuga SHARE Farm, Swidjit, Wood's Earth Living Classroom, Manndible Café

All of these will be invited to attend 5 planning sessions (beginning in Dec 2014) to organize Earth Day 2015. In addition the 2013 Signs of Sustainability recipients will be invited to participate as well as our 2012-2014 Neighborhood Mini-grant Recipients.

7. List the board of advisors.

Joey Gates- Coordinator (Contracted), Gay Nicholson-Sustainable Tompkins (President,) Tom Shelley (Chair,) Reed Sterberger (Board of Directors,) In Shik Lee (Board of Directors,) Miranda Phillips (Board of Directors,) Kitty Gifford (Board of Directors,) Richard Franke (Board of Directors,) Marian Brown (founder of the Signs of Sustainability program,) Edwin Farrell (community volunteer,) Sasha Paris (Community Volunteer,) Meagan Krieger (Cornell Hotel School—student intern) and Karen Jewett-

Bennett (ST staff.)

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

500 attendees, 50 participating organizations.

The Celebration will be promoted via personal invitation to the 200-300 who will be recognized with a Sign of Sustainability.

We will partner with Tompkins Weekly to promote the event in advance with two feature articles (one in March and one the week before the event) focusing on Earth Day and the Signs of Sustainability awards. Press releases to all regional news outlets, through our listserve (400+ members), several local lists (3-4,000) our enewsletter (1250,) and our Facebook page (1200.) In addition we will print and distribute 100 posters and 200 quarter cards.

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

In addition to inviting our very diverse Neighborhood Mini-grant recipients to help plan and exhibit at the Celebration, we will invite exhibitors and participants via the Building Bridges listserv, and the Human Services Coalition listserv.

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

Our Celebration is about sustainability. Working with the Master Composters and TC Solid Waste we'll insure that everything is properly sorted and packaged for proper disposal, vendors will be encouraged to use only compostable dishware and flatware, and our entertainment and speakers will perform from the Solar Stage.

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

Last Spring we participated in two of the 5 Workshops conducted by Victoria Brous.

In 2015 we'll reserve the pop-up canopies in advance, utilize their printing services for posters, and attend the workshop series (if 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?

Without full support from the tourism grant program, we would be unable to pay the performers.

***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
Talent	Local talent	4 acts @ \$125 each	\$500	\$500	\$
	Children's	1 act @ \$125	\$125	\$125	\$
Venue	Space rental	The Space @ GreenStar and parking lot	\$350	\$350	\$
	Sound system	Solar Stage	\$350	\$350	\$
Other Equipment	Canopies- Rick's Rental	exhibitors who don't have 10@ \$65 ea	\$650	\$130	\$520
Other Equipment	Tables	20--8' tables @ \$6.50 ea	\$130	\$130	\$
	Chairs	50@ \$1 ea	\$50	\$50	\$
Marketing and Outreach	Reusable signs	4 @ \$25/each for street	\$100	\$100	\$
	Printed Collateral	50 posters and 200 quarter cards	\$100	\$100	\$
	Other Marketing	exhibitors and vendors via US mail	\$100	\$25	\$75
Volunteers	Signs of Sustainability	recognition item \$1 ea	\$500		\$500
	Support for Volunteers	beverages at 5 meetings and the event	\$200	\$140	\$60
	Display for collected	by volunteers with recycled materials	\$50	\$	\$50
	Event Coordination	Appx 80 hours of time @ \$20/hr	\$1,600	\$0	\$1,600
TOTAL EXPENSES			\$4,805	\$2,000	\$2,805

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 41.6%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED
			TOTAL
<i>List major categories of income</i>	Community Celebrations	This request	2000
<i>Add or delete lines/rows as needed</i>	Sponsorship	Green Star (intended)	250
	Sponsorship	AFCU (intended)	250
	Sponsorship	from ST business members @ \$250 ea	1000
<i>Include value of in-kind donations</i>	Event revenues	exhibitors and vendors at \$25 ea (avg)	600
	Cash donations	from those who cannot exhibit	100
SUBTOTAL (cash income)			\$4,200
INCOME - IN-KIND			
	Printing	m DIA/Festivals program 85% discount	\$85
	Canopies	from DIA/Festivals program	\$520
	Donated services		
SUBTOTAL (in-kind support)			\$605
TOTAL REVENUES (including in-kind)			\$4,805
REVENUES LESS EXPENSES			\$0

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