

# FALL 2013 LIST OF GRANT APPLICATIONS and AWARD RECOMMENDATIONS

## Tourism Marketing Advertising and New Tourism Initiative Grants

Applicant	Project Title	TMA Request	NTI Request	Total Request	TMA Recommended	NTI Recommended	Total Recommended	<u>Event Details (assuming full funding)</u>								
								Event?	Date(s)	Projected Attendance	% Out of County (OOC)	OOC Participants	Grant \$ per participant	Grant \$ per OOC participant	Avg. per trip visitor spending	Ratio of grant \$ per OOC to per trip spending
Ithaca Shakespeare	2014 The Tempest at the Hangar Theatre	\$0	\$10,000	\$10,000	\$0			Y	02/14-02/23/2014	1,200	15%	180	\$8.33	\$55.56	\$185	3.3
City of Ithaca / Comet Skateboards	2014 Ithaca Skate Jam	\$5,000	\$4,000	\$9,000				Y	4/26/2014	5,000	50%	2500	\$1.80	\$3.60	\$185	51.4
Cayuga Lake Wine Trail	2014 - 22nd Annual Wine & Herb Festival	\$5,000	\$0	\$5,000		\$0		Y	04/25-04/27/2014 and 05/02-05/04/2014	3,400	90%	3060	\$1.47	\$1.63	\$185	113.2
PRI / Museum of the Earth	2014 Family Fun with Dr. Scott from PBS's Dinosaur Train	\$5,000	\$0	\$5,000		\$0		Y	05/17-05/18/2014	1,000	56%	560	\$5.00	\$8.93	\$185	20.7

### Requests

	TMA	NTI
Total Requested / Recommended	\$15,000	\$14,000
Retained from Spring Round	\$10,950	\$10,040
Prior Year Allocated / Unspent	\$2,224	\$0
Total Fall 2013 Funds Available	\$13,174	\$10,040
Difference*	(\$1,826)	(\$3,960)

### Recommendations

	TMA	NTI
	\$0	\$0
	\$10,950	\$10,040
	\$2,224	\$0
	\$13,174	\$10,040
	\$13,174	\$10,040

\*Available for Fall 2013 Grant Round

# GRANT GUIDELINES – FALL 2013

## Tourism Project Grants and New Tourism Initiative Grants

### Deadline

Grant applications must be emailed by **11am, Friday September 20th, 2013**. Email to: Tom Knipe, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org), 607-274-5560. Applications forms are available here: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism)

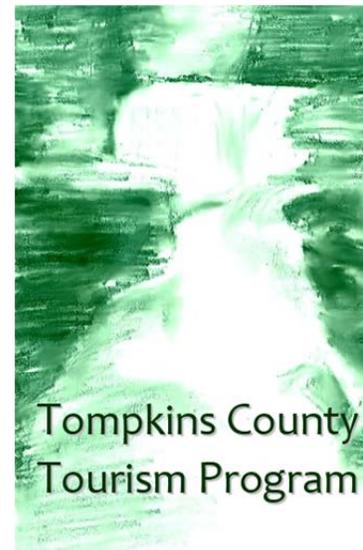
### Summary of Funding Opportunity

Tourism Project Grants and New Tourism Initiative Grants are awarded on a competitive basis for projects that are likely to motivate many visitors to stay overnight in Tompkins County hotels and bed and breakfasts, and that are likely to implement key strategies identified in the [2020 Tompkins County Strategic Tourism Plan](#). New Tourism Initiative Grants are awarded for projects that have occurred for no more than three years, and Tourism Project Grants are awarded for projects that have been in existence for more than three years. Projects that have been funded in the past through these grants include events, exhibits, and projects of lasting value that support a strong tourism infrastructure.

The 2013 budget for the Tompkins County Tourism Program identifies \$76,000 to support Tourism Project Grants and \$73,000 to support New Tourism Initiative Grants. Most of the available 2013 funding was awarded in the spring grant round. The total funds available in the fall 2013 round for New Tourism Initiative Grants are \$10,040; no funds are available in the fall 2013 grant round for Tourism Project Grants. Generally, the maximum request in each grant category is \$25,000, and minimum request is \$1,000, however the maximum request in the fall 2013 grant round for a New Tourism Initiative Grant is \$10,040, and no requests will be considered in the Tourism Project Grant category. Historically, very few projects have received the maximum award. The average award amounts over the past five years have been \$9,800 for New Tourism Initiative Grants and \$7,750 for Tourism Project Grants.

Following the fall 2013 grant round, the next grant funding opportunity in these grant categories is tentatively scheduled to be announced in late 2013/early 2014, with applications tentatively due on the third Friday of February, 2014. Future funding opportunity notices will be posted to: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism)

Applicants for a Tourism Project Grant or a New Tourism Initiative Grant who wish to apply for marketing and advertising support for the same project may apply simultaneously for a Tourism Marketing and Advertising Grant using the same application. Applicants who wish to take advantage of this opportunity should also read the separate grant guidelines for the Tourism Marketing and Advertising Grant program. The unified application form and guidelines for the Tourism Marketing and Advertising Grant program are available online at: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism).



These grants are funded entirely by the Tompkins County hotel room occupancy tax, which is a percentage tax on occupancy charges in hotels, motels, inns, and bed and breakfast establishments in Tompkins County. By law, local room occupancy tax funds are used exclusively for the purpose of developing and promoting tourism, and the overarching goals of the Tompkins County Tourism Program are to promote economic development and enhance the quality of life in Tompkins County. Grant awards are made by the Tompkins County Legislature on recommendation of the Strategic Tourism Planning Board (STPB), the County's official advisory board for tourism development.

### **Under Which Category to Apply – Tourism Project or New Tourism Initiative?**

New Tourism Initiative Grants support projects that generate significant amounts of new tourism in Tompkins County. New Tourism Initiatives must have occurred for less than three years in a row, and be produced by not-for-profit organizations or municipalities. Not-for-profit organizations that have been in existence for longer than three years may apply for a New Tourism Initiative Grant if the project is truly a new concept that is outside of the current range of activities undertaken by the organization and which is designed to be an annual or lasting tourism generator.

Projects that mainly serve to enhance the value of tourism offerings that have been in existence for three years or more, or that are single projects of organizations that have been in existence for longer than three years and are in line with similar offerings that they have presented in the past should apply for a Tourism Project Grant.

### **Eligibility**

**Under New York State Law, not all entities are eligible to receive funding from County government.** For example, a County government may award a grant to another municipality or certain not-for-profit agencies. Before completing the application, please consult with the grant administrator (Tom Knipe, 607-274-5560, [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org)) to confirm that your organization is eligible to receive grant funding from a County government.

#### **Eligibility and Funding Details:**

1. Requests are accepted from 501(c)3 not-for-profit entities, only for non-sectarian projects.
2. Proposed projects must demonstrate the strong likelihood of significant visitor attendance/participation and overnight stays in County hotels, motels and B&Bs.
3. Applications for New Tourism Initiative Grants may be made annually, for a maximum of three years. There is no guarantee of multi-year support. A baseline for tourism growth shall be established at the outset of the grant and measured each year.
4. Allowable uses of funds include but are not limited to the following examples:
  - a. Expenses associated with temporary and permanent exhibits to include design, construction and interpretive materials.
  - b. Public art acquisition.
  - c. Partial support of artistic salary of select, notable talent the presenting of which will generate significant out-of-town visitor attendance/participation.
  - d. Interpretive materials for significant natural, historic, architectural assets.
  - e. Additional short-term staff position for the term of the project, or to increase the hours of current part-time staff for the term of the project.

5. A minimum 2/3 match is required; grant requests shall not exceed 33% (1/3) of budgeted expenses. If applying simultaneously for a Tourism Marketing and Advertising Grant, the TOTAL request from both sources must not exceed 1/3 of the project budget.
6. For the purposes of establishing a match, the total budget may include the value of in-kind contributions of goods, staff time and professional services.
  - a. Volunteer time may be included towards a calculation of in-kind contributions ONLY where this time would otherwise need to be replaced by paid staff time or paid professional services. General volunteers, such as registration volunteers or organizing committee members, may NOT be counted towards in-kind support for the purposes of demonstrating a match. Where the specific value of the service is not estimated directly by the service provider, use an estimate of \$21.79 per hour.
  - b. The value of donated goods will be their estimated retail value.
7. The maximum request is \$25,000. The minimum request is \$1,000.
8. Projects must fall within the mission and purpose of the applicant organization and serve to strengthen and develop the organization. Projects not within the recognized scope of the applicant's mission are discouraged.
9. Large capital requests (for the purchase of property, the construction of a facility, remodeling, or expansion of a facility) are generally not eligible under this program but may be eligible under the Tompkins County Tourism Capital Grants program. For more information about Tourism Capital Grants, contact Martha Armstrong at Tompkins County Area Development, [marthaa@lightlink.com](mailto:marthaa@lightlink.com) or 607-273-0005.
10. Requests for general operating support will not be accepted.
11. Requests for retroactive support will not be accepted.

## Considerations

Consider the following when formulating your proposal for a Tourism Project Grant or a New Tourism Initiative Grant.

**Tourism Development.** Projects must show how they will draw and/or serve visitors, especially overnight visitors, to Tompkins County. The primary focus is on out-of-county attendance from areas at least 90 miles from Ithaca, including major cities and small towns. Projects limited to serving the local community without a strategy for growth and regional outreach are not likely to be funded. All applicants are required to document past visitor attendance and set specific goals for future visitor attendance, as well as to outline strategies for collecting this data. An addendum to these grant guidelines providing best practices for measuring visitor attendance at a future date, and will be posted on the Tourism Program website: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism).

**Community Support.** Although not required to be eligible for funding, the Tompkins County Tourism Program is interested in responding to applications that demonstrate strong partnerships and community support. Collaboration between for-profit and not-for-profit organizations is permitted as long as the lead agent is eligible under NY State Municipal Law to receive funding from a County. Where applicable, letters of support from partnering organizations should accompany the grant application.

**2020 Strategic Tourism Plan.** All applications must demonstrate alignment of the project with the aims and policies of the [Tompkins County 2020 Strategic Tourism Plan](#). In addition, all applicants,

and especially those to the New Tourism Initiative Grant program, are encouraged to document how their project will advance strategies related to one or more of the focus areas for tourism development that are identified by the Plan.

**Season.** Tompkins County will give priority to projects that hold potential to draw visitors during the mid-week and/or from mid-November through April. An addendum to these grant guidelines that outlines **specific calendar opportunities** will be provided at a future date, and will be posted on the Tourism Program website: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism).

**Marketing.** Preference will be given to organizations and projects that outline a strong marketing strategy. The best way to demonstrate this is by providing a detailed marketing plan for the project. The marketing plan should include a detailed description of your intentions regarding placement for the **Tompkins County Tourism Program** on advertising and collateral materials. Marketing plans from applicants who wish to simultaneously apply for a Tourism Marketing & Advertising Grant using the New Tourism Initiatives application, will receive additional scrutiny (see Tourism Marketing & Advertising Grant guidelines for details).

**Reporting on Past Grant Awards.** Applicants who have previously received a grant from the Tompkins County Tourism Program and whose project is complete prior to the current application deadline are required to submit a complete grant report before another grant request will be considered.

## **Limitations**

**Year to Year Support.** New Tourism Initiative Grants are awarded based on an annual or bi-annual competitive evaluation process. Funds must be spent within the contract period. Organizations may reapply for grants in future years for the same or new projects, but are not guaranteed continued funding or funding at the same level. To receive funding for the same project again, an applicant must demonstrate that they are taking meaningful steps to achieve financial sustainability. Applicant organizations should not consider this grant to be a part of their general operating budget, but rather additional money to be used for a specific project.

**Equipment Rental and Purchase.** With limited exceptions, purchase of equipment is disallowed; only the rental of equipment is permitted.

**Fundraising Events.** Applications will not be accepted for general fundraising events where the primary purpose of holding the event is for participants to actively raise funds for a specific cause.

**Entertainment Costs.** Grant funds may not be used to cover general entertainment costs such as for theater parties, museum receptions, etc.

**Events Only Open to Members and Faith Congregations.** Membership in an organization must not be required in order to participate in or benefit from the project.

**Conferences and Gatherings for a Specific Interest Group.** Groups offering conferences or gatherings in Tompkins County targeting very specific and limited interests should work through the

Convention and Visitors Bureau to obtain conference services. These gatherings are not eligible for support from this program.

### **Grant Application Process**

Applicants are encouraged to attend a Tompkins County Tourism grant workshop, generally held four to six weeks before the application deadline, to learn about current requirements of the tourism grant programs. Workshop schedules are announced in Tompkins County newspapers and can be obtained by contacting the grant administrator, who will also be available to answer questions and provide technical assistance upon request. If you wish, you may submit a draft of your application to the grant administrator for review and comment. Drafts submitted 10 days or more before the deadline will be returned with comments.

**When to apply.** Apply in the spring grant round for projects with major activities being held or beginning anytime between May of the year that the application is due and April of the following year. A fall grant round may or may not be offered based on availability of funds.

### **Grant Review Process**

The review process takes approximately two months from the application deadline for final decisions to be made. There are several steps in the approval process:

**Staff Review.** Once your final application has been received, the grant administrator will check it for clarity and completeness. If your application is ambiguous or incomplete, you may be contacted for clarification. The grant administrator serves as an impartial coach to potential applicants and coordinates the application review and evaluation process. At no point in the review process will a staff member advocate for any applicant or request or respond to questions that do not permit an objective answer, based on available facts.

**Review Committee and Award Process.** A grant review committee will review, score and rank proposals based on evaluation criteria and recommend awards to the STPB. The initial results of the review process become public at the point when the STPB receives the review committee's recommendations. The final decision regarding grant awards will be made by the Tompkins County Legislature. Applicants are strongly discouraged from soliciting support from review committee members, STPB members or members of the Legislature outside of this application and review process. In accordance with STPB bylaws, the chair of the STPB will appoint review committee members.

**Letting Contracts.** After awards are approved by the Tompkins County Legislature, funds will be disbursed pursuant to a contract with the County. Awards are not intended to be on a reimbursement basis; they will generally be made up-front. Contracts with awardees will be written for a period not to exceed twelve months; the funds typically must be used within a year of the start date of the contract. Please note that the County's requirements for insurance coverage for your event or organization may be sizable. Grant awards will not be released until proof of insurance is provided. For advance information regarding the insurance requirements, please contact the grant administrator.

## Evaluation Criteria

Applications will be evaluated based on how well they respond to the criteria below:

**Cohesiveness of proposal.** Is the application clear and well written? Does the proposal lend itself well to financial evaluation?

**Organizational Capacity.** Is the proposed project clear and technically feasible? Does the project team that has been assembled have the right skills and experience to deliver? Does the project team have a demonstrated history of success in carrying out similar projects? Does the applicant organization demonstrate the appropriate level of financial security to carry out the project? Does the project description demonstrate understanding of the specific steps that will be taken to deliver a successful project?

**Project Benefits.** How significant is the potential for direct, measurable tourism impact in Tompkins County? If developed, will there be economic benefits in Tompkins County in the form of additional hotel/B&B room nights and visitor spending? Will the project support tourism growth in the winter, on soft weekends or during the mid-week? Are the expected economic benefits likely to be realized, given other constraints or barriers? Are there additional significant quality of life benefits? Measurable benefits may occur in years subsequent to 2013.

**Project Outcome and Cost.** Is the overall project cost justified based on the expected benefits? Relative to the project cost, how significant are the potential benefits? How appropriate are the applicant's cost share contributions (sources and amounts) with respect to the degree of risk, potential to benefit from the work, and financial status of the proposing organization and project team?

**Alignment with Strategic Tourism Plan.** Does the project show strong alignment with the aims, policies, goals and actions of the Tompkins County 2020 Strategic Tourism Plan?

**Marketing Plan.** Does the application contain a clear, well thought-out marketing plan that identifies target visitor groups? Does the marketing strategy align with the marketing strategies of the Ithaca Tompkins County Convention and Visitor's Bureau (CVB), and/or demonstrate coordination with the CVB?

**Other Considerations.** Proposals will be reviewed for eligibility and to determine if they reflect the Tompkins County Tourism Program's overall objectives, including: encouragement of diversity and sustainability, coordination with similar ongoing or completed tourism projects, the general distribution of tourism projects among organizations and among focus areas identified by the strategic tourism plan, and the geographical distribution of projects within Tompkins County.

## Appeals Process

Applicants can appeal the decision of a grant award. A denial of funding, or dissatisfaction with the amount of the award, is not justification for an appeal. An appeal may only be made due to improprieties in the grant selection process. You have the right to appeal the decision based on any of the following criteria:

- 1) Misrepresentation of information
- 2) Non-presentation of information
- 3) Improper procedures

Please note that these criteria refer to potential failure on the part of the County, not the applicant. For example, if the County loses a part of your application or a crucial letter of support, or if a staff member misrepresents answers to follow-up questions, an appeal may be made. To appeal a funding decision, send a letter stating the reason for the appeal to the Chair of the STPB within 14 days of receiving written notification of the grant decision.

### **Application Directions**

Provide complete and concise answers to all questions in the application narrative. You may use as much space as needed, up to a **maximum of seven pages** for the narrative. There is one required attachment: the Project Budget Worksheet, although new applicants will also be asked to submit proof of their non-profit status. You may also attach any qualifications, drawings or ancillary information that is necessary to support your proposal, but keep in mind that the primary focus of reviewers will be on the required materials: the application narrative and your project budget. Applicants are also encouraged, but not required to attach letters of support/commitment from key partners who are critical to the success of the project. There is no page limit for attachments. The application form and Project Budget Worksheet template may be found on the Tourism Program website: [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism). Submit **one .pdf file** containing your entire application via email to [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org).

### **Program Budget Worksheet – Required Attachment**

You are required to submit a Program Budget Worksheet along with your narrative. This is not your organizational budget, but a budget for the project for which you are requesting grant funding. Please start with the Budget Worksheet Template that is provided as a Microsoft Excel document on the Tourism Program website – [www.tompkins-co.org/tourism](http://www.tompkins-co.org/tourism). You may modify the template as needed to provide a clear and accurate budget for your project. All major categories of expenses should be listed. In addition, please list revenues and/or the value of in-kind donations from sources other than the Tompkins County Tourism Program in the designated spaces. An overall organizational budget is not required, but please do provide the percentage of your organization's overall annual budget that the project would constitute.

### **Reporting**

Successful applicants will be required to file a grant report in a format to be provided.

### **Standard Acknowledgment**

Project advertising, collateral and promotional materials must recognize the Tompkins County Tourism Program with one of these two phrases: **“This program was made possible by a grant from the Tompkins County Tourism Program”**, or **“This program was made possible, in part, by a grant from the Tomkins County Tourism Program**. A logo is available for web-based purposes on the Tourism Program website: <http://www.tompkins-co.org/tourism/>

## Assistance

**Grant Administrator.** Please call or email the grant administrator if you have any questions or need help putting together your application. Submission of a draft for review and comment is strongly encouraged. Drafts received at least 10 days before the final grant deadline will receive written comments.

Tom Knipe, Senior Planner/Tourism Coordinator  
Tompkins County Planning Department  
121 E. Court St; Ithaca, NY 14850  
[tknipe@tom-pkins-co.org](mailto:tknipe@tom-pkins-co.org), 607-274-5560

**CVB.** The Ithaca Tompkins County Convention and Visitors Bureau (CVB) is available to provide technical assistance related to project marketing. All applicants, both new and returning, are invited to review their marketing plans with Bruce Stoff, Interim Director of the CVB, [bruce@visitithaca.com](mailto:bruce@visitithaca.com), 607-272-1313,

**Tompkins County Festivals Program.** Applicants requesting support for a festival or event are strongly encouraged to take advantage of resources provided by the Tompkins Festivals Program:

- Annual event management workshops – various topics. Led by the Downtown Ithaca Alliance.
- Technical event assistance. Topics of individualized technical assistance include, but are not limited to: budgeting and fundraising, site planning and permitting, volunteer management, site management, succession planning, etc.
- Event equipment loan service.
- Tompkins County event vendor lists.
- Tompkins County event planning manual.

For more information, visit the Tompkins Festivals website at [www.tompkinsfestivals.com](http://www.tompkinsfestivals.com) or contact Tompkins Festivals Program Coordinator Vicki Taylor-Brous at the Downtown Ithaca Alliance, [vickit@downtownithaca.com](mailto:vickit@downtownithaca.com).



Fall 2013

**Tompkins County Tourism Program  
Tourism Project, New Tourism Initiative and Tourism Marketing & Advertising Grant  
Part One: Application Cover Sheet**

Applicant Organization <b>Ithaca Shakespeare Company</b>		Date <b>9/18/2013</b>	
Project Title <b>The Tempest at the Hangar Theatre</b>		Organization Tax ID # (FEIN) <b>27-2548588</b>	
Applicant Head of Organization (Last Name, First Name, Dr./Mr./Ms.) <b>Ponton, Stephen</b>		Non-profit agency status (type of agency) <b>501(c)(3)</b>	
Project Organizer (Last Name, First Name, Dr./Mr./Ms.) <b>Ponton, Stephen</b>			
Title <b>Artistic Director</b>	Day Telephone <b>(607) 227-7008</b>	Other Telephone <b>( )</b>	E-mail Address <b>info@ithacashakespeare.org</b>
Address (Street, City, ZIP Code) <b>828 Dryden Rd, Ithaca, NY</b>		Website URL <b>www.ithacashakespeare.org</b>	
Place an "x" next to the grant program(s) to which you are applying:		<input checked="" type="checkbox"/> New Tourism Initiative Grant <input type="checkbox"/> Tourism Project Grant <input type="checkbox"/> Tourism Marketing and Advertising Grant	
Funds requested by grant type:		<b>\$10,000</b> New Tourism Initiative Grant or Tourism Project Grant <b>\$ -</b> Tourism Marketing and Advertising Grant <b>\$10,000</b> TOTAL Funds Requested	
Total project budget and % match		<b>\$36,000</b> Total Project Budget <b>27.8 %</b> Match	
Is this project an event (yes or no)? If yes, list event date: <b>FEB 14-23, 2014</b>		<b>1,200+</b> Projected number of attendees / participants <b>15%</b> Of these, % or number who live outside Tompkins County	

**Certification and Approval**

I hereby certify that I am the applicant's Head of Organization, and that the information contained in this application is, to the best of my knowledge, complete and accurate. I further certify, to the best of my knowledge, that any ensuing program and activity will be conducted in accordance with all applicable application guidelines and instructions, and that the requested budget amounts are necessary for the implementation of this project. I agree that immediate written notice will be provided to Tompkins County if at any time I learn that this certification was erroneous when submitted, or has become erroneous by reason of changed circumstances.

<b>HEAD OF ORGANIZATION</b>	
Signature 	Date <b>9/20/13</b>
Type or print the name and title of the Head of Organization <b>STEPHEN M. PONTON, ARTISTIC DIRECTOR</b>	

## **Part Two: Application Narrative**

Please take time to review all of the questions before you begin. Answer each question as clearly, completely and concisely as possible. The number of pages listed next to each question is meant to serve as a rough guide for possible length of your response to that question, but the application narrative must not exceed seven pages (and can be shorter). You may keep the text of the original questions in your application, but you are not required to do so. Do not remove any question headings.

### **I. PROJECT DESCRIPTION (1-2 pages)**

**Describe your proposed project. Pay particular attention to how it addresses the priorities and evaluation criteria of the grant program(s) to which you are applying. Include a brief implementation timeline.**

The Ithaca Shakespeare Company (ISC) has been presenting outdoor Shakespeare productions at Cornell Plantations each summer since 2003. This project began on a very small scale and has grown steadily in scope and audience size. In 2009, the program had to move to a larger site at the Plantations to accommodate the size of the audiences it was attracting. In 2012, the Company began presenting a winter show in a small studio space at Fall Creek Studios. Total attendance in recent years has reached approximately 5,000 per year, with substantial and steadily growing out-of-county participation.

While ISC has presented winter shows in previous years, the small size and limited technical capabilities of the Fall Creek Studios space has placed severe restrictions on the scope of those productions. As a result, in February 2014 ISC will embark on a major new collaborative venture with the Hangar Theatre to present our winter Shakespeare production there. The production will be *The Tempest*, presented from February 14-23, 2014. This will be a collaborative effort to create a winter Shakespeare event that can match our summer Shakespeare productions in scope and quality, taking full advantage of the Hangar's outstanding technical capabilities. ISC will be responsible for the production while the Hangar will provide technical, logistical, and marketing assistance.

The show will be jointly marketed by both organizations, allowing us to greatly expand our marketing reach, both within and outside of Tompkins County. It will also be scheduled to occur during the 2014 "Ithaca Loves Teachers" event.

This new venture presents a great opportunity to build a winter-season Shakespeare festival that can become a major off-peak tourist destination. In order to take full advantage of this opportunity, however, ISC will need to make a major upgrade in the technical elements of our production in order to transport our work successfully into the Hangar's larger space. We are seeking funding to:

- (a) Hire a professional technical director to supervise and coordinate all technical elements of the production. Requested Amount: \$2,000.**
- (b) Hire experienced lighting and sound designers who have the skill to make use of the Hangar's capabilities. Requested Amount: \$3,000.**
- (c) Hire a larger than usual technical crew (set builders, light board operator, sound board operator). Requested Amount: \$2,000.**
- (d) Build a larger and more elaborate set than was possible or necessary in our Fall Creek space. Requested Amount: \$3,000.**

**Total Requested Amount: \$10,000.**

Implementation timeline:

Sept-Dec 2013: pre-production planning and joint marketing

January 2014: begin rehearsals

February 2014: technical rehearsals and performances

## **II. STRATEGIC TOURISM PLAN IMPLEMENTATION (1/2 page)**

**Document how your project responds to goals and actions of the 2020 Tompkins County Strategic Tourism Plan. Describe how it aligns with the aims and policies of the Tompkins County Tourism Program.**

These performances obviously fall primarily into the “Arts, Culture, and Heritage Tourism” category of the 2020 Strategic Tourism Plan, and are already contributing to the goal of developing Ithaca and Tompkins County as a destination for these types of tourism. The feedback forms we receive from audience members always include many responses stating that visitors either come to the area specifically for these performances or plan the timing of their trip around them. Shakespeare festivals are major tourist draws in other areas of the country, with some of the largest festivals drawing 50,000 or more visitors annually, and many travelers make a circuit of major Shakespeare or theatre festivals an annual event.

A collaborative winter Shakespeare program at the Hangar would also intersect with a number of other areas highlighted in the 2020 Strategic Plan:

**Educational Tourism:** The Hangar has a great education program in place, and this collaboration will provide a great opportunity for ISC to increase this component of our work. This is especially true since this production (a) occurs during the school year, and (b) falls during the “Ithaca Loves Teachers” event. We have already had several requests from teachers for educational events connected to the production, and we are working on plans to accommodate them.

**Festivals:** ISC’s summer performances can legitimately be considered a Shakespeare festival already, and this is a major step toward expanding this festival concept into the winter season as well. This is especially true since the production will occur during the “Ithaca Loves Teachers” event.

**Town Gown Focus Area:** Our performances are true town-gown collaborations, since every production brings faculty, staff, and students from Cornell and Ithaca College together with other local and regional actors, theatre artists, and arts organizations.

## **III. BUDGET NARRATIVE (1/2 page to 1 page)**

**Describe how you propose to use the requested funds. Also, describe your efforts to generate revenues and in-kind support from sources other than the Tompkins County Tourism Program, and any other past, current or planned efforts to enhance the financial sustainability of your project.**

As stated above, we are requesting funding in this grant cycle for the following purposes:

- (a) Hire a professional technical director to supervise and coordinate all technical elements of the production. Requested Amount: \$2,000.

- (b) Hire experienced lighting and sound designers who have the skill to make use of the Hangar's capabilities. Requested Amount: \$3,000.
- (c) Hire a larger than usual technical crew (set builders, light board operator, sound board operator). Requested Amount: \$2,000.
- (d) Build a larger and more elaborate set than was possible or necessary in our Fall Creek space. Requested Amount: \$3,000.

The total funding request for these items is \$10,000.

The most important source of revenue for this production is admissions fees received at the performances. We are also applying for grants from other local and state sources (Tompkins County Community Foundation, Tompkins Charitable Gift Fund, NYSCA). Additional income comes from program ads, T-shirt sales, and sponsorship from local businesses. We currently have board members negotiating larger individual donations and corporate sponsorship arrangements.

#### **IV. EXPECTED BENEFITS and EVALUATION (1-2 pages)**

**Describe in as much detail as possible the specific economic and quality of life benefits that you expect this project to deliver in the short and long term. What specific measurable goals have you established for this project in terms of visitor attendance, associated room nights and visitor spending, or other areas? How will you track, measure and evaluate progress towards these goals? Describe your data collection methods, how participants' residency status (in-county or out-of-county) will be established and how you might help determine whether your project is a primary or secondary reason for someone coming to visit Tompkins County. If applicable, include past participation numbers. Please show any measurable trends as tables or charts.**

**What tracking mechanisms will your marketing campaign include to identify how the tourist, visitor or customer heard about your program? Finally, if you have done this project or a similar one before, describe a few key lessons learned that you will apply to your management of the project this year.**

There is no classical theatre program of comparable scope and quality in Central New York. The Shakespeare program that we have built so far has been highly praised for its artistic quality and its contribution to the community, and it has generated an excited and enthusiastic response in every group that encounters it – from local arts councils to college theatre departments to the Cornell Plantations staff to the audiences that have filled our performance sites each summer. We have cultivated strong ties to both Cornell and Ithaca College, to iconic local businesses such as Moosewood Restaurant, and to other community events and organizations such as the Ithaca Festival, the Family Reading Partnership, and other area theatres. What we have to offer – high-quality classical theatre – complements and adds to the other theatrical offerings available in the area, without duplicating what they do or competing directly with them.

The steady growth of ISC events every year is an indication of the quality of and demand for the product we have to offer, and demonstrates the potential for building an outstanding Shakespeare festival that can help draw visitors to the area. Similar Shakespeare festivals around the country routinely draw 2,000 to 5,000 audience members to a single performance and 50,000+ for an entire season. Some of the largest Shakespeare festivals are located in relatively small towns that have become major tourist destinations specifically because of the Shakespeare festival.

We are committed to continuing to build our program. The success of Shakespeare festivals around the country is a testament to the popularity of such events, and the type of visitors who come to Ithaca, as described in the Chmura Visitors' Profile – affluent and highly educated – are a perfect demographic for such a program.

Our audience surveys for our 2012 summer productions indicated that approximately 17% of the 4,000 attendees (roughly 680 people) came from more than 90 miles away. This is a higher percentage than we found in previous years, which is probably due both to a higher number of out-of-town visitors and more accurate recording. These visitors came from at least 21 states, the District of Columbia, and 8 foreign countries, as well as cities and towns from every corner of New York. An additional 14% of attendees (roughly 560 people) came from out of county but within the region. This is in line with findings from previous years.

Our surveys show that many long-distance visitors considered our productions the primary or only reason for their visit, although most of them explored other area attractions during their visit as well. For visitors from within the Central New York region, our productions were almost always the specific reason for the visit.

Using the average numbers from the Chmura Visitor Profile, we estimate the economic impact of our 2012 productions as follows: for overnight visitors, 680 room nights equals approximately \$56,440 in direct lodging spending and \$123,760 in indirect spending on food, transportation, etc., for a total of \$180,200 from visitors staying overnight. In addition, the Chmura Visitor Profile shows that day-trippers from outside the county spend approximately \$51 per visit. For approximately 560 people, this adds another \$28,560 in spending, for a total estimated impact of \$208,760.

Our winter productions have not had the same draw prior to this, but this new collaborative venture with the Hangar Theatre is intended to rectify this. The Hangar is the major professional theatre in the region, with a national reputation, has a much larger marketing reach than ISC, and draws approximately 25% out-of-county attendance. By working together to create and promote this new winter Shakespeare program, we have an outstanding opportunity to create a major new winter-season tourism draw that can attract and accommodate much larger audiences than ever before. Both organizations see this production as the initial step in a long-term collaborative arrangement.

ISC will gather audience demographic information as part of our online ticketing system. This is a new venture, so we will begin tracking appropriate measurable trends with this event.

#### **V. ORGANIZATION DESCRIPTION (1/2 page)**

**Briefly describe the applicant organization, its mission, governance, board of directors, annual budget, year founded, primary staff, key project staff, how this project fits with other activities, organizational aspirations (3-5 year goals for your organization and the process for establishing these goals), recent challenges and successes, and record in implementing similar types of projects. If applying jointly with one or more other organizations, provide this information for those organizations as well.**

The Ithaca Shakespeare Company is dedicated to presenting the works of William Shakespeare and other major works of classical and modern theatre with clarity and immediacy to diverse audiences, emphasizing dynamic ensemble acting, staging that forges a historical bond with Shakespeare's own theatres, and performances that immerse the audience in the action and emotion of the play.

We are committed to: contributing to the education of students, theatre personnel, and the general public by providing Shakespeare- and theatre-related educational programs and materials of exceptional quality; providing opportunities for a wide range of theatre artists to work together in an environment that is supportive, professional, and collaborative; and presenting theatrical experiences that are powerful, moving, exciting, enjoyable, and thought-provoking for viewers of all ages and backgrounds.

The ISC is governed by a small, active Board of Directors with diverse backgrounds and connections in the community, including institutions of higher learning, local law firms and finance companies, and Moosewood Restaurant. These summer performances at Cornell Plantations have been the organization's primary focus for more than 10 years. The ISC has also acquired an indoor rehearsal and performance facility at Fall Creek Studios, in the former Fall Creek Pictures building, and has mounted two very successful productions there in February of 2012 and 2013. These indoor productions have sold out nearly every seat and received extremely positive reviews from local papers and audience members alike. The annual budget of the organization is approximately \$90,000.

The primary artistic and administrative leader is Artistic Director Stephen Ponton, who founded the production series at Cornell Plantations in 2003 and has directed all but one of the productions since then. The project staff for this summer – director, designers, stage managers, and major actors – consists almost completely of people who have been working on these events very successfully for a minimum of 3 years and in some cases since the performances began.

The Ithaca Shakespeare Company is a member of the Shakespeare Theatre Association, the primary professional organization for Shakespeare festivals worldwide.

## **VI. MARKETING PLAN (1 page)**

**Describe your marketing and advertising plan for this project. If you are applying for a Marketing and Advertising Grant, in addition to answering the questions below, make sure you provide a table with columns showing a) the type of marketing, b) the total investment in each type, c) the portion of that investment that is for “out of county” efforts, and d) the amount that would be paid by the grant (amount in column d must be no greater than 50% of the amount in column c).**

- **What media / marketing vehicle(s) (print, direct mail, broadcast email, radio, TV, social media, grassroots marketing etc.) will be the basis of your marketing investments and why?**
- **At which demographic / lifestyle segments will your marketing campaign be directed? (ie. age, target consumer habits, household income).**
- **To which geographic areas (outside of Tompkins County) will your marketing be directed and why?**
- **Describe your plans to utilize the tourism promotion resources currently available in Tompkins County.**
- **If applicable, where have you marketed this event/project in the past? What worked, what didn't, and what will you change about your marketing strategy this time?**

ISC marketing campaigns use a wide variety of media and targeting methods to promote the performances and the vacations packages we build around them:

- Radio ads on WSKG, WRUR (Rochester), WEOS (Geneva), WITH, and the Cayuga Radio Group, which give us a broad reach both in Ithaca and throughout the region.

- Facebook ads targeted to users with an interest in Shakespeare or theatre and living in the areas identified by the Chmura Visitor Profile as key markets for Tompkins County visitors. We will test several different ads and targeting methods to see which receive the highest click-through rates.
- Events calendar listings, including IthacaEvents.com, VisitIthaca.com, the Cornell and Cornell Plantations events calendars, and similar calendars throughout the region
- Postings on our own website and Facebook page
- Postings on the websites and Facebook pages of the Cornell and Ithaca College Alumni Associations, Cornell Plantations, and the businesses with whom we develop our vacation packages (Marriott hotels, Moosewood Restaurant, etc.)
- Postings on events calendars with national reach, including the Shakespeare Theatre Association and Internet Shakespeare Edition websites
- E-mail blasts to our own e-mail list and a number of theatre, Shakespeare, academic, and cultural listservs (total reach of approximately 8,000-10,000 e-mails)
- Press releases and photos sent to media outlets throughout the region. All of our recent productions have been featured in all major local newspapers and on local TV programs.
- Posters and postcards placed throughout the area, especially at places frequented by visitors (the CVB, the Commons, the Wine Center, Moosewood Restaurant, etc.)

Our audience surveys have indicated that visitors hear about our productions from all of these sources, with fairly even distribution, so we will continue using all of them. The major difference this year will be that the Hangar will be promoting this production as well, giving us a much greater reach than in previous years. The Hangar has much larger e-mail and press outlet lists than ISC.

All printed materials (posters, programs, postcards, etc.) will feature the Tourism program's logo and title, as will our website. All e-mail blasts will include a line acknowledging the Tourism program's support.

#### **VII. OTHER TOMPKINS COUNTY TOURISM PROGRAM GRANTS (a few sentences)**

**Please list any other Tompkins County Tourism Program grants that you have applied for and/or received since 2008 with project title, grant program, and amount received.**

Previous Tourism grants received:

February 2011 Project Grant: \$11,000 for 2011 summer Shakespeare productions  
 October 2011 Project Grant: \$6,380 for February 2011 indoor Shakespeare production  
 October 2011 Marketing Grant: \$1,500  
 February 2012 Project Grant: \$11,000 for 2012 summer Shakespeare productions  
 February 2013 Project Grant: \$11,500 for 2013 summer Shakespeare productions

#### **VIII. COLLABORATION AND PACKAGING (1/4 to 1/2 page)**

**Are you planning to "package" this event / program with other tourism products based in Tompkins County, and if so, who are you planning to partner with and how? If you are applying for support for an event, please describe any services of the Tompkins Festivals Program of which you have taken advantage.**

The major collaborative aspect is of course the new partnership with the Hangar. This will make it possible for us to develop even more attractive vacation packages around the production. In the past,

these packages have involved lodging with several local hotels, discounted meals at Moosewood and other local restaurants, and discounted winery tours. We are currently negotiating this year's packages with the Courtyard by Marriott, Moosewood, and other partners.

**IX. IMPACT OF FUNDING (1/4 page)**

**What would be the specific impact(s) on the project of receiving less funding than you are requesting?**

This new collaborative venture is a major step forward for ISC, and in order to be successful it will demand a much greater emphasis on the technical elements of set, lighting, and sound than in previous productions in smaller venues. Additional funding is absolutely necessary in order to hire personnel with the expertise to take advantage of the Hangar's size and capabilities. If we were to receive less funding than requested, it would put a severe limitation on our ability to make the most of this opportunity and present a successful production.

**Project Name: The Tempest at the Hangar Theatre**

**Tourism Grant Application - Budget/Expense Report Form**

Instructions: Complete this form and submit it with the application. Use this template when applying for a Tourism Project Grant (TPG), New Tourism Initiative Grant (NTI) or Tourism Marketing and Advertising Grant (TMA). If awarded a grant, the applicant must also fill in this form after the event takes place with actual expenses and submit the document with the narrative report within 60 days of the completion of the project 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.**

<b>EXPENSES - CASH</b>		<b>DESCRIPTION</b>	<b>ESTIMATED</b>	<b>ESTIMATED USE</b>	<b>DIFFERENCE to be</b>
<b>USE</b>	<b>(provide details)</b>	<b>AMOUNT IN \$</b>	<b>OF GRANT</b>	<b>made up with other</b>	<b>resources</b>
<i>Example only</i>	Marketing	200 8.5x11 color posters at 25c each	\$50	\$25	\$25
<i>List all major cash expenses</i>	Marketing	radio ads, Facebook ads, posters	\$3,000	\$0	\$3,000
<i>Add or delete rows &amp; categories as needed</i>	Materials	materials, hardware, paint for set	\$3,000	\$3,000	\$0
	Materials	materials for costumes	\$2,000	\$0	\$2,000
	Personnel Wages	Non-equity actors, artistic staff, crew	\$12,000	\$0	\$12,000
	Personnel Wages	technical director	\$2,000	\$2,000	\$0
	Personnel Wages	lighting and sound designers	\$3,000	\$3,000	\$0
	Personnel Wages	set crew, board operators	\$2,000	\$2,000	\$0
	Facility costs	utility and administrative costs	\$5,000	\$0	\$5,000
	Printing costs	scripts, programs, signage	\$4,000	\$0	\$4,000
<b>SUBTOTAL (cash expenses)</b>			<b>\$36,000</b>	<b>\$10,000</b>	<b>\$26,000</b>

<b>IN-KIND SUPPORT</b>		<b>DESCRIPTION</b>	<b>ESTIMATED</b>
<b>USE/SOURCE</b>	<b>(provide details)</b>	<b>AMOUNT IN \$</b>	
<i>List all major sources of in-kind support</i>	Donated goods		\$
<i>Add or delete rows &amp; categories as needed</i>	Donated services		\$
	Other		\$
	Other		\$
	Other		\$
<b>SUBTOTAL (in-kind support)</b>			<b>\$0</b>
<b>TOTAL EXPENSES (cash expenses and in-kind support)</b>			<b>\$36,000</b>
<b>Tourism Grant Share of Total Expenses</b>			<b>27.8%</b>

<b>REVENUES - CASH</b>		<b>SOURCE</b>	<b>AMOUNT IN \$</b>
		<b>(provide details)</b>	
<i>List major sources of cash support</i>	Tourism Project / New Tourism Initiative Grant		\$10,000
<i>Add or delete rows &amp; categories as needed</i>	Tourism Marketing and Advertising Grant		\$0.00
	Event revenues	admissions fees at performances	\$20,000.00
	Cash donations	individual donations	\$0.00
	Program Ads	sales of ads in event programs	\$1,000.00
	Merchandise Sales	sale of ISC T-shirts, hats	\$0.00
	Grants	other local grants	\$5,000.00
<b>SUBTOTAL (cash revenues)</b>			<b>\$36,000</b>



Fall 2013

Tompkins County Tourism Program

Tourism Project, New Tourism Initiative and Tourism Marketing & Advertising Grant

Part One: Application Cover Sheet

Applicant Organization <b>CITY OF ITHACA</b>			Date <b>9-19-13</b>
Project Title <b>Ithaca Skate Jam 2014</b>			Organization Tax ID # (FEIN) <b>11-24-1982</b>
Applicant Head of Organization (Last Name, First Name, Dr/Mr/MS.) <b>JOANN CORNISH</b>		Non-profit agency status (type of agency) <b>GOVERNMENT</b>	
Project Organizer (Last Name, First Name, Dr/Mr/MS.) <b>Salfi, Kadie</b>			
Title <b>"Special Ops"</b>	Day Telephone <b>(415) 595 2114</b>	Other Telephone <b>( )</b>	E-mail Address <b>lkadic@cometskateboards.com</b>
Address (Street, City, ZIP Code) <b>126 B State ST Ithaca NY 14850</b>		Website URL <b>www.cometskateboards.com</b>	
Place an "x" next to the grant program(s) to which you are applying:	New Tourism Initiative Grant <input checked="" type="checkbox"/> Tourism Project Grant Tourism Marketing and Advertising Grant <input checked="" type="checkbox"/>		
Funds requested by grant type:	<del>\$4,000.00</del> New Tourism Initiative Grant or Tourism Project Grant <del>\$5,000.00</del> Tourism Marketing and Advertising Grant <b>\$9,000</b> TOTAL Funds Requested		
Total project budget and % match	<b>\$ 27,425</b> Total Project Budget <b>32.8%</b> Match		
Is this project an event (yes or no)? If yes, list event date: <b>4-26-14</b>	Projected number of attendees / participants <b>5000/500</b> Of these, % or number who live outside Tompkins County <b>~50%</b>		

Certification and Approval

I hereby certify that I am the applicant's Head of Organization, and that the information contained in this application is, to the best of my knowledge, complete and accurate. I further certify, to the best of my knowledge, that any ensuing program and activity will be conducted in accordance with all applicable application guidelines and instructions, and that the requested budget amounts are necessary for the implementation of this project. I agree that immediate written notice will be provided to Tompkins County if at any time I learn that this certification was erroneous when submitted, or has become erroneous by reason of changed circumstances.

<b>HEAD OF ORGANIZATION</b>	
Signature <b>Joann Cornish</b>	Date <b>9/19/13</b>
Type or print the name and title of the Head of Organization <b>JOANN CORNISH, DIRECTOR PLANNING BUILDING, &amp; DEVELOPMENT CITY OF ITHACA</b>	

## Comet Skateboards -- Tourism Grant Application Narrative

### I. PROJECT DESCRIPTION

The Ithaca Skate Jam taps into a desirable demographic and attracts skateboarders and spectators from across the United States and beyond. Hosted by globally-established, locally-rooted skate brand, Comet Skateboards, the Ithaca Skate Jam has the potential to become the biggest skate event on the East Coast. Reaching that goal requires we build our event capacity and extend marketing beyond Comet's current reach. Our goals are to attract skaters from all over the World and bring participants', families and other tourists to the first of many experiences in the Ithaca area.

[This is the Ithaca Skate Jam.](#) We construct a temporary, safe and intricate downhill park on Buffalo Street (between Eddy Street and Stewart Avenue) and offer a means of self-guided, terrain-inspired creativity. It is not a race. There are no referees. There are no coaches. There's no correct way to traverse the event grounds. There are simply thousands of ways to skate and create. This style of event has proven infectious in the global skate community.

Through participation, these young skaters (primarily ages 12-18) are also introduced to principles of sustainability, green manufacturing, local business, our state parks, waterfalls, downtown Ithaca and surrounding areas. Given skaters penchant for hills, this event has put Ithaca on the map as a 'must see' destination location. Many at the Jam vowed to one day attend Cornell University or Ithaca College because of their experience at the Jam. This summer we met two college freshman who said they chose their college after participating in our 2012 Jam and then spending time here in Ithaca. We had never anticipated this kind of impact, and are still stunned to hear such stories.

Attendance and buzz exploded between our first event in 2012 hosting 62 skaters and last year's growing to 270 skaters. Reviews of film and photos indicate roughly 1,000 spectators in 2012 and 2,500 in 2013. The event has been lauded as one of the top destination events on the east coast with participants traveling from all over the World. Of the 270 participants this year, only 20 were Ithaca residents including college students and Comet staff. The entirety of New York State -- including the Ithaca attendees -- comprised only 60 (22%) of the skate jam participants. Over 200 skaters traveled to Ithaca for the weekend from places including Canada (25), Dominican Republic (5), and from states including NJ, CT, RI, MA, VT, NH, PA, OH, DE, MD, VA, and CA (180). To be clear, these were unique visitors, not local students originating from these states. In the weeks leading up to the Jam, we coordinated and supported these skaters, helping direct them to campgrounds and hotels with the Comet team serving as ambassadors to Ithaca.

Many of these 200+ visiting skaters traveled with friends or family enjoyed the event as spectators or spent their time enjoying Ithaca. Many carloads arrived with one skater. This was

a new trend over the previous year in spite of the fact we did no marketing to non-skaters nor present the Jam as a spectator event. The intrinsic tourism potential and popularity of the Jam is clear, driving the fact we are growing beyond our current capacity on Buffalo St.. Expanding the infrastructure and broadening the marketing for this event, simultaneously (and somewhat dramatically) addresses the Strategic Tourism Plan's goals to attract people from outside the county and to increase overnight stays.

#### **Deliverables:**

- If awarded the Tourism Marketing & Advertising Grant, we will broaden marketing for the Skate Jam to include potential visitors as a family-friendly event at a choice weekend getaway location. Based on the growth of our event and trends of other similar events around the country, we are confident extended marketing will boost total visitors from outside Tompkins County to over 1000 people.
- If awarded the the New Tourism Initiative Grant, we will increase the capacity of the event with new skate infrastructure to better accommodate spectators and encourage visitors to stay for the weekend. Our conservative goal of 500 visitors (minimum) to sleep, eat, and buy locally that weekend readily exceeds the measurable objective of at least 100 new room nights by 2015.

#### **Implementation Timeline:**

- **Nov-Dec 2013: Using social media**, leverage the 2013 viral video (produced by Wheelbase Magazine) to market to our 150,000+ fans through email, facebook, twitter, website and video.
- **January:** Confirm Event location and secure permits, purchase all major supplies, secure on-site medical specialist, debut 2014 event graphic
- **February:** Confirm food trucks & vendors, design new course & ramps (infrastructure), market locally, recruit volunteers, issue press release announcing the skate jam details
- **March:** Hire volunteer coordinator (temporary), finalize waste management plan, build skate jam ramps and other features, secure liability insurance, confirm videography plans, distribute fliers locally and heighten social media campaign
- **April:** Produce apparel, prepare rider packages, hold event, produce and promote video, debrief, collect data, prepare final report for the Strategic Tourism team

## **II. STRATEGIC TOURISM PLAN IMPLEMENTATION**

The Ithaca Skate Jam speaks directly to this Strategic Tourism Plan's overarching aims to "attract people out of county" and "increase overnight stays." In 2013, 200 of 270 riders came from outside the county along with an estimated 200 friends and relatives of these young riders. We conservatively estimate we can double this draw through broader marketing. In fact, we have not done *any* marketing for the Jam as a spectator event. With its current reputation in the national skate scene, the Skate Jam can draw a much larger crowd to this growing activity.

We know from speaking with last year's participants, that many stayed in hotels or at nearby campgrounds. For the 1-day event, we publish information on campgrounds and hotels as well as things to do in Ithaca (eg, wine tour, waterfalls and trails, the Commons), given the typical distances traveled making more participants aware of the area's offerings will result in more families/friends making a weekend trip of it.

The Ithaca Skate Jam addresses these 2020 Strategic Tourism Plan goals:

**Goal: Increase Sports Tourism.**

The original vision for the skate jam in 2012 was focused only of the skaters. We built ramps for the skaters, provided enough food for the skaters, etc. What happened this past April blew us away. Not only did every skater return with friends, but the Jam turned into a spectator event and tourist attraction. Particularly since we didn't market beyond our core skateboarding fanbase, we were pleasantly stunned by the fact that well over 2500 people turned out to spectate. Our video from 2012 (71,000+ views on YouTube) helped attract hundreds of skaters plus their families and friends. For our 2013 Jam, [Wheelbase Magazine](#) -- the nationally recognized publication on downhill skating -- produced a [video about the Ithaca Skate Jam](#). (this and others about the event have had over 150,000 views) We expect the event to outgrow itself once again and need to upgrade our event infrastructure and location to support 5000 skaters and spectators as well as market the event as a unique spectator-worthy event in a tourist-destination town, we are confident we will exceed 100 new room nights.

**Goal: Grow under-tapped niche visitor markets and experiences.**

The Ithaca Skate Jam is the only large sanctioned annual skate event -- of its kind -- within hundreds of miles. Not only have we put Ithaca on the map for the downhill skate community, but we're inspiring others to follow in our footsteps. Several participants from last year's skate jam are working on hosting similar events next year in much larger cities. We've already heard a report from one of them advertising that their event will be an "Ithaca-style" skate jam. Our hills along with the city's enthusiastic support is uniquely positioned to maintain a gold standard for creative downhill skate jams. As we grow our reputation, we will continue to attract families of people who might not otherwise know of Ithaca and Tompkins County.

**Goal: Provide effective visitor services and customer service at point of visitor contact.**

With thousands of people visiting Ithaca expressly to participate in or enjoy the Ithaca Skate Jam as a spectator, we are uniquely positioned to greatly impact their tourism experience by supplying them with visitor information and directing them to weekend getaway options. We plan to explore a partnership with *Experience! The Finger Lakes* so families can complement their high-energy skate experience with a leisurely Sunday that orients them to other great aspects of our region. We currently provide a skater packet with necessary event/Ithaca information and plan to provide a visiting spectator packet for families or other groups interested in exploring the area.

### **III. BUDGET NARRATIVE**

With additional funds necessary to accommodate the growth, the event operates at a loss and is an investment for Comet. The company has limited investment capacity and we are seeking funds to accommodate our growth and to ensure any interested skater or spectator is not turned away. With the support of the City of Ithaca and Tompkins County, we plan to first raise the caliber of the existing event, building towards a 2-day event by 2015.

There are several key areas of our budget where we are asking for assistance:

#### **Video Budget - \$3K**

In the skate market, video is the keystone of our marketing strategy, and we believe it enabled us to triple participation by our second year. Most of last year's videography and video editing was provided in-kind from nationally recognized videographers. This arrangement does not necessarily provide the editorial role necessary for Comet to highlight Ithaca as a destination in these videos. We plan to stick with these videographers and pay them for their high caliber work. This budget line this year is \$3K vs. \$1K last year. We anticipate they will respond with an in-kind donation of their time worth \$1K.

#### **AirFare Budget - \$4K**

Having Comet's world re-known team of riders on-site for the event is a big draw for other skaters. For the past 2 years, we have flown our team riders to Ithaca to be a part of this core Comet event. Our riders have a strong followings and with 50% of the skaters on the east coast we present a unique opportunity for them to hang out and skate with names and faces they have only seen in magazines and on video. If this were a competitive race, this intermingling would probably not be the case. In a creative skate jam, novice skaters might at various points find themselves on the hill alongside their skate idol. By connecting with those skaters who have significant pull and flying them to Ithaca, we can boost attendance in skaters from afar who will stay in Ithaca for the weekend or longer. Interestingly, this effect was leveraged in 2013 by other companies who sent their top team skaters to the Skate Jam.

#### **Downhill Park Budget - \$5K**

We build features for a complex downhill terrain for riders to creatively explore as they find their lines down the hill. Our \$1000 structure budget from last year understates the true cost of these features. We purchased and repurposed the ramps from the East Shore Skate Park after they went out of business in 2012. These are no longer suitable. Reconstructing the downhill terrain is critical to accommodating our growth.

#### **Staff Budget- \$4.1K**

For 2012 and 2013, Comet employees handled all the different aspects of the event -- work that begins in December. On the day of the event, Comet staff plus 30 volunteers are necessary to

run the Jam from 8am until 7pm. We believe the Ithaca Skate Jam has reached a level of attendance, budget and presence that it makes sense to pay an event and volunteer coordinator to help run the show.

#### **IV. EXPECTED BENEFITS and EVALUATION**

We are creating an internationally known event that can strengthen Ithaca's position as a tourist destination during the off season while building local commerce and creating a free unique downtown experience that local residence will look forward to every year. This event isn't simply fun to skate and spectate. It acts as a channel for youth empowerment and stands as a new alternative athletic event niche for Ithaca and surrounding areas.

For 2014, our goal is to boost the event participation to 500 skaters, with 400 coming from outside the County. In past years, visiting skaters collectively brought an equal number of visiting spectators. By more broadly marketing the Jam as a spectator event, we believe we can boost total spectators to 5000 with at least 1,000 of them attending from outside Tompkins County. Based on survey data published in Tompkins County's Chmura Study, the average spending per visitor is \$89 per day with "the highest spending... among those lodging at hotels and similar establishments (\$128.78) and... lowest among those staying with family or friends (\$58.60) and day trippers (\$47.97)." The majority of the Jam visitors each year are from out of state and are lodging in Tompkins County. By providing more support for exploring the area, we aim to extend their visit and enhance their overall experience. At an average of two days per visitor, we expect a total visitor spending of over \$200,000 for the Skate Jam weekend. Our booming local businesses and highly local-oriented Commons are part of the character of Ithaca. Through effective marketing and partnerships, we would like to direct this \$200k to these local businesses that drive our local and regional economy.

##### **Evaluation:**

- By selling tickets to the event online we have exact numbers of participants and where they are coming from. Through the online registration process we will also survey participants intentions for lodging as well as how many they plan to travel with to the event.
- Photography and videography of the event provides a record on which to gage spectator participation.
- We plan to explore with Experience Finger Lakes! or the Tompkins County Convention and Business Bureau how we can integrate a raffle for a Comet skateboard for those who stay in local hotels which would also help us quantify the impact.

In the long term, the Ithaca Skate Jam has the potential to bring significant commerce to Ithaca every year during the off-season while creating a unique well-run event with an underlying youth empowerment message.

#### **V. ORGANIZATION DESCRIPTION**

Comet Skateboards, since 1997, has always stood for more than making great skateboards. The company, a founding B Corporation, has a legacy of sustainable innovation including ushering in water-based coatings, solar power, green adhesive technologies, and developing new uses for production waste. The company's mission is at the core of these and other innovative developments:

- Build a successful company that by its very existence embodies a movement that pushes boundaries and challenges paradigms
- Live an Ethos that is conscious of the resources we use and people's well being and is accountable to our locale, forests, materials, manufacturing and our team
- Endlessly pursue the collision of excellence, efficiency and the environment aka – be rad
- Leverage inspiration from nature and our success to grow, prosper and proliferate

We are a globally recognized brand with sales on every continent. Our vision is to educate youth about health and the environment while inspiring creativity through the act of skateboarding.

Comet is a New York LLC with an Annual Budget of \$720,000. Its Advisory Board includes Pat Govang, Jason Salfi, and Don Shaffer. Jason and Pat serve as managing members of the LLC. Key event staff for the Ithaca Skate Jam are all Comet staff including Kadie Salfi, Jason Salfi, Bob Rossi, Kaya Keys, and Anthony Flis.

We make skateboards and engage the community to inspire themselves positively with respect to the environment and health. The event allows us to draw together an international cross section of our customers and scene supporters. Our goals for the Skate Jam are grounded in Comet's mission and vision: we plan to engage youth on the ground level at events, through social media and partnering with non-profits, skateboarders, and social activists all to make the best events possible.

## **VI. MARKETING PLAN**

We have a strong social media presence driven by the collective activity of our followers. As a simple comparison, our Facebook page has over 41,000 likes while Grassroots Festival has 12,200 and Ithaca Festival has 4,500. These numbers, however, don't speak to the relative activity. Our fans are constantly posting videos on our facebook page and actively engaging in our contests and commenting on our new releases or random posts. Thousands of people are interacting with our Facebook page every day. Our Instagram account has been growing even more rapidly than Facebook, with photo and video posts everyday getting over a thousand likes. This is why, when we create a video about the Ithaca Skate Jam and push it on Facebook, it goes viral and people converge on Ithaca from out of state just to spectate. This is why new skate events elsewhere in the US are starting to model themselves after the Ithaca Skate Jam and even tout their skate event as an "Ithaca-style" skate jam.

Over 41,000 Facebook followers, over 12,000 Instagram followers, over 5000 followers on Twitter, and 20,000 users on YouTube with over 1.1 million views. We actively engage our audience daily through these outlets. The Ithaca Skate Jam has quickly become one of the best known events in our niche of downhill skateboarding and has gotten mentions in articles in international magazines with readerships in 100,000s. We've built a print media presence with key partnership among industry leaders including Wheelbase Magazine, Concrete Wave Magazine, Skate Slate Magazine, and Longboardism.

Given Comet's presence as well as the presence of the Ithaca Skate Jam within the national and international skate community, we are in a position to leverage these marketing channels to promote not just a one-day skate event but a weekend vacation for families and friends of skate enthusiasts.

## **VII. OTHER TOMPKINS COUNTY TOURISM PROGRAM GRANTS**

- N/A

## **VIII. COLLABORATION AND PACKAGING**

- N/A

## **IX. IMPACT OF FUNDING**

If not awarded this grant...

- **we will be forced to restrict the number of skaters to 300.**

We simply do not have the infrastructure to accommodate more participants than we had in 2013.

- **marketing scope will be limited to our current fan base**

In the short term, it does not help us cover our significant upfront costs to market toward anyone who will not pay the \$40 entry fee. The more spectators, the better for Tompkins County, Comet and the entire downhill skate industry.

- **economic impact will not reach its potential**

We do not have the infrastructure at this point to effectively shepherd the visiting skaters and spectators to the local small businesses that drive our local economy.

## Tourism Project Measurable Trends Table

TEMPLATE for Use by Grant Applicants

Year	2012	2013	2014
<b>Participants</b>	62	270	500
<b>Ithaca Participants</b>	10	20	30
<b>NY State Participants</b>	30	60	90
<b>Outside NY State Participants</b>	20	180	350
<b>Canadian Participants</b>	10	25	50
<b>Other Countries Participants</b>	2	5	10
<b>Spectators</b>	1000	2500	5000
<b>Weather</b>	60	60	60
<b>Number of vendors</b>	0	1	5
<b>Age Range</b>	14-43	14-43	14-43
<b>Male/Female</b>	99%/1%	98%/2%	97%/3%
<b>Number of Minor Injuries</b>	5	5	10
<b>Number of Major Injuries</b>	0	0	0
<b>Number of happy people</b>	100%	100%	100%

**Project Name: Ithaca Skate Jam**

**Tourism Grant Application - Budget/Expense Report Form**

EXPENSES - CASH		ESTIMATED	ESTIMATED USE		Estimated	O-NY Marketing
USE	DESCRIPTION	AMOUNT IN \$	OF GRANT	DIFFERENCE	% O-NY	Impact Data Source
Marketing	Website*	\$1,200	\$600	\$600	98% O-NY	Google Analytics
Marketing	Social Media Campaign*	\$1,200	\$600	\$600	99% O-NY	Facebook Insights
Marketing	Video*	\$3,000	\$1,500	\$1,500	98% O-NY	Analytics + Experience
Marketing	Key Rider AirFare Program*	\$4,000	\$2,000	\$2,000	100% O-NY	Logic + Experience
Marketing	Event T-Shirts	\$2,500		\$2,500		
Marketing	Scholarships	\$1,000		\$1,000		
Marketing	prizes	\$1,500		\$1,500		
	* The first 4 items show estimated % of "Outside NY" (O-NY) marketing impact.					
General Expenses	Structures Materials	\$5,000	\$1,650	\$3,350		
General Expenses	Uhaul	\$500	\$165	\$335		
General Expenses	Food	\$500	\$165	\$335		
General Expenses	Insurance	\$500	\$165	\$335		
General Expenses	Event Planning	\$2,500	\$825	\$1,675		
General Expenses	MC-Mike Judah	\$500	\$165	\$335		
General Expenses	Day of Event Staff	\$1,600	\$600	\$1,000		
General Expenses	Medical Specialist	\$500	\$165	\$335		
General Expenses	Sound System	\$500	\$165	\$335		
General Expenses	Port o jons	\$250	\$85	\$165		
General Expenses	Hay bales	\$300	\$100	\$200		
General Expenses	Generator	\$175	\$0	\$175		
General Expenses	Volunteer shirts	\$150	\$50	\$100		
General Expenses	Misc	\$50	\$0	\$50		
<b>SUBTOTAL (cash expenses)</b>		<b>\$27,425</b>	<b>\$9,000</b>	<b>\$18,425</b>		

IN-KIND SUPPORT	USE/SOURCE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN \$
	Donated goods	Structures	\$1,000
	Donated services	Video	\$1,000
	Other		\$
SUBTOTAL (in-kind support)			<b>\$2,000</b>
TOTAL EXPENSES (cash expenses & in-kind)			<b>\$29,425</b>
Tourism Grant Share of Total Expenses*			<b>0.305862362</b>

<b>REVENUES - CASH</b>	<b>SOURCE</b>	<b>DESCRIPTION (provide details)</b>	<b>ESTIMATED AMOUNT IN \$</b>
	Tourism Project / New Tourism Initiative Grant		\$4,000
	Tourism Marketing and Advertising Grant		5000
	Event revenues	Registration Fee	20000
	Cash donations		\$
	Other Grant		\$
	<b>SUBTOTAL (cash revenues)</b>		<b>\$29,000</b>
	<b>CASH REVENUES LESS CASH EXPENSES (Profit)</b>		<b>\$1,575</b>



Tom Knipe <tom.knipe@gmail.com>

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## Skate Jam

3 messages

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**Daniel Cogan** <dancogan@verizon.net>  
To: Tom Knipe <tom.knipe@gmail.com>

Sat, Sep 21, 2013 at 2:55 PM

Dear Tom,

I am writing in support of the Skate Jam that Comet Skateboards has hosted in Ithaca for the last two years. I attended the Skate Jam both times it was held and found it to be a wonderful addition to the cultural fabric of Ithaca. I met interesting people who came to participate from all over the United States. It is a wonderful event at which to be a spectator, and I am looking forward to this year's Skate Jam. I believe that this event is very worthy of a Tourism Grant, and I hope that you will be able to provide them funding so that they can grow the event and make it even bigger and better in 2014.

Warm regards,  
dan

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Dan Cogan  
706 N Tioga St  
Ithaca, NY 14850  
[\(607\) 273-7040](tel:6072737040)  
=====

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**Tom Knipe** <tom.knipe@gmail.com>  
To: tknipe <tknipe@tompkins-co.org>

Mon, Sep 23, 2013 at 8:49 AM

[Quoted text hidden]

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[585-590-0610](tel:5855900610)

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**Tom Knipe** <tom.knipe@gmail.com>  
To: Daniel Cogan <dancogan@verizon.net>

Mon, Sep 23, 2013 at 8:50 AM

Thanks Dan. I'll add your letter to the grant app attachments.

[Quoted text hidden]

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[585-590-0610](tel:5855900610)