

COVER PAGE

2015 Budget Request Form

Tompkins County Tourism Program

I. BASIC INFORMATION

Program: Community Celebrations

Applicant Organization: Community Celebrations Grant Review Committee

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2015 Request: \$37,000
Development

Product Development or Marketing? Product

Year	Tourism Program Allocation**	\$ Change	% Change	% of Program Budget*
2011	\$26,600			100%
2012	\$26,600	\$0	0%	100%
2013	\$31,600	\$5,000	18.8%	100%
2014	\$32,548	\$948	3.0%	100%
2015	\$32,548	\$0	0%	100%
Request 2016	\$37,000	\$4,452	13.7%	100%

* Enter the % of the total program budget that would come from the Tompkins County Tourism Program.

** Enter modified budget amounts where applicable.

II. PROGRAM DESCRIPTION

Describe the program in two or three sentences.

Community Celebrations supports festivals, anniversaries, traditional town gatherings red letter days and celebrations of many varieties without the requirement that these events be marketed

to people outside the county. In all other ways, these adhere to the specifications of STPB and provide aid to ongoing and new events that promote our history and bring people together in community.

III. CHALLENGES & OPPORTUNITIES

Very briefly state overarching challenges and opportunities related to your program (current or anticipated in 2015) and describe you how propose to address them.

Celebrations grants support the continuation and development of a variety of forms of community. The challenge is to be sure that as many communities as possible within the county receive aid to promote county life and events of interest to others. The Committee continues to advertise these grants around the county. The opportunities offered by these grants have been proved by the continuation of some traditional events and the creation of significant new initiatives, some of which have moved on to become special and treasured features of our community life.

IV. BUDGET NARRATIVE

Describe how you propose to use the requested funds. You may also use this section to expand on your answers to questions II and III.

Funds will be given in amounts under \$2000 after careful review of applicants with a view of geographic and cultural diversity.

V. PROGRAM GOALS

List and describe program goals for 2015, using the sample format. For each goal listed, describe how you will measure achievement of that goal (you may list more than one measure of achievement for each goal). This will require you to consider appropriate numerical measures and baselines.

The goals of the Celebration Grants is to support traditional *and* innovative events that feature the history and diversity of the community which can be understood as geographical, cultural, traditional and ground breaking. For 2016 we envision seeking greater diversity on the selection committee, use of electronic means for applicants and committee members to reduce the work required of the administrator; to improve communication among the participants that they might learn from each other and to celebrate their successes.

Also, which goals and critical actions of the Tompkins County Strategic Tourism Plan does this program respond to, and how do your proposed program goals align with goals stated in the 2020 Strategic Tourism Plan?

Celebrations grants promote diversity, efficiency, concern and understanding of history and the ecological use of the land and materials as stated in the STPB Tourism Plan.

VI. ACHIEVEMENTS

Please describe your most significant program achievements during 2014 and the first quarter (January through March) of 2015. If possible, please use this as an opportunity to

restate your program goals for the 2014 and 2015 budget years and describe progress towards these goals.

I see several achievements in which STPB should take pride because what the Celebrations Grants reflects on local understanding and interest in STPB. The wide range of celebrations supported over the years is important as is the fact that these grants have enabled applicants to continue programs and to think broadly in creating new and lively events. In addition, Celebrations Grants have provided a means for local people to enter the grant-writing process, which many are doing with a growing sophistication of the applicants themselves in how they think about our community life and what can represent and enhance it.

This program is a credit to STPB and is widely recognized by county residents who look to it for aid, support and innovation.

VII. IMPACT OF FUNDING

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?

Less funding to Celebrations would mean that fewer grants could be given or each grantee would receive a smaller amount. The danger is that we might be put in the position of not being able to help as diverse a group of applicants as we now bolster and with smaller grants we might hamper wonderful celebrations in their formative stages.

VIII. COLLABORATION

What steps have you taken and/or what new steps do you propose to take to collaborate, coordinate, partner, and share information and resources between your program(s) and other room-tax funded programs?

Our applicants are encouraged to engage in collaborative events and most come to us with that aspect already in place. It is to the good of every community to be collaborative.

IX. STRATEGIC OPPORTUNITIES (optional)

What strategic opportunities related to your program outside of this 2016 budget request would you like the STPB to be aware of?

I hope that the STPB board understands how very grateful our applicants are for this program and how this program represents STPB aims and goals throughout the county. The program itself is excellent publicity for the Board and many residents know and think most appreciatively of STPB because of Community Celebrations. It is your arm in throughout the county and touches the lives of a great many people in a most beneficial way.