

# TOMPKINS FESTIVALS

*A Resource for  
Tompkins County  
Event Planners*



# Tompkins Festivals Program

2016 PROGRAM PRESENTATION  
SEPTEMBER 21, 2016

# About the program

SPECIAL EVENT ASSISTANCE FOR  
TOMPKINS COUNTY

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# OUR PURPOSE



The Tompkins Festivals program assists tourist-generating events in Tompkins County (NY) by providing free equipment rentals, technical assistance, and access to common information. The program is made possible by a grant from the Tompkins County Tourism Program

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# HOW WE DO IT



- Funding from the Tompkins County Tourism Program supports the following:
  - Added event staff at DIA to enable technical assistance.
  - Workshops costs.
  - New equipment purchases and equipment servicing or repairs.
- 5 Different staff at DIA work on the Tompkins Festivals program to provide assistance for a wide-range of event-planning needs.

# What we do

TECHNICAL ASSISTANCE | WORKSHOPS  
EQUIPMENT LENDING | EVENT PLANNING RESOURCES

# OUR SERVICES

THE THINGS WE DO



## TECHNICAL ASSISTANCE

The Festivals program offers one-on-one technical assistance for event planners in Tompkins County.

Our scope of assistance ranges from minimal advisory capacity to hands-on strategic problem solving.

## EQUIPMENT LENDING

The Festivals program administers the lending and maintenance of a variety of equipment useful to operating events including tents, tables, chairs, sound systems, safety supplies, etc.

## WORKSHOPS

Once a year, the Festivals program hosts a 2-day workshop to super-charge event planners with information to help them in the event-planning process.

## PLANNING RESOURCES

The Festivals Program maintains a website full of event-planning resources including a manual, community contacts, and county event calendar.

# TECHNICAL ASSISTANCE

ONE-ON-ONE ADVISORY & MENTORING



## MARKETING/ADV.

We lend marketing expertise to help event planners put together effective marketing plans and promote their events. We recommend promo tactics that are affordable and reach the target audiences. We advise on the following: Social Media, PR, Traditional media, guerilla tactics, and free resources.

## PERMITS & INSURANCE

We help guide event planners through the special events permitting process in Ithaca, how to apply for a liquor permit and the safety plan associated, how to work with the health department and apply for the proper food-safety permits, to name a few.

## EVENT LOGISTICS

We review event plans with event-planners to make sure all aspects of an event have been considered and a plan in place. We also help identify weaknesses in an event plan and advise on solutions to potentials problems.

## EVENT FUNDING

We advise event planners on a range of funding matters including budget, income generators at an event, sponsorships, crowdfunding, and grants through the Tompkins County Tourism program.

# 2016 Assistance Report

JANUARY - SEPTEMBER



- 53+ hours of technical assistance for 2016 so far.
- 20+ of different events or organizations we've advised.
- Assistance ranges from first year concept-to-completion planning to ongoing event growth management and advising.

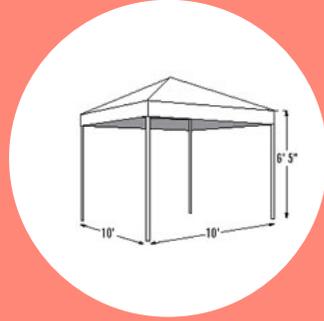
# EQUIPMENT LENDING

A WEALTH OF EQUIPMENT EASILY ACCESSIBLE



## TABLES & CHAIRS

- 20 FOLDING TABLES
- 30 CHAIRS
- 4 SIGN BOARDS
- 4 IGLOO COOLERS
- 1 HAND CART
- 23 STANCHIONS



## STAGING EQUIPMENT

- 20 10'X10' POP-UP TENTS
- 1 10'X15' POP-UP TENT
- 36 TENT WEIGHTS
- 15 WOODEN 4'X8' STAGE DECKS



## SOUND EQUIPMENT

- 2 PORTABLE GENERATORS
- 10 EXTENSION CORDS
- 24 CABLE RAMPS
- 2 POWERED SPEAKERS, CABLES & CORDS
- 1 SOUND BOARD
- 1 MIC & STAND



## SAFETY EQUIPMENT

- 2 FIRE EXTINGUISHERS
- 4 EMERGENCY EXIT SIGNS
- 15 TRAFFIC CONES
- 4 TRAFFIC FLAGS & VESTS

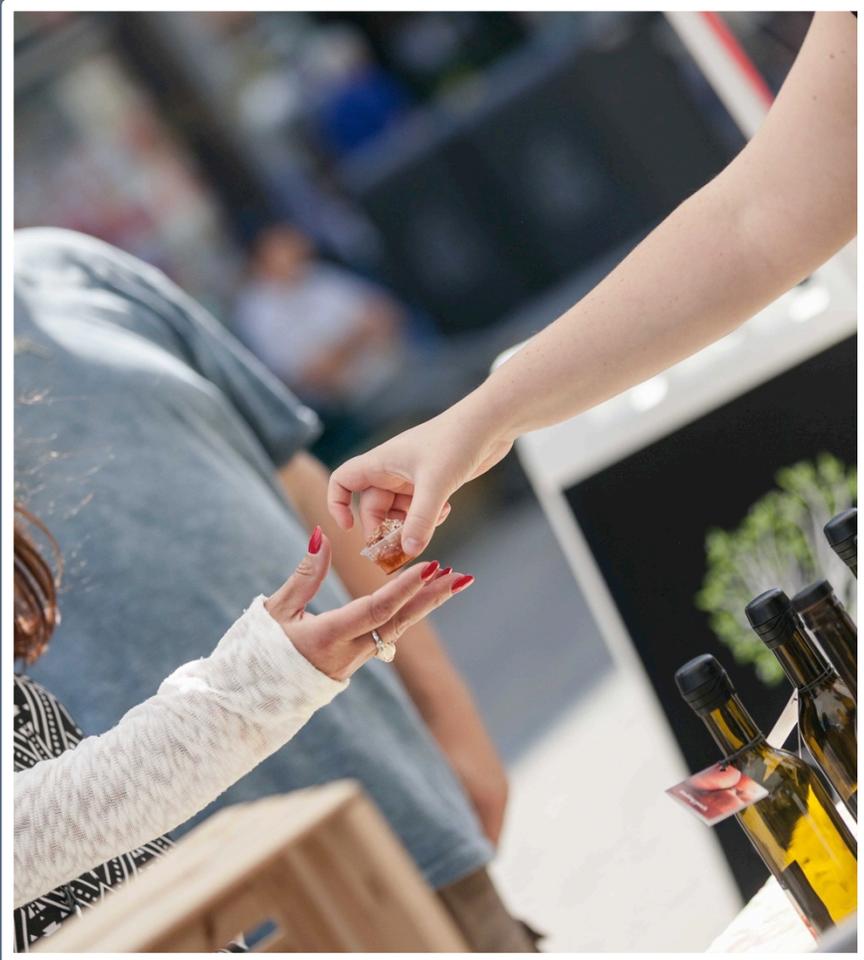


## LIFE-SIZED GAMES

- 2 SETS OF JENGA
- 2 SETS OF CONNECT FOUR
- 1 CHECKBOARD & CHECKERS

# 2016 Lending Report

JANUARY - SEPTEMBER



- 44 events around Tompkins County who borrowed equipment for an event so far.
- 8 events planning to borrow equipment through the end of 2016 that we know of or who have made a reservation.

# WORKSHOPS

## EVENT PLANNING BOOTCAMP



## 2-DAY WORKSHOP COVERING A VARIETY OF EVENT PLANNING TOPICS

- THE WORKSHOP OFFERS ROUND TABLE DISCUSSIONS, PRESENTATIONS, & PANELS FEATURING PRESENTERS FROM A VARIETY OF ORGANIZATIONS AND ENTITIES THAT EVENT PLANNERS WILL LIKELY INTERACT AT SOME POINT WHEN PLANNING AN EVENT IN TOMPKINS COUNTY.
- **Some of the topics covered:**
  - Event planning process
  - Understanding the health codes
  - Safety planning
  - Event evaluation
  - Marketing & advertising
  - Trash management and sustainability options
  - Event funding
  - Improving Tourism Impact
- Workshop series is FREE to all event planners to attend and includes complimentary lunch for speaker and attendees.

# HELPFUL RESOURCES

T O M P K I N S F E S T I V A L S . C O M

## PLANNING MANUAL, VIDEOS & CONTACTS & LENDING PROGRAM



- Festivals manual – a general overview to help event planners think about all parts of the event planning process



- Workshop recordings from past Event Planning Boot Camp workshops



- List of contacts and resources available to event planners and organizations thinking about planning events in Tompkins County



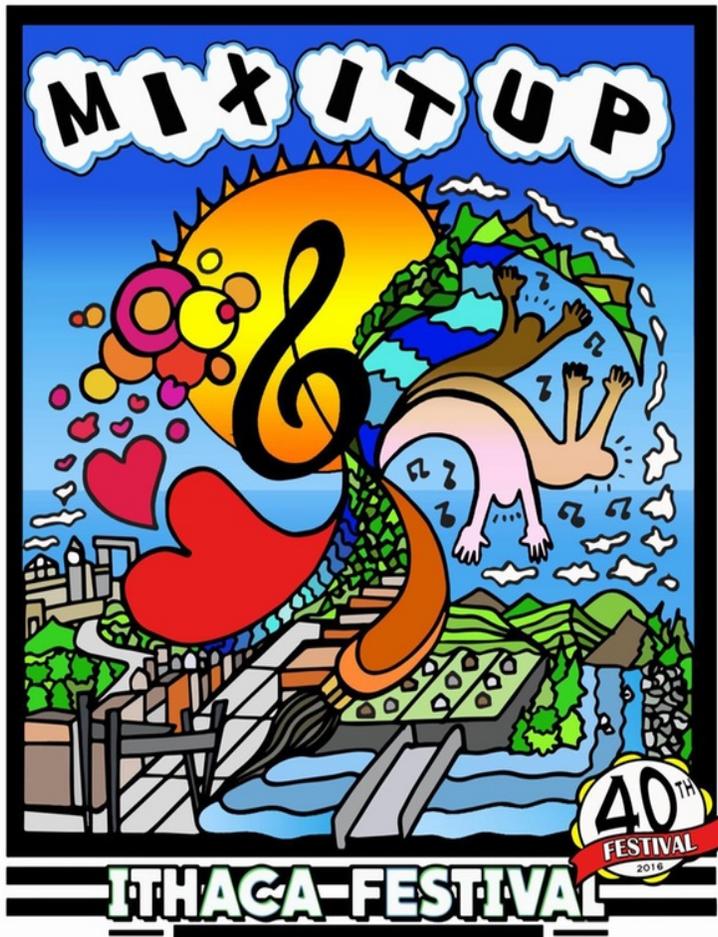
- Event Calendar of special events happening around Tompkins County – a helpful resource for event planners looking to schedule an event.
- List of equipment available and equipment request form.

# EVENT CASE STUDIES

BRAND NEW | GROWING | LEGACY

# ITHACA FESTIVAL

CASE EXAMPLE 1: event with a legacy



- Advised on footprint & layout changes for 2016
- Advised on funding plan
- Worked on planning logistics
- Borrowed Equipment

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# FRINGE FESTIVAL

CASE EXAMPLE 2: an event in transition

The logo for Ithaca Fringe is a vibrant, multi-colored splatter graphic. The words "ITHACA" and "FRINGE!" are written in a bold, white, sans-serif font across the center of the splatter. The colors of the splatter include shades of purple, blue, green, and yellow, creating a dynamic and artistic background for the text.

ITHACA  
FRINGE!

- Borrowed Equipment
- Technical Assistance on the following:
  - Sighting venues for the events
  - Event logistics and permits
  - Funding & revenue
  - Marketing & Adv.

# FLAMENCO FESTIVAL

CASE EXAMPLE 3: brand new event



- Early stage planning
- Sighting a venue
- Partnerships within community
- Permit logistics
- Marketing & advertising asst.
- Continued support in an event advisory capacity

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# CONTACT

KEEP IN TOUCH

## WEBSITE

Tompkinsfestivals.com

## EMAIL

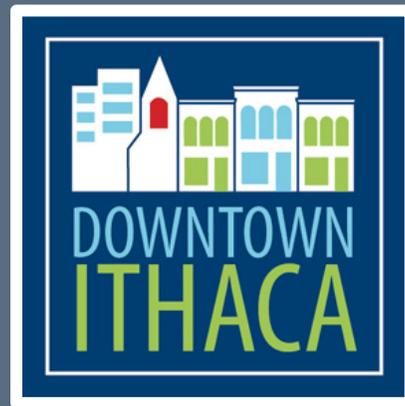
Event lending &  
technical assistance:  
tcfestivals@gmail.com

## PHONE

(607) 277-8679

## ADDRESS

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PMB 136  
Ithaca, NY 14850



## TOMPKINS FESTIVAL STAFF

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**Gary Ferguson**

*DIA Executive Director*

**THANK YOU!**

QUESTIONS?