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 Recommend	NTI Recommend	Total Recommend	Event Details (assuming full funding): 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

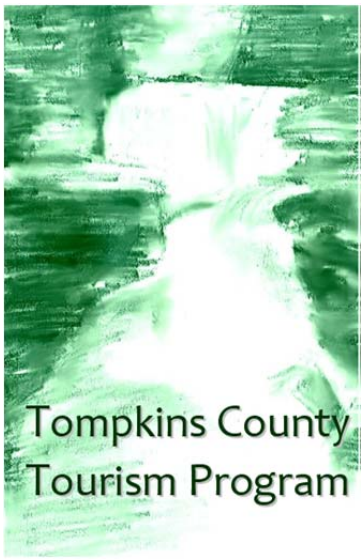
	Requests TMA	Requests NTI	Recommendations TMA	Recommendations NTI
Total Requested / Recommended	**$15,000**	**$14,000**	**$0**	**$0**
Retained from Spring Round	**$10,950**	**$10,040**	**$10,950**	**$10,040**
Prior Year Allocated / Unspent	**$2,224**	**$0**	**$2,224**	**$0**
Total Fall 2013 Funds Available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

**Available for Fall 2013 Grant Round*

Tompkins County Tourism Program
Prepared by tknipe@tompkins-co.org

GRANT GUIDELINES – FALL 2013

Tourism Marketing and Advertising Grants



Deadline

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

Summary of Funding Opportunity

Successful applicants will describe a strong marketing campaign that uses all or the majority of the grant funding for marketing and advertising expenses that target potential visitors who reside outside of Tompkins County, and whose visit is likely to result in an overnight hotel or B&B room stay. The funds being distributed in the form of grants are a portion of the hotel room occupancy tax collections administered by the Strategic Tourism Planning Board, an advisory board to the Tompkins County Legislature.

The 2013 budget for the Tompkins County Tourism Program identifies $52,000 to support Tourism Marketing and Advertising Grants. Most of the available 2013 funding was awarded in the spring grant round. The total funds available in the fall 2013 round for Tourism Marketing and Advertising Grants are $13,174. Following the fall 2013 grant round, the next grant funding opportunity 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

Successful applicants will work with the Ithaca / Tompkins County Convention and Visitors Bureau (I/TCCVB) and the Tompkins County Tourism Program to refine their marketing strategy and geographic targets in order to align their program with the overall goals and targets of the I/TCCVB. Technical assistance from the I/TCCVB will be available to support successful grant awardees in the following areas:

- Market identification
- Vacation / destination package development
- Development of data collection mechanisms
- Demographic and market research
- Advertising design & layout
- Procurement of targeted mailing lists

Marketing and advertising programs resulting from this grant program will need to be made in cooperation with the I/TCCVB in order to maximize vertical integration of message delivery.
This program requires a 1:1 cash match. Grant recipients will be required to document that they have made a deposit to an account for the purposes of the marketing campaign before receiving payment. **This minimum 50% cash match requirement applies to the portion of the marketing campaign that is spent on out of county marketing.** In other words, if you have a $3,000 marketing

budget, with $1,000 spent on local marketing and $2,000 spent on out of county marketing, the maximum grant request for this project is $1,000 (or ½ of the total designated for marketing to an out of county audience). Your application must document which portions of your marketing budget will be spent on out of county marketing vs. local marketing. The minimum grant request per application is $1,000, while the applicant's matching funds bring the total minimum out-of-County marketing budget to $2,000. The maximum grant request is $5,000.

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) to confirm that your organization is eligible to receive grant funding from a County government.

Eligibility and Funding Details for Tourism Marketing and Advertising Grants

1. Requests are accepted from 501(c)3 not-for-profit entities, only for non-sectarian projects.
2. Proposed campaigns must demonstrate the strong likelihood of significant visitor attendance/participation and overnight stays in County hotels, motels and B&Bs.
3. Applications may be made annually. There is no guarantee of multi-year support.
4. The following types of investments are eligible for support from this program:
    a. Print, radio and television advertising
    b. Direct mail
    c. Permission based email campaigns
    d. Website enhancements that are likely to increase tourism
    e. Web and social media marketing that increases traffic of potential visitors
    f. Production and or distribution of collateral material
5. A minimum 50% cash match on the portion of the marketing campaign that will reach an out of county audience is required. If applying simultaneously for a Tourism Project or New Tourism Initiative Grant, the TOTAL request from both grant sources must not exceed 1/3 of the project budget.
6. The maximum request is $5,000. The minimum request is $1,000.
7. Large capital requests (for the purchase of property, the construction of a facility, remodeling, or expansion of a facility) are 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 or 607-273-0005.
8. Requests for general operating support will not be accepted.
9. Requests for retroactive support will not be accepted.

Limitations

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

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.

Considerations

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, applicants are encouraged to document how their marketing program 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.

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.

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 Marketing and Advertising Grant program. 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 would like, you may submit a draft of your application to the grant administrator for review and comment. Drafts emailed to tknipe@tompkins-co.org 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 once the requirement for documentation of matching funds being set aside is met. 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 tourism marketing campaign?

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 campaign 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. Submit **one .pdf file** containing your entire application via email to 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. You may modify the template as needed to provide a clear and accurate budget for your marketing campaign. Please pay particular attention to assigning the appropriate portion of a given marketing investment to an out of county vs. in-County audience. 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.

Reporting Requirements

Grant recipients will be required to provide the following upon completion of the campaign, project or event.

1. Any unspent funds that remain upon completion of the contractual agreement must be returned to Tompkins County.
2. Copies of canceled checks drawn from the account detailing expenses associated with the marketing campaign must be submitted upon completion of the contractual agreement.
3. Copies of any collateral produced, tear sheets of any print advertising, samples of any audio, video or web advertising purchased with these funds must accompany the grant report.
4. Survey results, statistics or compiled data obtained in conjunction with this marketing campaign.
5. Evidence of acknowledgment. Project advertising, collateral and promotional materials must recognize the Tompkins County Tourism Program with the following phrase**: "This program was made possible by a grant from the Tompkins 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. If you would like, you may submit a draft of your application prior to the final application deadline for review and comment. Drafts received at least 10 days before the final deadline will receive written comments.

Grant Administrator:
Tom Knipe, Senior Planner/Tourism Coordinator
Tompkins County Planning Department
121 E. Court St; Ithaca, NY 14850
tknipe@tompkins-co.org, 607-274-5560

CVB. The Ithaca Tompkins County Convention and Visitors Bureau (CVB) is available to provide technical assistance related to your marketing campaign. Applicants, both new and returning, are invited but not required to review their marketing plans with Bruce Stoff, Interim Director of the CVB, bruce@visitithaca.com, 607-272-1313.

Tompkins County Festivals Program. Applicants requesting support for a festival or event are encouraged to take advantage of resources provided by the Tompkins County 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 or contact Tompkins Festivals Program Coordinator Vicki Taylor-Brous at the Downtown Ithaca Alliance, 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 **Cayuga Lake Wine Trail**			Date **9/11/13**
Project Title **22nd Annual Wine & Herb Festival**			Organization Tax ID # *(FEIN)* **20-0579027**
Applicant Head of Organization *(Last Name, First Name, Dr./Mr./Ms.)* **Cameron Hosmer, President**			Non-profit agency status *(type of agency)* **501c-6**
Project Organizer *(Last Name, First Name, Dr./Mr./Ms.)* **Cathy Millspaugh**			
Title **Executive Director**	Day Telephone **(607) 869-4281**	Other Telephone **(607) 342-7112**	E-mail Address **cathy@cayugawinetrail.com**
Address *(Street, City, ZIP Code)* **PO Box 123, Fayette, NY 13065**		Website URL **www.cayugawinetrail.com**	

Place an "x" next to the grant program(s) to which you are applying:	☐ New Tourism Initiative Grant ☐ Tourism Project Grant X Tourism Marketing and Advertising Grant
Funds requested by grant type:	$ New Tourism Initiative Grant or Tourism Project Grant **$5,000** Tourism Marketing and Advertising Grant **$5,000** TOTAL Funds Requested
Total project budget and % match	**$17,991** Total Project Budget **72%** Match
Is this project an event (yes or no)? **Yes** If yes, list event date: **April 25-27 and May 2-4, 2014**	**3400** Projected number of attendees / participants **90%** 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.

HEAD OF ORGANIZATION	
Signature	Date 9-20-13

Type or print the name and title of the Head of Organization

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. The entire application narrative must not exceed seven pages (and can be shorter). You may keep the text of the original questions in your application narrative, 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. Provide a crisp, one or two sentence statement about project deliverables, and include a brief implementation timeline.

22nd ANNUAL WINE & HERB FESTIVAL

April 25-27 or May 2-4
Friday, 1:00PM-5:00PM
Saturday, 10:00AM-6:00PM
Sunday, 10:00AM–6:00PM

Our annual Wine & Herb Festival runs for two weekends and is the largest event that we coordinate. This event is successful because spring is a perfect time to visit the wineries and people love the fact that they can begin their gardening ventures. At the event you'll receive a potted herb or veggie plant from each winery plus recipe cards. Wine and herb or veggie prepared delicacies are served while sipping fine wines from a Wine & Herb souvenir wine glass.

We have extended this event to three days in order to encourage the customer to visit the wineries a little bit off the beaten path plus encourage the customer to make it a get-away weekend for either a one or two night stay. Four wineries are open on Friday, Six Mile Creek Vineyard, Long Point Winery, King Ferry Winery and Montezuma Winery to start the visitor's weekend plans early. On Saturday King Ferry and Long Point wineries are open at a special time, 9:00am. All 16 wineries participate in the event the rest of the weekend.

We have developed our transportation packages where a customer can leisurely enjoy worry free travel, take part in the event and stay in a local accommodation. This project has been successful showcasing our local accommodations and stimulating the proverbial statement," more heads in beds".

We offer Grand Prizes from local area businesses where participants are eligible to win by turning in their ticket at the last winery they visit. Here is a list from this year: ***Experience! The Finger Lakes in Ithaca, Holiday Inn in Auburn, LaTourelle Resort & Spa in Ithaca, Discovery Trail and S&S Limousines .***

Advance tickets: Single ticket, $40.00, Couple ticket, $60.00 plus handling fee and sales tax.
Designated Driver tickets: Single ticket $35.00, Couple Ticket $55.00 plus handling fee and sales tax.

Our project encourages people to visit our beautiful Finger Lakes region and make their visit complete by staying for an overnight or two and seeing other attractions within the area.

Timeline:

August 2013- Event placed on website
September 2013- Herbs are ordered
November 2013-Tickets produced
February 2013—Glasses, plant holders and recipe cards are ordered
March 2014-Advertising for print, radio in place.

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.

Our main thoughts to achieve the Goals of the Strategic Tourism Plan are to feature three very important components. The first is to encourage off-season visitation, the second is agritourism and the third is to increase visitation and night stays in Tompkins County.

Our first goal is to hold an event in the off-season in order to increase traffic during the winter months. Normally our events bring in anywhere from 800 to 1400 people on an event weekend. On weekends during the off-season they may see up to 200 people. We try to hold an event each month starting in November. We have our Holiday Shopping Spree in November and December, our Say Cheese event in February, our Mardi Gras event in March and our Wine & Herb in April and May for 2014.

Secondly, we showcase our events as a learning experience pairing wine with food. Each winery features not only the wines they pour but also demonstrate how well the wines pair with the food they are serving. With the Wine and Herb event the culinary delight served contains the herb or veggie that the winery is handing out. So for instance if a winery is giving away Rosemary the winery will prepare a recipe that contains Rosemary. Here is an example from Cayuga Ridge Estate Winery:

Rosemary Lemon Short Breads
1 cup butter (softened)
1/3 cup white sugar
2 cups all-purpose flour
grated rind of one lemon
1 Tablespoon chopped fine rosemary (soft leaves only)
Directions:
Cream butter. Add sugar gradually & cream together. Add flour slowly. Add lemon rind and

rosemary. When a stiff dough is formed, turn out onto a floured board. Roll our ¼ inch thick, adding a little flour each time rolled. Cut into desired shapes. Place on ungreased baking sheet, or parchment lined sheet, and bake in a 325 oven for 10 minutes. Serve with Cayuga Ridge Estate Peach Essence! Enjoy!

To continue the learning process we also hand out growing directions for each plant given out attached to the recipe card plus a garden plan. As an example we'll use Rosemary again:

Herb Rosemary
Plant in Sun (at least 6 hrs of sun)
Space 8-24" (20-61cm) apart
Grows 24" (61cm) tall
A very versatile herb, rosemary makes a beautiful ornamental plant, as well as a great culinary seasoning. Clip individual rosemary leaves or stem tips as needed. Water as needed all season to keep soil evenly moist, keeping your eye out for the first sign of wilt. Wilting is a sure sign that your rosemary needs water. Feed with a vegetable fertilizer to ensure your bountiful harvest.

The particular recipe that the wine is paired with and growing instructions is included as a recipe card to create a unique take home recipe book for each ticket holder.

Thirdly, our events encourage visitation from customers who live an hour away and up to 4 to 5 hours away. Our event wine trail packages entice people to stay not only one night but also two at local accommodations.

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.

We plan to use the requested funds to further visitation to our event and hope to increase accommodation stays in the Ithaca area. In 2012 for our Holiday Shopping Spree event we were able to initiate a radio program in the Wilkes Barre and Scranton area through an Ithaca Tourism Marketing Grant. Due to this 2 week radio program we were able to increase attendance from the state of Pennsylvania. Pennsylvania became the second highest market in our customer base for this event bringing in 18 % of the people from Wilkes Barre, Harrisburg, Scranton, Allentown and Philadelphia. We are hoping to initiate a similar program in hopes to increase our Pennsylvania visiting base not only for this event but throughout the year. We have seen a loss in visitation to this event in the past couple of years due to other trails hosting similar events on Keuka Lake and along the Niagara Wine Trail.

We will generate funds from ticket sales and from trade programs with our radio and TV stations in exchange for event tickets. In 2013 for this event we worked with WICZ-FOX 40 out of Vestal, NY where we received a TV commercial highlighting the Cayuga Lake Wine Trail and our Wine and Herb Fest event. This was a 1,000 trade program.

We also apply every year for funding through the New York Wine & Grape Foundation which is allocated to our Wine & Herb advertising campaign, part of our general campaign and our Brochure. Normally we receive about 2,000 towards our Wine & Herb event. In 2013 we experienced a 4,000.00 loss in funding from the New York Grape Foundation due to the immergence of new trails within the state.

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, such as shown in the template below.

Our main goal for the Cayuga Lake Wine Trail is to encourage visitation during the off-season from November to May. By hosting our Wine and Herb event we are able to start our spring season with a considerable amount of visitation and sales for the trail for more marketing funds. The event also brings in tax dollars to three different counties through winery purchases, night stays, restaurant meals, gas purchases and other local entity revenues.

Based on previous years our attendance for both weekends of the Wine and Herb event has dwindled, as you can see in the chart below. Last year we saw a decrease in attendance compared to the previous year and a considerable decrease overall. 2010 was a strong year for us but in 2007 our attendance hit an all-time high of 3,654.

The total amount of people that attended our event last year was 2,921. Wineries see anywhere from 40% to 85% of the people depending upon location of the winery. We measure this amount from actual ticket sales from our online services, phone orders through the office and our ticket sales from Wegmans.

We measure our night stays through our packaging program that we have coordinated with the hotels in Ithaca. Last year we were unable to fill a bus of 20 passengers which would transfer into anywhere from 10 to 20 night stays per weekend. We were able to reserve a small van for 6 passengers for both weekends resulting in 8 night stays. At our Holiday Shopping Spree event we have hosted as many as 27 night stays throughout both weekends in the Ithaca area alone.

For Wine and Herb event for 2013, as reservation are taken in we ask if they plan to spend the night and 634 people responded yes indicating at least 322 night stays were experienced within our 3 county region.

All of our data is collected in-house through our sales online, in the office and through Wegmans. An area report based on zip codes is calculated once tickets are returned to the office after an event. Our #1 market in 2013 was the Syracuse area, and pretty much a three way tie 10 person difference of making #2 region the state of Pennsylvania, Rochester and Binghamton respectively.

Most attendees visiting the area are specifically attending the event. When taking verbal reservations we particularly ask this question. The estimated percentage is based on attendance at Six Mile Creek with a percentage taken off for local attendees

Tourism Project Measurable Trends Table

TEMPLATE for Use by Grant Applicants

Year	2009	2010	2011	2012	2013	2014
Total Attendance	3376	3565	2800	3123	2921	3300/anticipated
Attendance, local	196	110	86	106	113	165/anticipated
Attendance, out of County visitors	3180	3455	2714	3017	2808	3135/anticipated
Estimated % of non-residents for whom event/project is their primary reason for visiting Tompkins County	53%	43%	49%	41%	45%	50%/anticipated

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.

When making reservations through the office we specifically ask the question "How have you heard of our event"? Wine and Herb customers usually show a 40% to 45 % return rate. As in all our projects we try to keep the costs down but keep the quality of the event at its highest standards. We also try to reach new markets to encourage new customers to visit the area.

The Cayuga Lake Wine Trail, celebrating 30 years, is America's first organized and longest running wine trail in the country, established in 1983. The trail is comprised of 17 members including 17 wineries, four distilleries, one cidery, and a meadery offering something for everyone in 2014. Step inside the warmth of family owned and operated boutique wineries that have won over 5,500 national and international medals over the years. Among these awards are six Governor's Cups and Winery of the Year three years in a row.

Our mission statement is as follows: The purpose of the Cayuga Lake Wine Trail is to develop program funding and resources to work together to promote the Cayuga Lake Wine Trail as a destination for winery visitation and to provide a quality experience.

All members are part of the board and they meet regularly once a month every second Wednesday of the month and pay annual dues. We are a committee based organization made up of an executive committee, marketing committee and event committees. The Wine and Herb committee is made up of 5 members, Montezuma Winery, King Ferry Winery, Thirsty Owl Wine Co. Varick Winery and Vineyard and Buttonwood Grove Winery. Our annual budget for 2013 on the income side is $358,900 with expenses reaching $381,918. The balance of $23, 018 will be filled partially by funding and our monies from the year before. Our events fulfill our goals in that this is the largest form of income we have in order to continue marketing throughout the year to areas outside of Tompkins County.

Our goal is to increase visitation and awareness through our events. As wineries take part in off- site tastings, the question, "How do you know about us"?, comes up and nine times out of ten, in turn the customer responds with "We attended one of your events". As each year passes we tend to increase attendees through our high quality events until the amount of people exceeds our expectations. We do cap the amount of people in order to keep the quality and standards of each event high.

The challenges we face is keeping the flow of people at an even pace so wineries can offer a quality experience to each attendee to keep attendance at an all-time high by marketing to areas we do not normally see visitation.

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.

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The challenges we face is keeping the flow of people at an even pace so wineries can offer a quality experience to each attendee to keep attendance at an all-time high by marketing to areas we do not normally see visitation.

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?

  In marketing this event we plan to use a mixture of media tools. In New York to our south we plan to use print through the Binghamton Press, radio through Clear Channel Binghamton, WMXW/WMRV reaching over 500,000 readers, listeners and viewers. Moving up north we plan to advertise in Syracuse by using print and radio with the Syracuse News, Post Standard and Clear Channel Syracuse 94 FM reaching over 400,000 customers. In Rochester we'll use a combo of print and radio through Rochester News, Messenger Post and Clear Channel Rochester, WRRM 101.3 reaching over 500,000. In the Buffalo area we will advertise in the Buffalo Art Voice. Additionally we plan to use radio in the Wilkes Barre and Scranton areas, WILK 103.1 News radio and FROGGY101 covering 13 different counties. Since we feel our PA visitation increased at our Holiday event due to the radio ads we did in the previous year we

would like to include this endeavor hopefully increasing the PA market even more to it's own place as our # 2 market..

In house we will advertise on our website www.cayugawinetrail.com under our trail events. Our website visitation averages around 10,000 unique visitors a month. We produce a monthly e-newsletter with a base of 30,000 reaching 5-6,000 customers for an 22-24% open rate. We advertise on facebook and always post our events. We have 7,400 fans presently and are growing on a daily basis. We hired a new designer that now brands our ads including our Facebook cover photo that advertises our most recent event. We also place posts on Twitter and have around 980 followers. Additionally we send out one direct mail piece our 2013 brochure in January, 25,000 pieces.

The demographic we are advertising to is mostly a female audience since they are considered the dominant decision makers for travel and entertainment. Also we gear towards incomes that range from $50,000 and more with over 50% being college graduates and 80% owning their own homes.

The best plan to utilize our Tompkins resources is by advertising within the area through the Cayuga Radio Group and the Ithaca Times. Also we work closely with the Ithaca Visitor's Bureau with such programs as their Ithaca Loves Teachers Program entitling teachers a special discount card. Other wineries additionally offer free tastings throughout the week. We have developed a favorable connection with them due to a very positive utilization of the office and their staff by making them aware of all our events and taking advantage of cross-promotion opportunities Successful packaging with other businesses in Tompkins County has helped us become a Finger Lakes destination. A perfect example of this is the transportation packages we have developed with the Ithaca hotels and inns for our Cayuga Lake Wine Trail events. At our last Wine and Herb event we worked with LaTourelle Hotel, Spa and Bistro. At our last Holiday Shopping Spree we worked with Homewood Suites, Holiday Inn and LaTourelle Hotel, Spa and Bistro for both our November and December weekends. This year for our Holiday event we contracted with Country Inn and Suites and LaTourelle Hotel, Spa and Bistro. We plan to use the same strategy as last year and include the PA market since we feel this had a large impact on our Holiday Shopping spree visitation and success of our packaging program in the south.

Marketing Budget Attached.

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.

2008 Greyhound-Project: 2,000.00; Marketing: 1,804.00
2009 Greyhound-Project: 3,000.00; Marketing: 4,000.00
2010 Greyhound-Project: 2,000.00; Marketing: 2,500.00
2010 Holiday Shopping Spree-Marketing: 4,000
2011 Say Cheese-Project: 2,500; Marketing 3,000
2012 Holiday Shopping Spree- Marketing 5,000
2013 Holiday Shopping Spree- Marketing 5,000
2014 Say Cheese-Marketing- 3,000

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.

Yes we plan to offer two 20 passenger buses, one per weekend as part of our packaging program highlighting different hotels and inns in the Ithaca area. Some hotels we have worked with in the past are the Holiday Inn in Ithaca, Homewood Suites in Ithaca, Country Inn and Suites, Ramada Inn in Ithaca and LaTourelle Resort and Spa. We encourage two night stays by offering the event for three days and by early pick-up times at the hotels.

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?

If we receive less funding we would most likely not be able to advertise in the PA area. This I think would affect our packaging in the south and our overall attendance for the southern tip wineries such as Six Mile Creek Vineyard.

REQUIRED ATTACHMENTS

_x___Attachment A – Project Budget Worksheet – **REQUIRED (template provided)**

____Attachment B – Proof of status as a non-profit organization or other entity eligible to receive grant funding from County government as defined in NY State Municipal Law. – **REQUIRED for new applicants.**

OPTIONAL ATTACHMENTS

__x__ Qualifications, letters of commitment/support, drawings or ancillary information.

__x__ Past earned media, collateral, advertising or other marketing related to this project (strongly recommended for Tourism Marketing and Advertising Grant applicants).

Wine & Herb Fest Marketing Budget						
		Cost	**%Out of County**	**$out of County**	**PD Grant**	**PD other Sources**
Rochester Radio 103-WRRM		2,130.00	100%	2,130.00	300.00	1,830.00
Rochester City Newspaper		650.00	100%	650.00	300.00	350.00
Rochester/Messenger Post		600.00	100%	600.00	300.00	300.00
Rochester-Savor Life--Artisinal Media-Radio		80.00	100%	80.00	0.00	80.00
Syracuse Clear Channel Radio Y94FM		1,010.00	100%	1,010.00	0.00	1,010.00
Syracuse Newspaper		650.00	100%	650.00	0.00	650.00
Syracuse Tablehopping Magazine		300.00	100%	300.00	0.00	300.00
Syracuse/Post Standard		750.00	100%	750.00	260.00	490.00
Skaneateles Journal		100.00	100%	100.00	0.00	100.00
Binghamton Clear Channel Radio 103.3 W		1,250.00	100%	1,250.00	300.00	950.00
Binghamton Press		1,200.00	100%	1,200.00	600.00	600.00
PA Radio WILK & FROGGY		4,400.00	100%	4,400.00	2400.00	2,000.00
Geneva Finger Lakes Times		280.00	100%	280.00	0.00	280.00
Geneva -Finger Lakes Radio Group		325.00	100%	325.00	0.00	325.00
Senca County Shopper Ad		120.00	100%	120.00	0.00	120.00
Seneca County Tr-Village Pennysaver		95.00	100%	95.00	0.00	95.00
Bufalo Art-Voice		650.00	100%	650.00	300.00	350.00
25,000 Brochures specifiic to Wine & Herb		3075.00	95%	2921.00	0.00	3,075.00
Facebook Ads- OH, PA, NJ, CT, MA		300.00	100%	300.00	150.00	150.00
Posters-250		200.00	90%	180.00	90.00	110.00
Cayuga Radio Group		1,000.00	0%	0.00	0.00	1,000.00
Ithaca Times		650.00	0%	0.00	0.00	650.00
Cortland Standard		270.00	0%	0.00	0.00	270.00
		20,085.00		**17,991.00**	**5,000.00**	**15,085.00**
	Total					
Type of Marketing	**Cost**	**%Out of County**	**$ Out of County**	**PD Grant**	**PD Other Sources**	
Radio	9,195.00	100%	9,195.00	3,000.00	6,195.00	
Print	5,395.00	100%	5,395.00	1,760.00	3,635.00	
Facebook	300.00	100%	300.00	150.00	150.00	
Posters	200.00	90%	180.00	90.00	110.00	
Local Radio	1,000.00	0%	0.00	0.00	1,000.00	
Local Print	920.00	0%	0.00	0.00	920.00	
Mailing/Brochure	3,075.00	95%	2921.00	0.00	3,075.00	
	20,085.00		**17,991.00**	**5,000.00**	**15,085.00**	

Cayuga Lake Wine Trail's Wine and Herb Festival

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.

EXPENSES - CASH

List all major cash expenses
Add or delete rows & categories as needed

USE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN $	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources
Marketing		$20,085	$5,000	$15,085
Services	Telephone, Design, Postage, Credit Card Fees	$4,400	$	$
Materials	Glasses, Herbs, Tickets, Plant carriers, Recipe Cards, Mugs, and Rings	$24,045	$	$
Personnel Wages		$6,000	$	$
Other	Packagews	$6,200	$	$
Other		$	$	$
Other		$	$	$
SUBTOTAL (cash expenses)		**$60,730**	**$5,000**	**$15,085**

IN-KIND SUPPORT

List all major sources of in-kind support
Add or delete rows & categories as needed

USE/SOURCE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN $
Donated goods		$0
Donated services		$0
Other		$
Other		$
Other		$
SUBTOTAL (in-kind support)		**$0**
TOTAL EXPENSES (cash expenses and in-kind support)		**$60,730**
Tourism Grant Share of Total Expenses*		**8.20%**

REVENUES - CASH

Add or delete rows & categories as needed

SOURCE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN $
Tourism Marketing and Advertising Grant		5000
Event revenues	Ticket Sales	90000
Cash donations	Packages	7000
Other Grant	Winery Dues	7600
Other		$
Other		$
SUBTOTAL (cash revenues)		**$109,600**
CASH REVENUES LESS CASH EXPENSES (Profit)		**$48,870**

Note: this form is available as an Excel spreadsheet file. Email tknipe@tompkins-co.org

CAYUGA LAKE WINE TRAIL
WINE & HERB FESTIVAL

THE CAYUGA LAKE WINE TRAIL
PRESENTS THE 21ST ANNUAL

WINE & HERB FESTIVAL

APRIL 26-28 OR MAY 3-5

Friday 1-5pm
Montezuma, Long Point, King Ferry
& Six Mile Creek Wineries
Saturday & Sunday 10am-6pm
All 16 wineries

TICKET INCLUDES:

Souvenir Wine Glass
16 Herb or Veggie Plants
Wine & Food Pairings
Recipes and Plant Carrier
Grand Prizes

ADVANCE TICKETS

$40 single
$60 per couple
(+ handling fee and sales tax)

DESIGNATED DRIVER TICKETS ALSO AVAILABLE.

Tickets can be purchased at any area Wegmans, by phone (800-684-5217) or online at www.cayugawinetrail.com

UNCORK NEW YORK!
www.newyorkwines.org

Get the free mobile app
http://gettag.mobi

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Clear Channel Radio- Binghamton

CAYUGA WINE TRAIL - :30 – WINE & HERB FEST…

(cork popping sfx and soft music….)

"IT'S THE CAYUGA WINE TRAIL'S 21st ANNUAL WINE AND HERB FESTIVAL – APRIL TWENTY SIXTH THRU THE TWENTY EIGHTH AND MAY THIRD THRU THE FIFTH. HERB & VEGGIE PLANTS, SOUVENIR WINE GLASSES, RECIPES AND HERB DELICACIES PAIRED WITH FINE WINES ARE JUST SOME OF WHAT YOU WILL EXPERIENCE AT EACH OF CAYUGA'S SIXTEEN WINERIES. WE CORDIALLY INVITE YOU TO UNCORK NEW YORK, THE NEW WORLD OF WORLD CLASS WINES. SINGLE AND COUPLE TICKETS, ALONG WITH DESIGNATED DRIVER TICKETS ARE AVAILABLE AT ANY AREA WEGMANS, BY CALLING EIGHT HUNDRED, SIX EIGHT FOUR FIVE TWO ONE SEVEN, AND ON-LINE AT CAYUGA WINE TRAIL DOT COM."

CLEAR CHANNEL RADIO- SYRACUSE

<u>CAYUGA WINE TRAIL - :30 – WINE & HERB FEST…</u>

YOUR CODIALLY INVITED TO UNCORK NEW YORK, THE NEW WORLD OF WORLD CLASS WINES AT THE CAYUGA LAKE WINE TRAIL'S 21ST ANNUAL WINE AND HERB FEST ON APRIL TWENTY SIXTH THRU THE TWENTY EIGHTH AND MAY THIRD THRU THE FIFTH. YOU'LL RECEIVE HERB & VEGGIE PLANTS, A SOUVENIR WINE GLASS, RECIPES AND HERB DELICACIES PAIRED WITH FINE WINES AT EACH OF CAYUGA'S SIXTEEN WINERIES. SINGLE AND COUPLE TICKETS, ALONG WITH DESIGNATED DRIVER TICKETS ARE AVAILABLE AT ANY AREA WEGMANS, BY CALLING EIGHT HUNDRED, SIX EIGHT FOUR FIVE TWO ONE SEVEN, AND ON-LINE AT CAYUGA WINE TRAIL DOT COM."

222 South Cayuga St.

Ithaca, NY 14850

Re: Letter of Support

To Whom it May Concern:

As partners with the Cayuga Lake Wine Trail, Holiday Inn- Ithaca Downtown feels the extensive variety of programs and events offered to the Finger Lakes Region brings great value to tourism in the area. Partnering with Cayuga Lake Wine Trail to provide packages helps us provide diverse offerings to our guests and allows our region more attractive to travelers across the nation.

It is our pleasure to be their partner in tourism.

Sincerely,

Shannon Heffron

Director of Sales

Fall 2013

Tompkins County Tourism Program

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

Part One: Application Cover Sheet

Applicant Organization **Paleontological Research Institution and its two public venues for education – the Museum of the Earth and the Cayuga Nature Center**			Date **9/19/2013**
Project Title **Family Fun with Dr. Scott from PBS's Dinosaur Train**			Organization Tax ID # *(FEIN)* **15-0554849**
Applicant Head of Organization *(Last Name, First Name, Dr./Mr./Ms.)* **Allmon, Warren, Dr.**			Non-profit agency status *(type of agency)* **501(c)(3)**
Project Organizer *(Last Name, First Name, Dr./Mr./Ms.)* **Brando, Elizabeth, Mrs.**			
Title **AD, Institutional Advancement**	Day Telephone **(607) 273-6623**	Other Telephone **(917) 639-0865**	E-mail Address **brando@museumoftheearth.org**
Address *(Street, City, ZIP Code)* **1259 Trumansburg Road, Ithaca, NY 14850**		Website URL **museumoftheearth.org**	

Place an "x" next to the grant program(s) to which you are applying:	☐ New Tourism Initiative Grant Tourism Project Grant XX Tourism Marketing and Advertising Grant
Funds requested by grant type:	$ **5,000** Tourism Marketing and Advertising Grant $ **5,000** TOTAL Funds Requested
Total project budget and % match	$**33,000** Total Project Budget **16**% Match
Is this project an event (yes or no)? **yes** If yes, list event date: **May 17-18, 2014**	**1000** Projected number of attendees / participants **560 (56%)** 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.

HEAD OF ORGANIZATION	
Signature	Date 9/19/2013
Type or print the name and title of the Head of Organization Warren D. Allmon, Ph.D., Director	

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. Provide a crisp, one or two sentence statement about project deliverables, and include a brief implementation timeline.

Family Fun with Dr. Scott from PBS's Dinosaur Train May 17th & 18th
Museum of the Earth & Cayuga Nature Center

PRI's ***Family Fun with Dr. Scott from PBS's Dinosaur Train*** will feature Dr. Scott Sampson from PBS Television's *Dinosaur Train* conducting Earth science educational programs at the Museum of the Earth and the Cayuga Nature Center. This weekend will attract a diverse range of visitors from the region to celebrate two important events:

1) The grand opening of the Museum ***Jurassic World Play Lab*** -- a space that brings the incredible world of dinosaurs to life. Young visitors to the Museum will be transported back in time to the Jurassic Period —the heyday of such favorites as Stegosaurus and the long-necked dinosaurs. Children will enter a multisensory, immersive prehistoric environment, exploring the vast array of plant and animal life that called North America home 150 million years ago. Leaves rustle. Insects buzz. Frogs scamper about. And mighty dinosaurs live their lives—they eat, sleep, and grow up with their families. While exploring this world, early learners will develop skills in sharing, cooperation, motor control, observation, sorting, matching, and more. Through play, visitors will gain a better sense of what the ancient world of the dinosaurs was like, and see that it was not as different from our own as one might think! With several hands-on components and minimal interpretation, the space will facilitate open-ended play and learning, opportunities for identification, role-playing, comparison, and exploration using sight, sound, smell, and touch.
2) The opening weekend of the **"new" Nature Center** – post merger, PRI is planning many new public enhancements to be ready for spring 2014. These changes include: new ADA accessibility including a wheelchair ramp and an elevator; a new permanent exhibit called *Our Changing Climate*, a room dedicated to climate research, education, and exhibits; a temporary Freshwater Fish exhibit in the lobby; improved live animal room (new signs, new paint, more scientific content); prototypes of a permanent exhibit called *Layers of Life* in the Great Room; and better outdoor signage.

For the future, this event will invite tourists to come back to experience a suite of new programming. The new exhibits on climate change, forests, and freshwater fish, plus the updated live animal exhibits, will provide jumping off points for a monthly series of public programs. These programs will highlight both staff and local researchers, who will discuss the science behind the exhibits.

1) A new weekly weekend tour will be implemented that takes visitors through the Nature Center, highlighting new exhibits and discussing local natural history. Our new elevator will make it possible for all visitors to conveniently visit all areas of the lodge. When weather permits, selected tours will be combined with trail hikes, which will also be complemented by new trail signage.
2) New citizen science programming will be implemented that uses the Lodge and land of the Nature Center to help people learn to track nature in their own backyard. Presentations will

teach participants how to collect data on weather and water, and to record observations of animals and plants. The new exhibits will provide background on the topics, and the Nature Center's outdoor environments will enable practice applying new skills.

Dr. Scott's Dinosaur Train is a nationally-syndicated animated television series on PBS Kids, which enables children to learn about dinosaurs from different time periods and the connections between dinosaurs and modern-day animals. Dr. Scott leads the live-action portion of this program, where he ***not only encourages children to learn about Earth's past life, but encourages children to want to learn more about our natural world. This is a perfect fit with our mission.***

In addition to hosting *Dino Train*, he is also a nationally-known paleontologist, serving as vice president of research and collections and chief curator at the Denver Museum of Nature and Science. Most of Scott's research has focused on the ecology and evolution of Cretaceous dinosaurs, and he has conducted fieldwork in Kenya, Zimbabwe, South Africa, Madagascar, Mexico, the United States, and Canada. He has published numerous scientific and popular articles, and has lectured extensively to audiences of all ages on many topics, including paleontology, evolution, and connecting people with nature. In 2012, he published an article titled, "The Topophilia Hypothesis," in which he argued that humans possess a genetic bias to form emotional bonds with nearby nature. In addition to his role on *Dinosaur Train*, Scott was also primary scientific consultant and on-air host of the four-part Discovery Channel series Dinosaur Planet.

The Museum event will be something along the lines of:
Dr. Scott Talks Dinosaurs
These 35-40 minute interactive presentations are aimed at children 2-10 years of age and will address various aspects of dinosaurs. Through the theme of what it takes to become a paleontologist, Dr. Scott will talk about how to discover and dig up fossils, how to tell dinosaurs from non-dinosaurs, and how to identify key features like teeth and claws that tell us about the lifestyles of dinosaurs. He will also highlight the link between ancient dinosaurs and modern day birds.

It will be tailored to reflect the Devonian Period when central New York was covered by an ocean.

Dr. Scott now spends the bulk of his professional time working to connect kids with nature, as embodied by his tagline at the close of every Dinosaur Train episode: "Get outside, get into nature, and make your own discoveries!" So we have contracted him to create a program geared toward family audiences, with nature connection as the focus. Therefore, the Nature Center event will be something like:

Take a Nature Walk with Dr. Scott
Join Scott Sampson and Bay Nature for a kid-friendly birding trip. Kids and grown-ups can "hunt" for modern dinosaur descendants on bird walks and events throughout our area.

Provide a crisp, one or two sentence statement about project deliverables, and include a brief implementation timeline.
PRI's Family Fun with Dr. Scott from PBS's Dinosaur Train will feature Dr. Scott Sampson from PBS Television's Dinosaur Train conducting Earth science educational programs at the Museum of the Earth and the Cayuga Nature Center. With the assistance of Tompkins County Tourism Program, regional marketing will begin in February for a 90-day marketing plan to attracted families from across Central New York and beyond. The events span a weekend night in off-season.

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.

Based on historical data, 56% of Museum visitors are from outside Tompkins County. Therefore, if this weekend brings in 1,000 visitors, approximately 560 will be considered tourists as defined in the 2020 Plan.

This project responds to goals and actions of the 2020 Tompkins County Strategic Tourism Plan by:

- Established Focus Area: Arts Culture and Heritage Tourism
    - Continues to provide Ithaca and Tompkins County with a first-class small natural history museum that contains one of the top ten fossil collections in the nation and one of the best intact mastodon skeletons in the world. We meet Measurable Objective #1 by helping to increase visitation to cultural institutions.
    - Our programming covers Earth's history with a focus on regional geology

- Established Focus Area: Educational Tourism
    - As a member of the Discovery Trail, our efforts will help to meet Measurable Objective #1 - increase visitation by 25% in 2017.
    - We have a unique space with associated programming that is rich and diverse; we participate in Winter Recess Teacher's Week.
    - This weekend directly correlates to generating publicity for the 6 new Earth science and climate change focused permanent exhibits and enhancements we are constructing as part of our 10th anniversary campaign. Permanent exhibits with such a focus are one-of-a-kind for the county, and will be a major draw for school groups from outside Tompkins County.

This project aligns with the aims and policies of the Tompkins County Tourism Program by:

- Provides a memorable experience that educates and delights visitors; Dr. Scott's appearance at the Museum and Nature Center I will leave a lasting impression on visitors and their families. Due to his nationally-known profile, attendees will want to come back to the Museum and Nature Center because of the high-caliber of talent we have attracted to conduct special educational programming.
- Builds on the special characteristics of the community; we are the only Natural History museum in the Southern Tier and the Finger Lakes Region and the Nature Center is changing dramatically post-merger. These events enhance our uniqueness, through being one of the only regional organizations with a focus on educating visitors on climate change.

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.

TOTAL PROJECT COSTS

- staffing	$15,000
- Dr Scott Fee	$8,000
- marketing	$10,000

TOTAL EXPENSES $33,000

Project Income:

PRI Board of Trustees confirmed	$8,000
PRI in-kind staffing	$15,000
BorgWarner confirmed	$2,000
Tompkins County Tourism anticipated	$5,000
PRI to be raised from donors	$3,000

TOTAL INCOME $33,000

BorgWarner has already committed to being a visible sponsor of this event. PRI Trustees have already committed to Dr. Scott's fee.

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, such as shown in the template below.

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.

Predicted Visitors for FY 2014: 40,000
Predicted Visitors for May 2014: 3,000
Expected May 17 – 18 2014: 1,000

This weekend will positively impact the County by: 1) Increased Visitor Interaction Onsite: We will measure attendance and compare this number to both projected figures and prior years. Staff will track visitation from our primary audience through zip code tracking and after-visit surveys and visitation from our secondary audience through onsite observance and public program attendance. 2) Increased Visitor Interaction Online: We will create webpages specifically for this weekend including teacher and parent resources. Using Google Analytics, we will measure total unique visitors and page views. We will also track the number of times resource materials are downloaded. 3) Furthered our Strategic Goals: Completion of this weekend is a critical step forward in our goal toward expanding and improving our audience for early learner education in the Earth sciences. 4) Engaged New Audiences: We will have taken a major step towards reaching and educating more children in the 2-5 year old age range.

Finally, PRI's Evaluation Team, made up of more than 15 exhibits, education, marketing and education staffs that regularly meet to discuss evaluation techniques and best practices, as well as devise instruments for the evaluation of programs and exhibitions, will devise two instruments: 1) front end assessment to better understand public expectations of Earth science educational programming for young children; and 2) summative evaluation to understand the near and long term impacts of the exhibition on the public understanding of earth science concepts. 3) summative evaluation of marketing efforts made towards publicizing this weekend and techniques for improving this process.

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.

The mission of PRI is to provide a greater understanding of the history of Earth through interdisciplinary exhibitions and educational programming for our diverse audiences.

Founded in 1932, the Paleontological Research Institution has outstanding programs in research, collections, publications, and public education. The Institution cares for a collection of nearly three million specimens (one of the 10 largest in the U.S.), and publishes Bulletins of American Paleontology, the oldest paleontological journal in the Western Hemisphere, begun in 1895. PRI is a national leader in the development of informal (i.e., outside the classroom) Earth science education resources for educators and the general public.

PRI's Museum of the Earth was established in 2003 to provide the general public with a unique opportunity to explore our world through a mix of natural history displays, interactive science features, and art exhibitions. The museum's 8,000-square-foot permanent exhibition takes visitors on a journey through 4.5 billion years of history, from the Earth's origin to the present day. Through hands-on, visual exhibitions and outreach, the Museum of the Earth encourages critical thinking about life on Earth in the past and today, and how our species is affecting the natural world.

In 2013, the Cayuga Nature Center became PRI's newest public venue for education. The Nature Center cultivates an awareness, appreciation, and responsibility for the natural world through outdoor and environmental education. The goal is to transform the Nature Center into a premier educational center for teaching and learning about the impact of climate change on the fauna and flora of Tompkins County.PRI and its two public venues for education, the Museum of the Earth and the Cayuga Nature Center, are separate from, but formally affiliated with Cornell University, and interact closely with numerous University departments in research, teaching, and public outreach.

This project directly correlates to PRI's efforts to reach more families with young children – "early learners" or children between the ages of 2-5. The Museum and Nature Center's permanent exhibits are designed to be accessible to a diverse range of visitors, but lack elements that fully build on the natural wonder of young children (ages 2 to 5). By designing age-appropriate exhibits, we can introduce more children and their caregivers to Earth science through exciting early childhood education learning opportunities. Dr. Scott's national involvement with early learner Earth science education will surely serve as a boost towards attracting children and their families to PRI, Tompkins County, and beyond.

Similar to this project, we are enjoying major success with promoting our Laurie Anderson Weekend on September 21st and 22nd 2013. This weekend included a performance by Ms. Anderson at the State Theatre, as well as an Artist Panel featuring Laurie Anderson. We promoted this weekend through extensive print advertisements (postcards, posters, and flyers), newsletters (3 e-newsletters with 5,500 HH emailed monthly, PRI's Website page for the Laurie Anderson Weekend (estimated 86,000 unique visitors), and through our Facebook, Twitter, Pinterest, and YouTube accounts. Altogether, we probably reached over 250,000 people on a $18,000 advertising budget.

Key staff for this project will include:

Warren Allmon, Ph.D.
Director
As PRI's Director since 1992, Dr. Allmon has led the organization in its ambitious renovation and expansion, including the design and construction of the Museum of the Earth and the recent acquisition of the Cayuga Nature Center. He is also the Hunter R. Rawlings III Professor of Paleontology in the Department of Earth and Atmospheric Sciences at Cornell University. In addition to his technical research, he writes and speaks frequently on the history of science, evolution and creationism, natural history museums and collections, and Earth science education. He holds an A.B. from Dartmouth College and a Ph.D. from Harvard University.

Robert M. Ross, Ph.D.
Associate Director for Education and Outreach
Dr. Ross manages all educational programming at the Paleontological Research Institution and its two public venues for education – the Museum of the Earth and the Cayuga Nature Center. Rob received his B.S. in Geological Sciences from Case Western Reserve University and a Ph.D. in Earth and Atmospheric Sciences from Harvard University. Rob started his career at PRI in 1997, and since then has played a major role in developing the education and outreach department from a staff of two giving programs to local schools in the halls of the old PRI building, into a world-class Earth science education presence with nationwide teacher professional development programs and educational programming at the Museum and Nature Center. He has facilitated the expansion of programming for local school and community groups, helped found teacher professional development programs focused on place-based learning and authentic science experiences, developed the hands-on "Discovery Labs" in the Museum, and has participated in various national initiatives to improve Earth science education throughout the U.S.

Elizabeth Brando
Associate Director for Institutional Advancement
Elizabeth Brando is an executive nonprofit leader with over 20 years of experience. She has spent 14 of those years at the senior management level at arts and cultural institutions. Her skills include the following: strategic planning, budgeting, staff recruitment and retention, building board capacity; and ensuring that the Institution's mission and vision are carried out. She has been with PRI since 2010. Ms. Brando is in charge of coordinating fundraising and promotional efforts for the Campaign. She conceived of this initiative when considering how her four-year-old daughter might better interact with the Museum and collaboratively developed materials around concepts and ideas from prior and existing Museum exhibitions and education staff.

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?

Our marketing plans cover regional media both new and traditional with an emphasis on the out-of-county markets areas identified by the CVB including Rochester, Buffalo, Syracuse and Binghamton.

We meet with the CVB annually and developed our marketing campaign based on their most recent advertising plan. We have met with the Chamber of Commerce, the Downtown Alliance and the Community Arts Partnership to work with their existing efforts. We will have this information on the VisitIthaca.com website and promote it through Discovery Trail efforts as well.

Both empirical data we have collected plus market research from the CVB shows a strong correlation in demographic profiles between public radio listeners and current visitors to Ithaca / Tompkins County. Museum goers tend to be female (and females make over 50% of vacation and travel plans), educated, and of a higher-than-average income. They make great use of the internet when making travel plans and tend to make those plans only a week or so in advance.

This marketing plan focuses on the out-of-county markets areas identified by the CVB including Rochester, Buffalo, Syracuse and Binghamton. We already place media in these areas so the audience is familiar with us and may have already visited in the past (customer retention is much more cost-efficient than customer acquisition).

Given the need for cost-efficiency and advertising effectiveness, our marketing plans moving forward will make greater use of Google AdWords and Facebook advertising since their cost-per-click campaigns can be segmented by a 90 – 200 mile region and ads will only be shown in the regions we select. This also allows for both effective audience tracking and effective keyword selection. These campaigns will be timed to show Wednesday – Saturday when moms are planning their families' weekend and vacation plans. The 35 – 65 female demographic is the highest growing segment on Facebook – perfect for our Museum.

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.

Laurie Anderson Grant	$8,000 awarded summer 2013
John Gurche Grant	$6,000 awarded spring 2013
Project Grant	$4,750 awarded spring 2012
Marketing Grant	$4,938 awarded spring 2012
ACOD Stabilization Grant	$7,650 awarded fall 2011
CTFF Sponsorship/Marketing	$8,250 awarded spring 2011
Maize sponsorship	$1,500 awarded spring 2011
Darwin Days project grant	$2,300 awarded spring 2011
One Fish Two Fish	$10,000 awarded summer 2010
One Fish Two Fish Marketing	$5,000 awarded summer 2010
Amber Exhibit Marketing	$2,250 awarded spring 2010
A Forest Journey Marketing	$5,000 awarded winter 2009
A Forest Journey project support	$9,000 awarded fall 2009
Darwin Exhibit Marketing sponsorship	$5,000 awarded summer 2009

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?

We will work with our Discovery Trail partners as much as possible. We will definitely work with local NPR-affiliate WSKG.

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?

Less marketing and less opportunity to reach tourists.

REQUIRED ATTACHMENTS

____Attachment A – Project Budget Worksheet – **REQUIRED (template provided) COMING**

____Attachment B – Proof of status as a non-profit organization or other entity eligible to receive grant funding from County government as defined in NY State Municipal Law. – **REQUIRED for new applicants.**

OPTIONAL ATTACHMENTS

____ Qualifications, letters of commitment/support, drawings or ancillary information.

____ Past earned media, collateral, advertising or other marketing related to this project (strongly recommended for Tourism Marketing and Advertising Grant applicants).

WE ARE INCLUDING EXAMPLES OF THE LAURIE ANDERSON WEEKEND COLLATERAL

Project Name: PRI Dr. Scott Weekend May 2014

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:

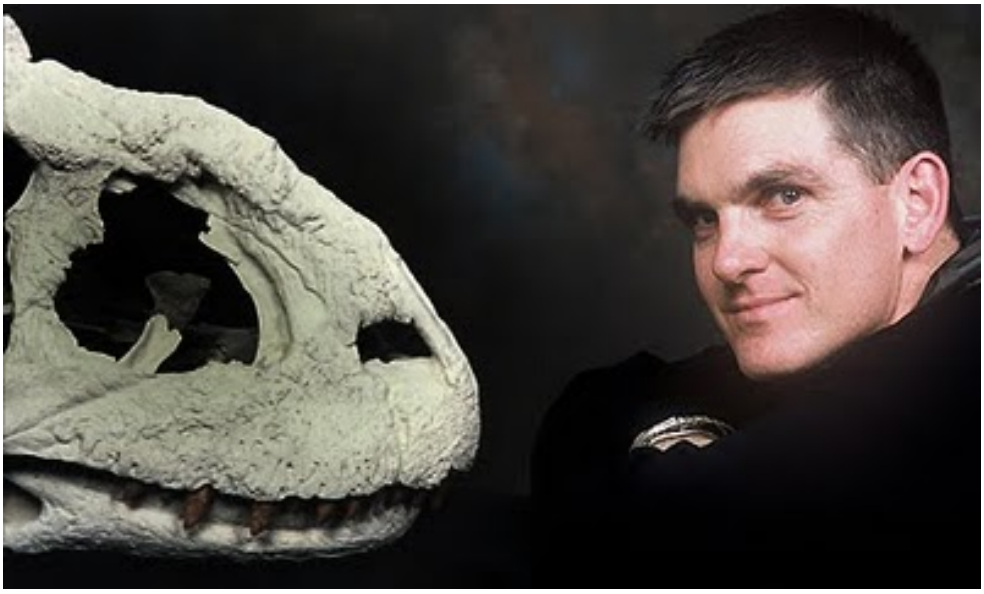
EXPENSES - CASH	USE	(provide details)	AMOUNT IN $	OF GRANT	made up with
Example only	*Marketing*	*200 8.5x11 color posters at 25c each*	*$50*	*$25*	*$25*
List all major cash expenses	Marketing		$10,000	$	$
Add or delete rows & categories as needed	Services		$8,000	$	$
	Materials		$	$	$
	Personnel Wages		$11,250	$	$
	Personnel Fringe		$3,750	$	$
	Other		$	$	$
	Other		$	$	$
	Other		$	$	$
	SUBTOTAL (cash expenses)		**$33,000**	**$0**	**$0**

IN-KIND SUPPORT	USE/SOURCE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN $
List all major sources of in-kind support	Donated goods		$
Add or delete rows & categories as needed	Donated services		$
	Other		$0
	Other		$
	Other		$
	SUBTOTAL (in-kind support)		**$0**
	TOTAL EXPENSES (cash expenses and in-kind support)		**$33,000**
	Tourism Grant Share of Total Expenses*		**#VALUE!**

REVENUES - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED AMOUNT IN $
List major sources of cash support	Tourism Project / New Tourism Initiative Grant		$
Add or delete rows & categories as needed	Tourism Marketing and Advertising Grant		5000
	Event revenues		$
	Cash donations	BorgWarner	2000
	Other Grant	TBD	3000
	Other	PRI staffing is covered	15000
	Other	PRI Trustees covered his fee	8000
	SUBTOTAL (cash revenues)		**$33,000**
	CASH REVENUES LESS CASH EXPENSES (Profit)		**$0**

Note: this form is available as an Excel spreadsheet file. Email tknipe@tompkins-co.org

PRI Dr Scott Weekend



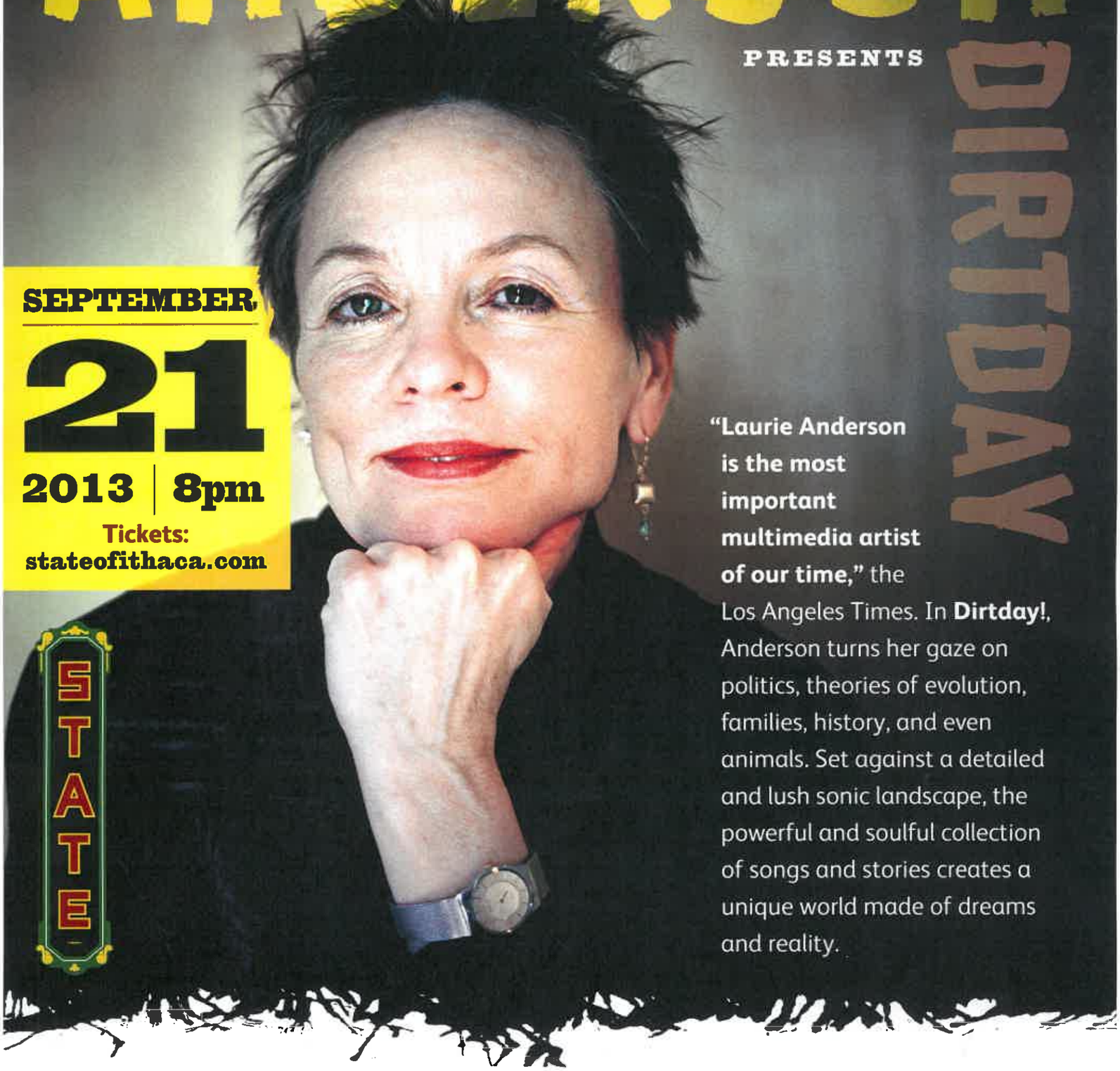
THE CFCU Community Credit Union Gateway Commons STATE SERIES PRESENTS

LAURIE ANDERSON

EARTH SCIENTIST OF TOMORROW

PRESENTS

DIRTDAY



SEPTEMBER 21

2013 | 8pm

Tickets: stateofithaca.com

STATE

"Laurie Anderson is the most important multimedia artist of our time," the Los Angeles Times. In **Dirtday!**, Anderson turns her gaze on politics, theories of evolution, families, history, and even animals. Set against a detailed and lush sonic landscape, the powerful and soulful collection of songs and stories creates a unique world made of dreams and reality.

Rock THE FUTURE

AND, don't miss the Artist Talk with Laurie Anderson, Dr. Roald Hoffmann and John Gurche moderated by Barbara Mink

September 22, 2013

at the Museum of the Earth

For more information, visit **museumoftheearth.org/laurieanderson**

Brought to you by

10TH ANNIVERSARY

MUSEUM OF THE EARTH

ARTISTIC PIONEER

Laurie Anderson comes to Ithaca for show, talk

TICKET, INSIDE TODAY

THURSDAY, SEPTEMBER 19, 2013

Defense: Nothing ties Whyte to murder

Round three of trial gets under way

By Kristy Westbrook
kwestbroo@gannett.com

ITHACA — The murder case against Corbin Whyte has no hard evidence linking him to the crime, his defense attorney told a Tompkins County jury Wednesday.

Whyte

Whyte is on trial for the third time on charges of second-degree murder, first-degree robbery and tampering with physical evidence in connection with the shooting death of Paul Garcia at the Maple Hill Apartments on Dec. 7, 2010. The first two trials ended with the juries failing to reach a verdict.

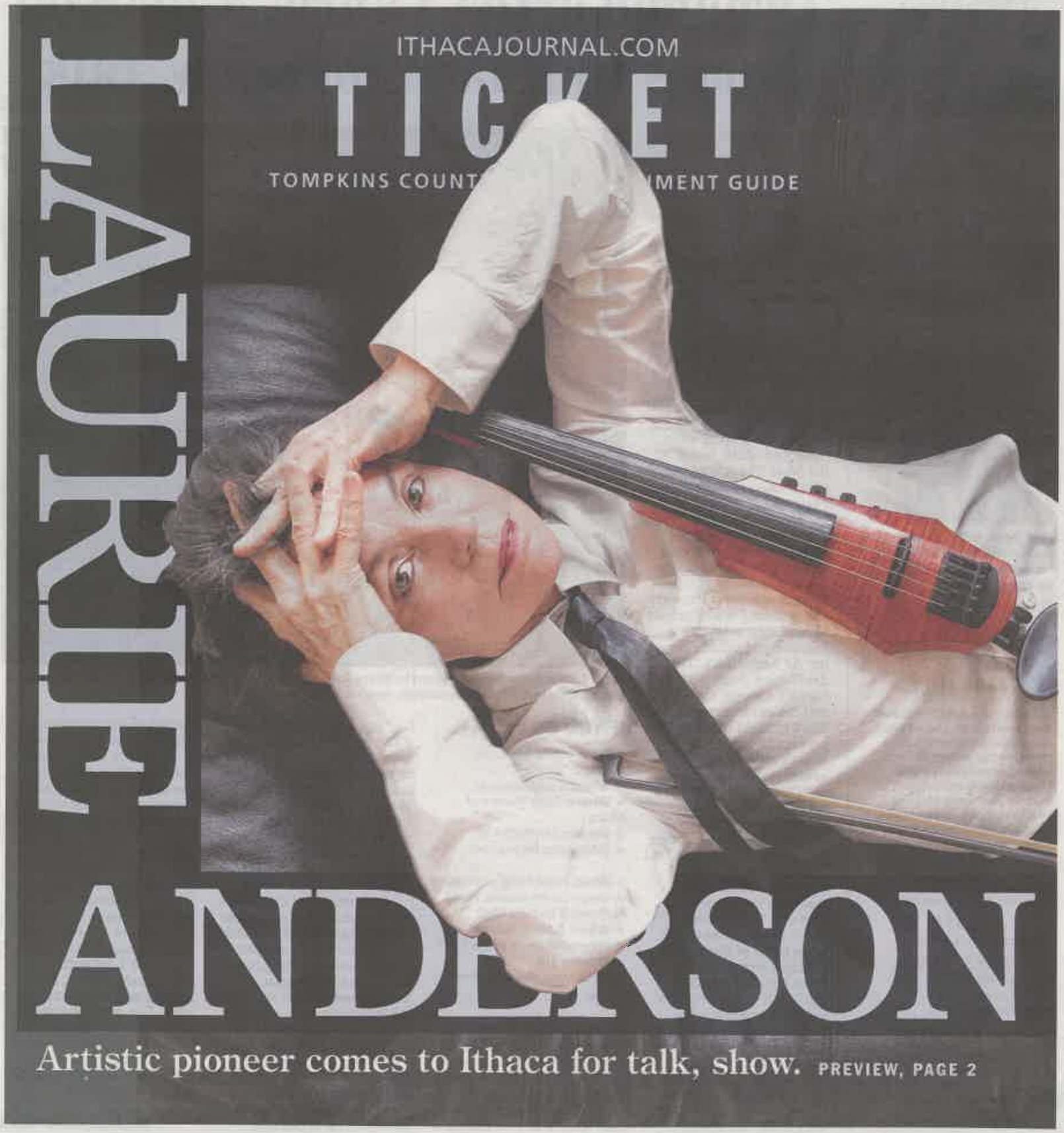
During opening statements Wednesday morning, the prosecution main-

Ithaca program opens doors to new homes

Ray Weaver, of the Town of Ithaca, has purchased one of the new low-cost houses built by Ithaca Neighborhood Housing Services in the Holly Creek development off of East King Road. There are income limits for buyers, based on family size.

ITHACAJOURNAL.COM
TICKET
TOMPKINS COUNT IMENT GUIDE

LAURIE ANDERSON



Artistic pioneer comes to Ithaca for talk, show. PREVIEW, PAGE 2

Dynamic artist Laurie Anderson comes to Ithaca for show, talk

By Jim Catalano
Correspondent

Multimedia artist Laurie Anderson will return to Ithaca this weekend for a pair of events in conjunction with the Museum of the Earth's 10th anniversary celebration. Saturday at 8 p.m., Anderson will present her "Dirtday!" show at the State Theatre, and then she'll be part of an Artists' Panel at the museum at 2 p.m. Sunday.

Anderson last appeared in Ithaca in 2006, when she performed her show "The End of the Moon" at the State Theatre as part of the Light in Winter Festival

"Laurie Anderson is a great exemplar of a performer who is not afraid to wrestle with big issues of the day, many of which involve science, discovery and politics," said Barbara Mink, Light in Winter's founder and artistic director. As Anderson's "Dirtday!" show deals with climate change, evolution and the environment, Mink thought it would be a perfect fit for the museum's anniversary events.

"Dirtday!" is third in a series of shows that Anderson has created over the past decade, following "Happiness" and "The End of the Moon." But Anderson noted she didn't conceive the pieces as a part of a larger trilogy.

"It did turn out there were three of them," she said in a phone interview from her studio in New York City this week. "By the third one, I kind of realized they're sort of a series, and it just worked out that way."

"Dirtday!" began as a series of solo violin pieces. "They weren't going to be very elaborate at all," Anderson said. "I had been messing around with various filters and I just loved the way they were working and I thought, 'I wonder what it would be like to do just solo violin works?'

Artist Laurie Anderson will return to Ithaca for a pair of events in conjunction with the Museum of Earth's 10th anniversary celebration. PHOTO PROVIDED / TIM KNOX

IF YOU GO

» **Who:** Laurie Anderson
» **What:** "Dirtday!"
» **When:** 8 p.m. Saturday
» **Where:** State Theatre of Ithaca
» **Tickets:** $19.50-$34.50
» **Info:** stateofithaca.com

» **What:** Artist Panel with Laurie Anderson, John Gurche, Roald Hoffman & Barbara Mink
» **When:** 2-4 p.m. Sunday
» **Where:** Museum of the Earth
» **Tickets:** $10
» **Info:** www.museumoftheearth.org

"But what happened was a few words began slipping into the melodies, then more slipped in," she added with a big laugh. "It turned into a very long story rather than the thing I started out with. I decided to go with that, because I'm trying to be organic and flexible."

Anderson said that "Dirtday!" is different each time she performs it. "I add little pieces and take some out," she explained. "The great thing about the music is that it's set up now so I can go anywhere at any time – it's not at all sequential. So if I don't feel like playing one thing, I can do something else, or make a song go three minutes longer or two minutes shorter or in another key. It has this feeling of improvisation, which I'm so happy about."

Anderson credits John Zorn, the New York City-based composer and saxophone player, for helping her to take a less-structured approach to her work. "He said to me 'Let's improvise!" and I said 'Why?'" she remembered with a big laugh. "It sounded like a horrible idea to just go out on stage not knowing what you're going to do. But the first time I did with him, it was so exhilarating and freeing and wonderful. So while I'm not really an improviser, I try to pull some of that into my own work."

While she's known for pioneering the use of technology in her work,

See ANDERSON, Page 3

and accurate — so what? To what end? But after all these decades of working with it, I'm still really split about it — into an almost perfectly equal love-hate relationship with it."

Anderson's conversational style has long characterized her work and made it accessible to audiences. "It's probably just get that I get hives when people lecture me," she said. "I really, really really hate that! I don't want to feel like I'm back in school with someone just yammering at you. So I try to super-hard not to do that."

Mink will moderate Sunday's panel at the Museum of the Earth; besides Anderson, the lineup will include paleo-artist John Gurche and physicist-author Roald Hoffman. "The goal of the panel is to explore the relationship between art and science, and perhaps more importantly, how what is produced can help everyone be more involved in shaping our world," Mink said.

That art-science relationship often comes into play for Anderson. "I love learning about new developments in communication and science, so it's always been a part of what I do," she said.

The State of the Art Gallery will hold a pre-show reception from 6 to 8 p.m. Saturday, before Anderson's State Theatre show. To learn more about this weekend's events, visit www.stateofithaca.com and www.museumofthearth.org.

Roger Shimomura: Minidoka on My Mind, on display through Dec. 22; 10 a.m.-5 p.m. Herbert F. Johnson Museum of Art, Cornell University, 114 Central Ave., Ithaca. 255-6464.

The Marcellus Shale Documentary Project, exhibit featuring images of Pennsylvanians affected by gas development of the Marcellus Shale; runs through Sept. 27; 10 a.m.-9 p.m. Gannett Center, Handwerker Gallery, Ithaca College, 953 Danby Road, Ithaca. 274-3018.

Vietnamese Ceramics from the Menke Collection, 10 a.m.-5 p.m. Herbert F. Johnson Museum of Art, Cornell University, 114 Central Ave., Ithaca. 255-6464.

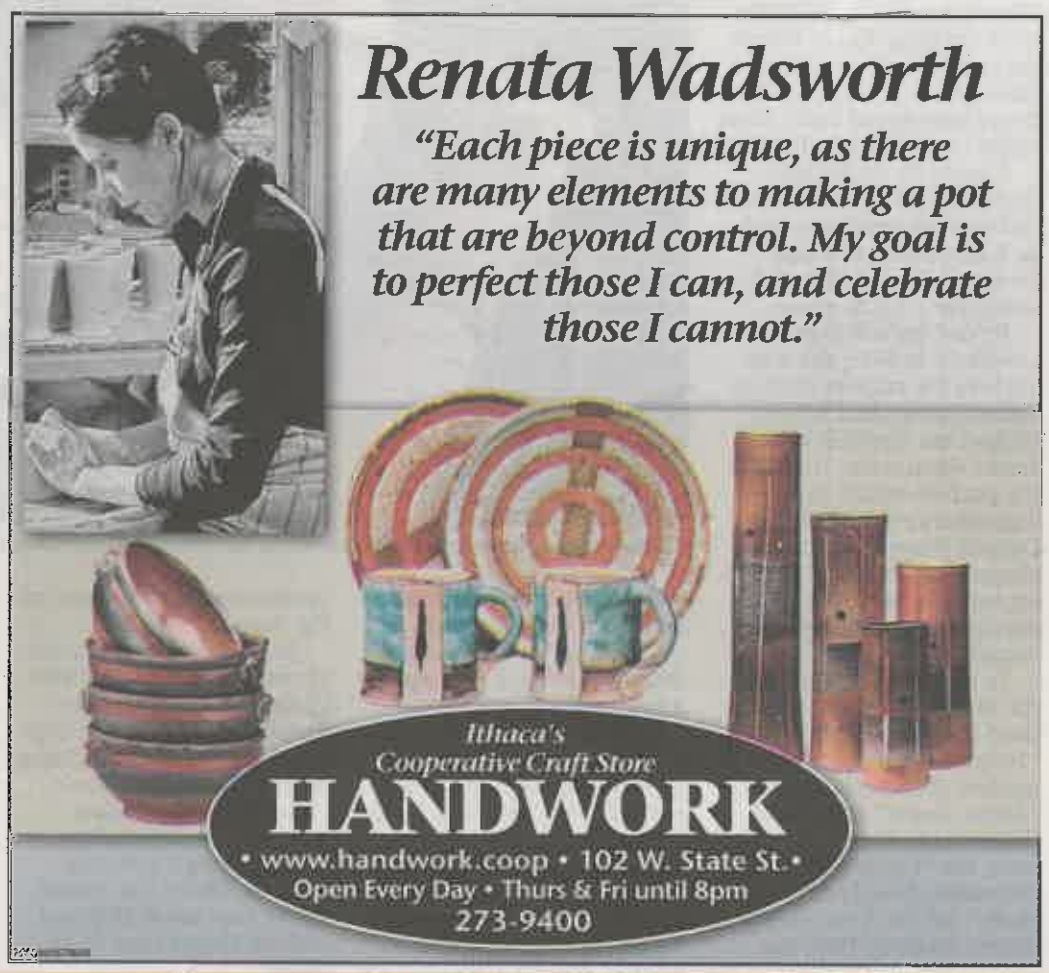
Community

Coalition for Families Meeting, 8:15-9:30 a.m. Cornell Cooperative Extension of Tompkins County, 615 Willow Ave., Ithaca. Nancy Potter: 272-2292 ext. 127 or np20@cornell.edu.

Duplicate Bridge, 10:30 a.m. The Bridge Club of Ithaca, 609 W. Clinton St., Ithaca. $3-$6. 273-2022.

Linux Discussion Group,

Continued on Page 11



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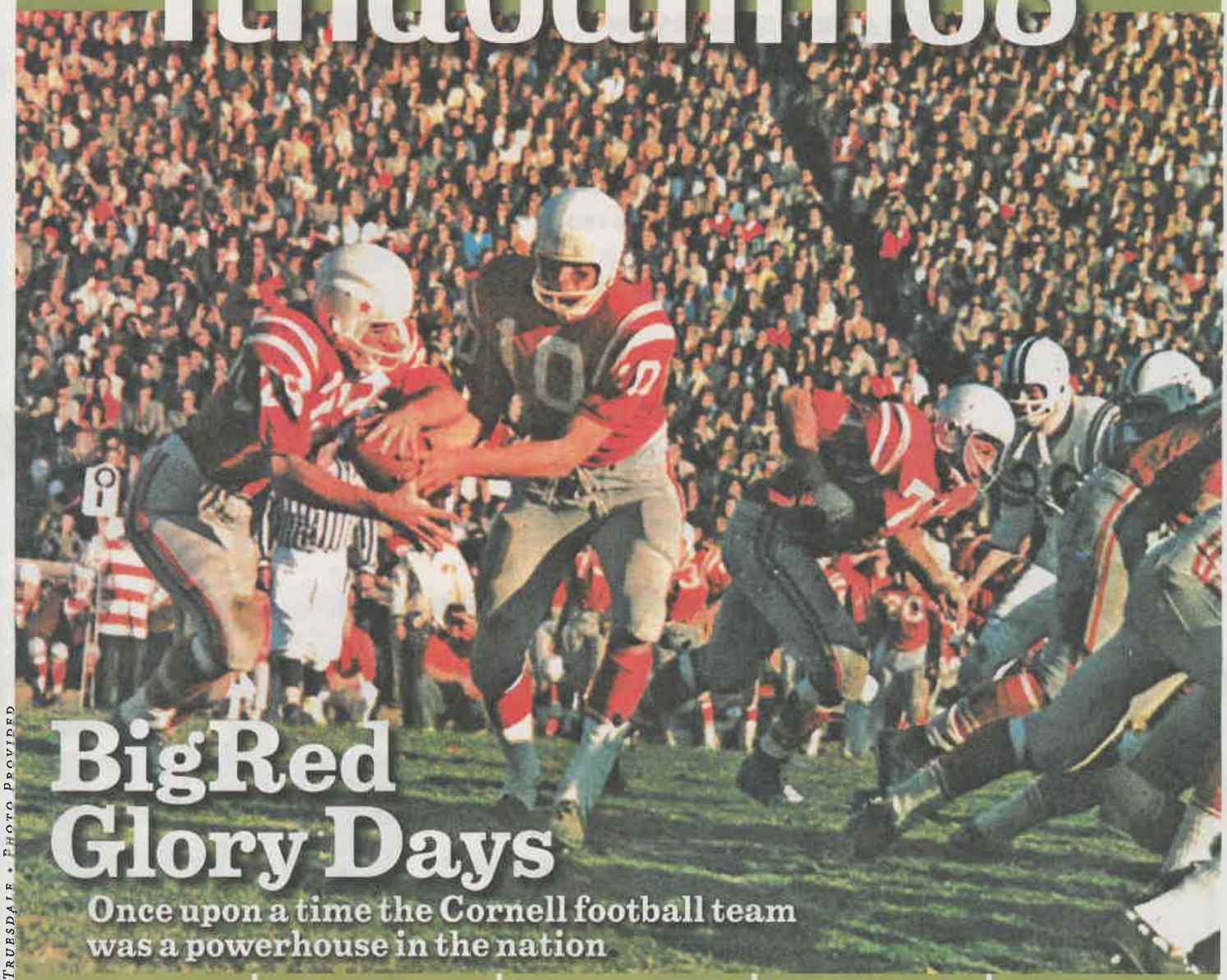

BigRed Glory Days

Once upon a time the Cornell football team was a powerhouse in the nation

Cover Design by Julianna Truesdale • Photo Provided

COUNTY PROPOSES 3.5% increase in tax levy

PAGE 3

SIDEWALK MAINTENANCE fees structured in two tiers

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LAURIE ANDERSON at State Theatre Saturday

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SPECIAL SECTION INSIDE

Digging Dirt

Laurie Anderson contemplates the Earth

BY LUKE Z. FENCHEL

The Museum of the Earth turns ten this year, and this Saturday the artist and musician Laurie Anderson will kick off a weeklong celebration of the unique upstate New York research institute that has also served as a tourist destination for 30,000 visitors each year. A resource for educators and the general public, the museum was established in 2003 as part of the more than 80-year old Paleontological Research Institution, a non-profit that is separate from, but formally affiliated with Cornell University.

"We were very excited to be the only location in the Southern Tier to receive the prestigious [Regional Economic Development Council] award, and honored that Laurie Anderson will be accessible to the general public for a low cost," said Elizabeth Brando, associate director of institutional advancement at the Museum of the Earth. Brando noted that Governor Cuomo, the Tompkins County tourism board, the State Theatre, the State of the Art Gallery, and Dan Smalls were all instrumental in bringing the world-class performance artist.

Laurie Anderson brought performance art to a popular audience. She has been doing it for over 40 years. (Photo provided)

On Saturday, Sept. 21, Anderson will perform "Dirtday!" at the State Theatre. Tickets for the 7 p.m. performance may be purchased online at stateofithaca.com; and run $19.50 - $34-50. A free pre-show reception will be held at the State of the Art Gallery across the street from the State Theatre 6 – 8 p.m. This event is free and open to the public and will feature a wine tasting from Bet the Farm Winery of Aurora NY.

Sunday, September 22, Anderson will participate in a moderated conversation at the Museum of the Earth. Led by Barbara Mink, founder and artistic director of the Ithaca-based nonprofit Light in Winter Festival from 1999 - 2011 and member artist of the Ithaca-based nonprofit State of the Art Gallery, the panel will feature Ms. Anderson and two individuals with direct experiences in the intersection of art and science. Tickets for the 2 p.m. discussion are $10.

Finally, on Saturday, Sept. 28, the Museum will officially celebrate its tenth year with a daylong program that is free and open to the public. Beginning at 10 a.m. and running through 8 p.m., the institute will host special programming, including a performance by Sally Lamb-McClune, who has composed a special piece in the museum's honor, and wrote a piece back at its founding as well. For more information, please visit the Museum's website at museumoftheearth.org or at Facebook.com/museumoftheearth.

* * *

The National Defense Authorization Act and the New Jersey tent-city of Lakewood are two things "happening in the so-called real world" that informed Laurie Anderson's *Dirtday!* a ninety-minute solo performance piece that she'll take to the State Theatre this Saturday, September 21. "I began with the idea that [this piece] would be all music, and no words…but pretty soon, it was one very long story, and in the end it turned out to be a very wordy thing," Anderson told me by phone this week.

Anderson, who over the course of forty years has managed to both be a performance artist and a musician with a chart topping single, has earned the right to be wordy: her explorations of language have made sense of the nonsensical worlds of politics, science, technology, and culture. "O Superman," her most famous composition, is a nine minute piece so malleable in its interpretations

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'ANDERSON'

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that it could be something Pink Floyd's Roger Waters might write, and in the aftermath of the September 11 tragedy, was read as an almost prescient-sounding prediction. My favorite description of her work is "cryptic yet warmly accessible."

Dirtday!, which premiered in Berkeley last year, has been described by Anderson as the third and last in her series of solo story works, which includes "The End of the Moon" and "Happiness," both written in the last twelve years. Much of its content turns on the mix of language, research, and inspiration that has characterized the artist's previous work.

"What if we renamed the planet 'dirt'?" Anderson asks; and she does so at a time that our society's relationship with the earth couldn't be more tenuous. Whether exploring the topic of the environmental effect of hydrofracking, to documenting pollution of our vast natural resources, or chronicling global climate change, science and politics have never felt more intertwined.

Laurie Anderson with her very electronic fiddle. (Photo provided)

This is the only scheduled presentation in New York State; the piece incorporates themes of evolution and the human impact on Earth which, according to Brando, directly connects to the Museum's mission.

The conversation Sunday will also center on issues of science, politics and the arts. This open-ended discussion will be led by Barbara Mink, founder and artistic director of the Ithaca-based nonprofit Light in Winter Festival from 1999 – 2011, and member artist of the Ithaca-based nonprofit State of the Art Gallery.

The panel will feature Ms. Anderson and two individuals with direct experiences in the intersection of art and science. The first, Dr. Roald Hoffmann, the Frank H.T. Rhodes Professor of Humane Letters Emeritus at Cornell University and 1981 chemistry Nobel laureate, is known for his contributions to chemistry, and he is also a writer of poetry, plays and essays. In particular, his essays often reflect on chemistry's relationship to philosophy, literature and the arts. The second, Museum of the Earth's Artist-in-Residence John Gurche, is a world-renowned artist who combines his knowledge of anatomy and paleontology with artistic craftsmanship to recreate vivid worlds of past life using bones, fossils, and other remains. "Shaping Humanity," Mr. Gurche's book, will be released this November from Yale University Press.

Gurche, who among other projects sculpted bronzes for the Smithsonian built three of a series of six works in the Museum of the Earth, spoke by phone about the discussion: "It is not a narrowly proscribed conversation; they picked three different people who use science and art, and I think we'll all have different pieces of the puzzle to add."

Potential panel topics include: "What is the role of art in scientific endeavors such as climate change and conservation?" and "How can artists help scientists express scientific findings to the general public?" We anticipate that the panel will inspire future community discussion on the intersection of art and science.

Over the course of the summer, Anderson has premiered three new ninety minute pieces (not counting *Dirtday!*); "I had a lot of fun doing that, jumping around."

And she reported that she's already working on a new piece. "The next thing I'm doing is going to be an extension of [the 1983 opera "United States]. Parts one through four were politics, transportation, money, and love, but I'm in the middle of writing U.S. five — which focuses on weather, war, and surveillance." •

CORNELLCHRONICLE
September 20, 2013

Sept. 19, 2013

Laurie Anderson's art turns to storytelling

By Daniel Aloi

Performance artist Laurie Anderson continues to address the effects of technology and alienation on modern-day society in her latest work, "Dirtday!" She performs it Sept. 21 at the State Theatre, and joins a panel discussion on art and science Sept. 22 as part of the Museum of the Earth's 10th anniversary celebration.

Anderson

"Dirtday!" is "a series of linked stories, kind of my favorite mode to work in, which leaves a lot of room for people to make connections between them," Anderson said. "They are ranging all over the place, from theories about evolution to some sort of dreamlike imagery."

Performed around the world since 2012, "Dirtday!" is more storytelling than multimedia – there are some short films, music and a minimal stage set: a comfortable chair, about 80 candles and a music stand.

Anderson in Ithaca

Laurie Anderson performs "Dirtday!" Sept. 21 at 8 p.m. at the State Theatre; tickets are $19.50-$34.50 at the box office and http://stateofithaca.com.

The Sept. 22 panel discussion, 2-4 p.m. at the Museum of the Earth, includes 1981 Nobel laureate in chemistry Roald Hoffmann, the Frank H.T. Rhodes Professor of Humane Letters Emeritus at Cornell; paleo-artist John Gurche; and moderator Barbara Mink. Tickets are $10 at http://museumoftheearth.org

It includes a "journalistic piece ... on a tent city in New Jersey, called Lakewood. It's an amazing place," she said. "People lost their jobs and their houses, and started living in tents. It's kind of crazy. That section of the series of stories is really just pretty much straight reporting of what I saw. Also, the work is underscored with keyboards and violin, and in another way is sort of a long piece of music."

"Dirtday!" is the third in a series of performance pieces Anderson has built around long stories, after "Happiness" and "End of the Moon."

"I thought these don't really fit into song structures, and I didn't like the idea of doing these as songs," she said. "It also seems like a film to me."

She is adapting some of the stories for Arte, the French television network.

"The work is really fun to do for me, especially this one. I have a lot of freedom in it," she said. "I can go from topic to topic and sound to sound, and in many ways it makes me really free to improvise."

Anderson is always trying new technologies. In June, she did a collaborative hip-hop performance in Toronto with artist Ai Weiwei, live from Beijing via Skype.

"You know, it works about as well as Skype does as home; it gets frozen and the audience is left hanging on where you are," she said. "It was sort of fun to do a big tech show and also have it be a kind of improv, which are two of my favorite things to do."

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RELATED INFORMATION

Museum of the Earth

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While Anderson has resisted suggestions to revive her best-known work from the 1980s, "United States," the four-part epic that spawned her only pop hit, "O Superman," she is working on a new installment, "United States 5," that may reference the earlier work.

"I think it's a really good time to look at what's going on around here," she said. "It sounds like the same place, when I listen to some of those songs. 'O Superman' was written during the Iran-Contra affair – basically during a war that is still going on in the Middle East. Some of the things I won't have to change at all … Basically we are in that same war and have given it seven different names and theme songs since it began."

LAURIE ANDERSON DIRTDAY!

The Los Angeles Times recently noted that Laurie Anderson was **"the most important multimedia artist of our time."** In **Dirtday!**, Anderson turns her gaze on politics, theories of evolution, families, history, and offers up a lush sonic landscape, full of songs and stories that create a unique world of dreams and reality.

AND, don't miss the Artist Talk with Laurie Anderson, Dr. Roald Hoffmann and John Gurche moderated by Barbara Mink at the Museum of the Earth on **September 22, 2013.**

For more information, visit **museumoftheearth.org/laurieanderson**

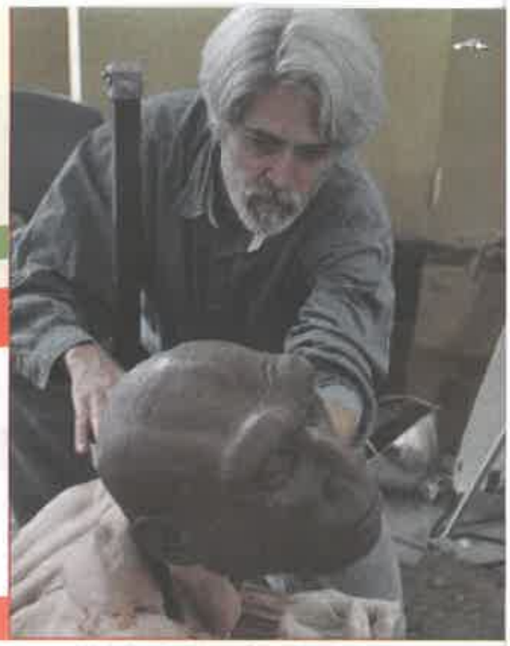
Rock the FUTURE

A Campaign to Inspire the Earth Scientists of Tomorrow

This program is made possible by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature and the Tompkins County Tourism Program.

Spend a Weekend with Laurie Anderson in Celebration of the Museum of the Earth's 10th Anniversary

BY: SARAH ROSEMARINO, MUSEUM OF THE EARTH



John Gurche, Photo Credit: Rachel Philipson

World-renowned performance artist Laurie Anderson is coming to Ithaca for two very special events to celebrate the Museum of the Earth's 10th Anniversary. On Saturday, September 21, at 8:00pm, Ms. Anderson will perform Dirtday! at the historic State Theatre in Ithaca. This show offers her look at politics, theories of evolution, families, history, and animals set against a detailed and lush sonic landscape. A public reception will kick off the festivities from 6:00-8:00pm at the State of the Art Gallery across the street.

On Sunday, September 22, at 2:00pm, the Museum of the Earth will host an Artist Panel featuring Laurie Anderson and two individuals with direct experiences in the intersection of art and science. The first, Dr. Roald Hoffmann, the Frank H.T. Rhodes Professor of Human Letters Emeritus at Cornell University and 1981 chemistry Nobel laureate, is known not only for his contributions to chemistry, but his work as a poet, playwright, and essayist. In particular, his essays often reflect on chemistry's relationship to philosophy, literature, and the arts.

The second member, PRI's Artist-in-Residence, John Gurche, is a world-renowned artist who combines his knowledge of anatomy and paleontology with artistic craftsmanship to recreate vivid worlds of past life using bones, fossils, and other remains. His current show, Raising the Dead: The Art & Science of John Gurche runs through September 30 at the Museum.

The panel will be led by Barbara Mink, founder and artistic director of the Ithaca-based nonprofit Light in Winter Festival, which ran from 1999-2011. She is also a member artist of the Ithaca-based nonprofit State of the Art Gallery. Potential panel topics include: "What is the role of art in scientific endeavors such as climate change and conservation?" and "How can artists help scientists express scientific findings to the general public?"

Please join us after the Artist Panel for a reception in the Museum from 4:00-6:00pm. Light refreshments will be served.

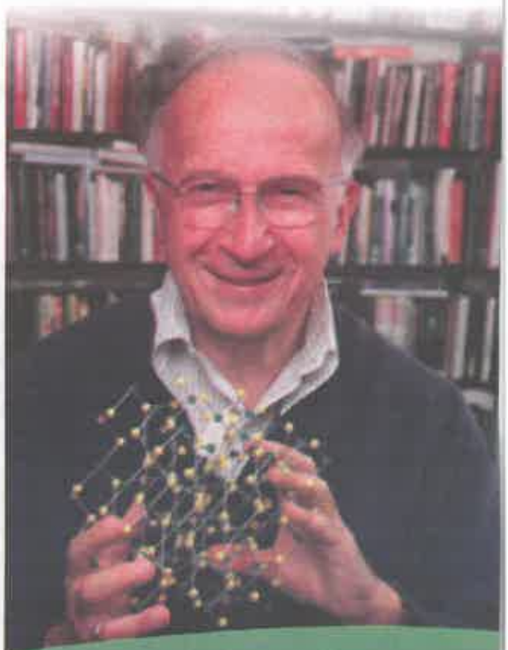
Our 10th Anniversary is Saturday, September 28th and we need your help to celebrate! Enjoy the Museum with free admission all day and with extended hours. Learn how the "improbable" Museum in Ithaca became a reality and grab a passport for a Journey through Time with stamps from each of the 10 exploration stations in our exhibits.

Visit museumoftheearth.org/laurieanderson for more information. The State of the Art Gallery is located at 120 W. State Street in downtown Ithaca; the State Theatre is located across the street at 107 W. State Street. The Museum of the Earth is located at 1259 Trumansburg Road (Route 96).

This program is made possible in part by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature and the Tompkins County Tourism Program.

Barbara Mink

Above: Laurie Anderson, Below: Dr. Roald Hoffmann, Photo Credit: Gary Hodges



Hikes, fossils, art: Something for everyone at PRI

THURSDAY, JULY 25, 2013

Looking for ways to get outside during these last few hazy summer days in August? Join the Museum of the Earth staff for a gorge walk or fossil-collecting trip this month.

Sarah Rosemarino
Museum of the Earth Connection

The James Potorti Interpretive Gorge Walk Series will be offered once again this year, and it's free to all members of the community. The gorge walks will take place in our local state parks every Friday in August from 10 a.m. to 11:30 a.m. The walks will be led by a PRI geologist who will share information about how the gorges were formed and the layers of rocks that can be seen as you hike the gorge.

The last hike will take place at the Cayuga Nature Center, so don't forget to take advantage of all the great ongoing programs and activities offered there.

We also have another great fossil-collecting trip coming up from 11 a.m. to 2 p.m. Aug. 17 in Morrisville. This is a final opportunity for the whole family to enjoy fossil collecting together — the September trip is for adults only. Preregistration is required, and there are discounts for our members. For more information on the James Potorti Gorge Walk series or fossil-collecting trips, visit museumoftheearth.org.

Looking for a casual evening inside to stay out of the heat? Join us for a lecture, "Shaping Humanity: A Sneak Preview of John Gurche's New Book" with PRI artist-in-residence, John Gurche, at 6 p.m. Aug. 28. John is a world-renowned paleo-artist and the current exhibitor for the temporary exhibit "Raising the Dead: The Art and Science of John Gurche," which runs through Sept. 30. On Friday, August 30th, at 5:00pm the Museum will be hosting "Inside the Glass," an event in partnership with GreenCatch with support from the Atkinson Center for Stability. GreenCatch is a Cornell student run organization focusing on awareness of sustainability in the seafood industry. This event will showcase the Museum's amazing new Indo-Pacific and Caribbean aquaria and GreenCatch members will discuss issues in sustainable seafood while serving sustainable sushi. This event has a suggested $10 donation at the door for science education.

The museum celebrates its 10th anniversary this year, and we will be having our big celebration this September. Get your tickets now for our special "Weekend with Laurie Anderson," where she will be performing "Dirtday!" at the State Theatre on Sept. 21 and participating in an artist panel at the museum with John Gurche, Dr. Roald Hoffmann and Barbara Mink on Sept. 22. For more information, check out museumoftheearth.org/laurieanderson.

Our official anniversary celebration is Sept. 28, and we want to celebrate with you! The museum will be open for 10 hours with free admission for all visitors. Learn the stories about how the impossible museum in Ithaca became a reality; fill your "Journey through Time" passport with stamps from each of 10 exploration stations throughout our exhibits; and celebrate 10 years with Museum of the Earth. Don't miss cake and a birthday celebration with Cecil at 1 p.m. Support the museum with a $5 donation at the door and receive an exclusive 10th anniversary button!

Questions? Check out museumoftheearth.org and our Facebook and Twitter pages for all of the latest information or contact Sarah Rosemarino, Marketing Manager at rosemarino@museumoftheearth.org

Our official anniversary celebration is Sept. 28, and we want to celebrate with you! The museum will be open for 10 hours with free admission for all visitors.

Fall 2013

Tompkins County Tourism Program

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

Part One: Application Cover Sheet

Applicant Organization: CITY OF ITHACA	Date: 9-19-13
Project Title: Ithaca Skate Jam 2014	Organization Tax ID # *(FEIN)*: 11-24-1982
Applicant Head of Organization *(Last Name, First Name, Dr./Mr./Ms.)*: JoANN CORNISH	Non-profit agency status *(type of agency)*: GOVERNMENT
Project Organizer *(Last Name, First Name, Dr./Mr./Ms.)*: Salfi, Kadie	
Title: "Special Ops"	Day Telephone: (415) 595 2114 / Other Telephone: ( ) / E-mail Address: kadie@cometskateboards.com
Address *(Street, City, ZIP Code)*: 126 B State ST Ithaca NY 14850	Website URL: www.cometskateboards.com

Place an "x" next to the grant program(s) to which you are applying:	New Tourism Initiative Grant X Tourism Project Grant Tourism Marketing and Advertising Grant X
Funds requested by grant type:	$4,000.00 New Tourism Initiative Grant or Tourism Project Grant $5,000.00 Tourism Marketing and Advertising Grant $9,000 TOTAL Funds Requested
Total project budget and % match	$ 27,425 Total Project Budget 32.8% Match
Is this project an event (yes or no)? (yes) If yes, list event date: 4-26-14	Projected number of attendees / participants 5000/500 Of these, % or number who live outside Tompkins County ~50%

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.

HEAD OF ORGANIZATION	
Signature: JoAnn Cornish	Date: 9/19/13
Type or print the name and title of the Head of Organization: JoANN CORNISH, DIRECTOR PLANNING BUILDING, & DEVELOPMENT CITY OF ITHACA	

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

Project Name: Ithaca Skate Jam

Tourism Grant Application - Budget/Expense Report Form

EXPENSES - CASH

USE	DESCRIPTION	ESTIMATED AMOUNT IN $	ESTIMATED USE OF GRANT	DIFFERENCE	Estimated % O-NY IMPACT	O-NY Marketing 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		
SUBTOTAL (cash expenses)		**$27,425**	**$9,000**	**$18,425**		

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)		**$2,000**
TOTAL EXPENSES (cash expenses & in-kind)		**$29,425**
Tourism Grant Share of Total Expenses*		**0.305862362**

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

Tom Knipe< tom.knipe@gmail.com>

Skate Jam

3 messages

Daniel Cogan< dancogan@verizon.net> Sat, Sep 21, 2013 at 2:55 PM
To: Tom Knipe <tom.knipe@gmail.com>

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
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Tom Knipe< tom.knipe@gmail.com> Mon, Sep 23, 2013 at 8:49 AM
To: tknipe <tknipe@tompkins-co.org>

[Quoted text hidden]
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585-590-0610

Tom Knipe < tom.knipe@gmail.com> Mon, Sep 23, 2013 at 8:50 AM
To: Daniel Cogan <dancogan@verizon.net>

Thanks Dan. I'll add your letter to the grant app attachments.
[Quoted text hidden]
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585-590-0610