

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: East Shore Festival of The Arts	Municipality where Celebration will take place: Town of Lansing
Expected Attendance/Participation: 450+ at opening night and additional 1500 or more at art show	Date(s): Opening/Festival: Friday May 1, 2015 from 6pm-9pm. Art Show May 1 – June 12, 2015.
Group requesting grant (organizer): Town of Lansing Parks and Recreation	Amount requested: \$1,467.00
Event Contact Name: East Shore Festival of The Arts _ Phone 607-227-6658 © 607-529-3224 (H) Address: 1004 Irish Settlement Rd. Freeville NY 13068 Email: Schuttenberg@gmail.com _	

1. Describe your celebration in a few sentences. **The East Shore Festival of The Arts (ESFOTA) is a juried Art and Music Festival held each spring in the Town of Lansing New York. We celebrate the arts in an exuberant and family friendly atmosphere. There are a variety of music styles varying from jazz, to classical, and rock. Each year 25 + artists display an astounding variety of art. We also encourage the public to participate in some hands on art projects. This year visitors to the opening night will help create a Kinetic Sculpture with Gerry Monaghan. We work closely with the Lansing Historical Association to show case local history and create interesting and meaningful display of artifacts. We also make a jigsaw puzzle each year from an archived photo or item! All this with free food, wine tasting, chocolate tasting and historically accurate jigsaw puzzles. What's not to like?**

2. What is the history of the event (ie, number of years it has occurred)? **This will be our 6th year of celebrating the arts in Lansing. We started with 25 artists and one jazz band and have grown a little every year. We now fill 5 buildings, The Lansing Town Hall, The Historical School House, and The Lansing Community Library, The Lansing Historical Archives building, and The Community Center. ESFOTA has performances by multiple musicians, art from over 25 artists and every year a featured artist. This years featured artist is Gerry Monaghan, an amazing Artist and weaver of Kinetic type Sculptures. Local businesses support our efforts with food and wine and by purchasing ads in our event and artists catalogue.**

3. What aspects of the community's culture or history are you celebrating? **We like to remind people of all the wonderful things from the Town and Village of Lansing's past, Like the Watch Fire, Cargill Mines, Movie making, horse drawn carriages etc. One of the fun parts for me is seeing how many names and place names are still the same. Each year The Lansing Historical Association sets up a different display highlighting some event from Lansing's Past. They are undecided at this time what the display will be.**

It is also exciting for people to see how much talent is located in our small corner of the world! People learn a lot about their neighbors. This Show has become a Lansing date night!

The Town of Lansing is very spread out, while the Village of Lansing is much more urban. This has caused a cultural division between the Town and village. This Art Festival cuts across these lines and helps bring people together in a non competitive, friendly community centered way.

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. **Each year I go through artifacts with the Town Historian Louise Bement. I photograph them and she supplies some historical context. The photos are made into jigsaw puzzles. Everyone loves these and asks that we make more each year. Hundreds of people visit the Historical School House during the East Shore Festival of The Arts.**

One year our featured artist made a paper sculpture of the Lansing Light House with historical data included. Another time our program/artists catalogue was developed as a community almanac, which highlighted Lansing's historical past with pictures, recipes, and interesting historical tidbits. Last year the display of Defenders of our Freedom was an amazing success.

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

Measuring attendance is the most difficult area for us. In past years we have given out tickets, put stickers on people and offered a sign/comment book. We will go with sticker counting again this year. However, with 5 venues running simultaneously none of these efforts has worked very well. We count and estimate around 450 people on opening night and a thousand or more visiting the art show over the next six weeks.

If we sell some art, generate crowds, eat up all the free food, finish the chocolate and encourage new artists we feel we have had a successful show.

The benefits of ESFOTA have been very obvious. Art programming has increased in the Town of Lansing, new artists experience their first show, experienced artists enjoy having a local venue, and, artwork sells at this show! Musicians get other bookings from the exposure afforded through this event. The Local Historical Association sees a huge increase in visits to the Historical School House and interest in local history. Another benefit of this event is the way it brings together a wide variety of the people of Lansing. This event seems to cut across politics, urban, suburban, sports, and monetary lines in our community. It offers a fun, educational, family oriented non-sporting event in a silly yet sophisticated way. It is a social event that brings people together

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

Town of Lansing: Space, Bathroom Facilities, Electric, Insurance, Trash hauling, paper, printing of catalogue, Bookkeeping and artist payment through funds generated by this event.

Lansing Community Council: funding

Village of Lansing: funding

Lansing Community Library: Space, Bathroom facilities, advertising, electric.

King Ferry Winery: Wine Tasting

CrossRoads Bar And Grille: Wonderful, amazing Food!

Cinnamon Shoppe: Cookies and Treats

Community Arts Partnership: Funding, advice

Local Businesses buy advertising in our catalogue.

7. List the board of advisors.

Robin Schuttenberg: Director East Shore Festival of The Arts

Steve Colt: Lansing Parks and Recreation Department

Linda Van ApleDoorn: Take Your Pick Flowers

8. How many people might be expected to attend, and how will you promote the celebration? **We expect 450 - 500 people to attend the opening night, and another 1000 or more to view the show during the month of June. We also plan to have We will promote these events through reusable banners and flags, newspaper, radio, local school newsletter, Village of Lansing newsletter, and the online paper The Lansing Star. Each Artist is also supplied with invitations to share, both online and by hand.**

9. What measures will you take to promote diversity and inclusion through your celebration? **This event is free, open to the public and is handicapped accessible. Everyone is welcome at the East Shore Festival of The Arts. The Event is free, parking is free, and we encourage everyone to attend. We try to offer a variety of music, art, and food. We have wine, cheese, crackers, chocolates, cookies and juice. We offer hands on activities, great music, and a fun non-competitive atmosphere. A special invitation is sent to our local senior living village Woodsedge. We have handicapped access and plenty of seating.**

10. What measures will you take to promote/practice environmental sustainability through your celebration? **We use reusable banners and signs. We have done away with helium balloons and use reusable garlands in their place. We use biodegradable plates and cups. This is a very low impact event.**

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

I have attended some of the talks and have asked many questions. I have actually found it very helpful talking to other attendees. They can be very helpful finding specific entertainers or skilled artisans. It is helpful to bounce ideas around with other program developers, kinda like a support group! I also printed out a copy of the event-planning manual to use as a reference guide.

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 I receive less funding I would cut back on advertising, music, and possibly the featured artist as this years artist is quite expensive.**

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

Celebration Name: 2015 East Shore Festival of the Arts

Community Celebrations Grant Application - Budget/Expense Report Form

EXPENSES	USE	DESCRIPTION (provide details)	ESTIMATED TOTAL	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources
1	Local talent	Lisa Craig Fenwick, Harp Music, Town Hall	\$300	\$100	\$200
2	Local talent	Library	\$100	\$40	\$60
3	Local talent	Ryan and Melissa VanDerhoof singers	\$100	\$50	\$50
4	Local talent	Kempkes. Folk /Jazz guitar/ Hist. School House	\$100	\$50	\$50
5	Reusable	reusing from last year	\$0	\$0	\$0
6	Featured Artist	Gerry Monaghan, kinetic art sculptor	\$300	\$87	\$213
7	local product	Rogues Harbor Brewery	\$200	\$0	\$200
8	local product	Art Supplied by local Artists	\$0	\$0	\$0
9	local product	King Ferry Winery	\$180	\$0	\$180
10	Local food	Rogues Harbor Appetizers	\$100	\$0	\$100
11	Local food	Lansing Market, fruit,veg,lemonade	\$200	\$0	\$200
12	Local food	CrossRoads Bar and Grille	\$600	\$0	\$600
13	Local food	Cinnamon Shoppe, cookies	\$200	\$0	\$200
14	Space rental	Community Library, bathrooms, trash,	\$100	\$0	\$100
15	Space rental	g Town Hall, trash handling, restrooms	\$250	\$0	\$250
16	Space rental	Lansing Community Center	\$100	\$0	\$100
17	Space rental	ing Historical Society, and Archive Building	\$100	\$0	\$100
18	Paid Advertising	The Shopper BLK/WT 3X5 AD	\$65	\$65	\$0
19	Paid Advertising	LansingStar, local online paper	\$110	\$70	\$40
20	Paid Advertising	Ithaca Times, Ledger,all 9 local papers	\$510	\$400	\$110
21	Printed Collateral	WordPro, Posters,Artists Cards	\$50	\$0	\$50
22	Other Marketing	raphic design of artist/event catalogue	\$300	\$120	\$180
23	Support for Volunteers	Giclee Print for volunteers/mats	\$50	\$50	\$0
24	Advertising	press releases, sidebars, local calendars	\$0	\$0	\$0
25	paper	1 case paper for catalogue	\$70	\$40	\$30
26	Printing	Printing Catalogue, Town of Lansing	\$500	\$0	\$500
27	Other	Curator, Director ESFOTA	\$1,000	\$300	\$700
28	Postage	Postage artist applications, permits	\$12	\$0	\$12
29	Permits	temp. wine and beer permit	\$72	\$0	\$72
30	chocolate for tasting	chocolate tasting	\$100	\$0	\$100
31	volunteer coordinator	coordinator/marketing	\$200	\$0	\$200
32	Hanging solutions	wire	\$90	\$45	\$45
33	Stickers and ink	stickers for head count/ink	\$100	\$50	\$50
TOTAL EXPENSES			\$6,159	\$1,467	\$4,692

Grant share must be 50% or Community Celebrations Grant Share of Total Expenses (%) 23.8%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
List major categories of income	Community Celebrations Grant		1467
Add or delete lines/rows as needed	Other grant	Estimated CAP Grant	500
Include value of in-kind donations	Event revenues	Estimated Ad Sales (\$400) Jury Fees (\$450)	850
	Cash donations	Estimated donation Box	50
	Other	(Hopefully) Village of Lansing	300
		Lansing Community Library	150
	Other	(Hopefully) Lansing Community Council	300
SUBTOTAL (cash income)			\$3,617

INCOME - IN-KIND		DESCRIPTION	ESTIMATED
	Donated goods	WINE, BEER, AND FOOD	\$1,480
	Donated goods	TRASH, BATHROOMS, PARKING, SPACE	\$550
	Donated services	CATALOGUE PRINTING	\$500
	Donated services	Postage	\$12
SUBTOTAL (in-kind support)			\$2,542

TOTAL REVENUES (including in-kind) \$6,159
REVENUES LESS EXPENSES \$0