

**Community Celebrations Grant Program
APPLICATION Fall 2014**

Celebration Name: Municipality where Celebration will take place:
MANUAL LABOR—a Celebration of Workers in Tompkins County
Trumansburg

Expected Attendance/Participation: Date(s):
400+

Feb/March 2015

Group requesting grant (organizer): Amount requested:
Robyn Wishna Photography

\$1,400

Event Contact Name:
Phone
Address:
754-422-4233
2542 Slaterville Road, Slaterville Springs
14881

Email
rwishna@gmail.com

1. Describe your celebration in a few sentences.

Manual Labor will be a collection of 25 portraits and interviews/essays celebrating our diverse community of people who work with their hands—people who do the grunt work, the dirty work, and also skilled work in the trades in Tompkins County, NY. Inspired by the work of Verne Morton, Studs Terkel and Margaret Bourke White and others, Robyn Wishna, the project's artist/organizer plans on celebrating under-celebrated workers through portraits, interviews and essays. This celebration will be the first of an ongoing series, and it will take place in February/March 2015 at the Trumansburg Conservatory of Fine Arts. The exhibit will then be shown at TC3. The project will also have an independent website featuring an online gallery with audio interviews.

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

As described in Question #1, this celebration was inspired by a desire to recognize people in our community who historically have made important contributions to our community and whose work has touched us all but who receive little recognition. This will be the beginning of an ongoing exploration and celebration of workers in Tompkins County that will give folks in the future a sense of who we are today.

Robyn Wishna, the artist/organizer of this project has been an award-winning photojournalist for more than 30 years. She has worked for newspapers including The Ithaca Journal, The Providence Journal, and the South Florida Sun Sentinel and has been published in numerous magazines, books, and other publications. She has rich background as a photojournalist in Tompkins County with clients including Cornell University, Ithaca College, Edible Fingerlakes Magazine, Ithaca Farmer's Market, Michael Turback's NY First, and wineries and restaurants. Robyn is an Ithaca College alum and currently teaches photography at IC. She has also been a volunteer firefighter in Ithaca, worked with the homeless

produced exhibits and has run benefit events.

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

This celebration will showcase the many workers whose contributions to our community are underappreciated, especially those whose occupations are disappearing such as seamstresses and shoe repair people. The project will focus on such occupations as plumbers, construction, housekeeping, and farm workers to name just a few.

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.

Historian Carol Kammen will write an introduction to the project which will be incorporated into the display and provide an historical context for the exhibit. Each photograph will be accompanied by an "exhibit label" discussing the worker's unique 'story' and will include excerpts drawn from recorded interviews. An online exhibit of photographs accompanied by a 3-10 minute audio interview will provide listeners a first-person account of each worker's experience.

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

The following will help track attendance and impact:

Guest book: Guests will be invited to write their thoughts about work--past, present and future—in Tompkins County. This will be a reflection of the impact of the exhibit on attendees.

The online gallery will have data on number of views.

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

Trumansburg Conservatory of Fine Arts—exhibit space

S. K. List, Executive Director of Trumansburg Conservatory will assist with event planning and implementation.

Carol Kammen, will consult throughout the project and write the exhibit introduction.

Michael Thuesen, owner and master framer, Mastercraft Frameshop, will frame photographs at an approximately 60% discount.

Creekside Café in Trumansburg will provide refreshments for opening (without charge to grant funds)

7. List the board of advisors:

Carol Kammen- Tompkins County Historian and author

Harry Lyttell- Department Chair TC3 Photography and local photographer

Neil Schwartzbach- Local Historian

Marilyn Rivchin- Local artist, and retired Cornell Senior lecturer in Film

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

100-150 attending opening

250 people in-person over course of celebration/exhibit and hundreds more online views.

Poster on TCAT Trumansburg route over period of celebration/exhibit.

Press releases to local media.

Celebration/exhibit announcements to county library system, local colleges, and the Trumansburg Conservatory will promote the exhibit through their monthly email list, and the celebration will be promoted

through many other listserves.

Online and social media promotion including a Facebook page for the celebration/exhibit.

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

The exhibit itself will emphasize worker-diversity, both in types of work performed and in gender, age, race and class. All workers included in the exhibit will be encouraged to attend the celebration and bring their families, co-workers and friends.

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

Advertisements will encourage celebrants to take the bus to Trumansburg.

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

List of local grantors will be a critical resource for long-term project planning.

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?

Fewer photographs will be exhibited. The current plan calls for 25 photographs.

Celebration Name: MANUAL LABOR

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 products	framing/matting (25 16 x 20 photos) Mastercraft Frame shop is discounting rate	\$3,204	\$1,250	\$1,954
	Other	photographic paper	\$150	\$150	\$
	Other	In-kind photographer, interviews, post-production	\$15,000	\$0	\$15,000
	TOTAL EXPENSES		\$18,354	\$1,400	\$16,954

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 7.6%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		\$1,400
<i>Add or delete lines/rows as needed</i>	Other grant		\$
<i>Include value of in-kind donations</i>	Event revenues		\$
	Cash donations		\$
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		\$1,400

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Donated goods	framing/matting of 25 photographs	\$1,954
	Donated services	photography/interviews, 60 hours @\$150/hr, post-production and printing 60 hours @ \$100/hour	\$15,000
	Donated services		
	SUBTOTAL (in-kind support)		\$16,954
	TOTAL REVENUES (including in-kind)		\$18,354
	REVENUES LESS EXPENSES		\$0

Note: Other funding sources will be approached to support this project.