

Community Celebrations Grant Report Form

Note to applicants: This report must be completed by the event organizer within one month after the event is held or the project is complete. Failure to submit a report on-time will jeopardize future eligibility.

\$1060.00

East Shore Festival of The Arts

Name of Celebration Event

Robin Schuttenberg

Name of Person Completing This Report

5/03/13 – 6/22/13

Date of Event

1. Approximate attendance: 400-500

2. How did you measure attendance and was the method effective? Why? **To measure attendance we gave stickers to each person. We then counted the number of stickers handed out. This is a very difficult festival to get an accurate count for. We have multiple parking access, and the event was in 4 different buildings with people wandering from space to space. We counted the stickers handed out.**

3. Did your actual expenses differ from your budgeted expenses? How and why? **Attach a copy of actual expenses paid using the attached Grant Expense form. We made more money this year by aggressively seeking sponsorships and donations from the community. I was also able to lower some of my estimated costs by sharing expenses with Triphammer Marketplace and watching my printing costs more carefully. Food costs especially were lower as they were tied to sponsors donations.**

4. How did you market the celebration and what was the most successful method.

We used Online News Papers, 9 Finger Lakes news papers, Times, Radio ads, Shopper Ad, Posters and press releases. We also gave each artist cards and posters to hand out. We encouraged the use of social media to help spread the word. We hung banners and flags.

The most successful marketing seems to be word of mouth, and Online News Paper.

5. What did you learn this year that will help you put on a better celebration in the future? What would you do differently next time?

- I don't think the closing ceremony is necessary. We will eliminate this portion of the art show. I needed many more permits this year and will need to apply for them in a timelier manner. This year we need Health Department Permits, Mass Gathering Permit, and Temporary Wine and Beer Permit.**
- I have found that partnering with other entities helps spread the work and expense while enhancing the quality of the event. We will attempt to do more of this.**
- We sought out sponsors more aggressively this year and will do so again next year.**
- We used our artists Catalogue to educate the attendees about the artists, local history and our sponsors. Next year we will add a page of art terminology to the book. This will enhance the festival goers appreciation of the art.**
- We will not have as many activities, as they are time and space consuming and seem under utilized.**

6. What else would you like the Strategic Tourism Planning Board or other event planners to know about your event? **The East Shore Festival of The Arts has become a highly anticipated event. The quality of the art was exceptionally high this year. This event is becoming a “Date Night” in the Town of Lansing. We are seeing fewer children as people are hiring babysitters. The crowd in general is staying longer and spending more money buying art. At least 9 pieces of art sold on opening night! Because of the East Shore Festival of The Arts there is more art programming in Lansing and more access to art in the Lansing Area. We are now trying to hang 7 small Art shows a year in the Town Hall.**

We are the show for artists who have never shown their work before. We also are the first art show many people have ever been to! I love this niche we have found,

Please return this completed report to tknipe@tompkins-co.org OR via mail to:

Tom Knipe
Tompkins County Planning Department
121 East Court St.; Ithaca, NY 14850
Email submission is strongly preferred.

Celebration Name:

Community Celebrations Grant Application - Budget/Expense Report Form

Instructions: Complete this form and submit it with the application. If successful in receiving a grant, the organizer must also fill in this form after the event takes place with actual expenses and submit the document with the narrative report within one month of the event to:

Tom Knipe, Senior Planner/Tourism Coordinator, tknipe@tompkins-co.org or Tompkins County Planning, 121 East Court St., Ithaca, NY 14850. Email submission is strongly preferred.

EXPENSES	USE	DESCRIPTION *red Denotes a change (provide details)	ESTIMATED TOTAL	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources	Actual expenses	In-Kind
	Local talent music	Local Artists Opening Night: Interlude Jazz Duo	200.00	\$60.00	\$140.00	200.00	
	Local talent music	Local Artist Opening Night: Mr. Mike on the Mandoline	100.00	\$0.00	\$0.00	100.00	
<i>List all major categories of expenses</i>	Local talent music	Local Artist Opening Night: Lisa Craig Fenwick on The Harp	300.00	\$100.00	\$200.00	300.00	
<i>Add or delete lines/rows as needed</i>	Local talent music	Local Artist Closing Cer. Paul Kempkes, Guitar	100.00	\$0.00	\$100.00	100.00	
	Local talent music	Artists Market Music Lisa Craig Fenwick on The Harp	100.00	\$100.00	\$0.00	100.00	
<i>Include the value of in-kind support</i>	Other	Featured Artist Penny Towner Chainsaw Carver	400.00	\$0.00	\$400.00	400.00	
<i>Denote in-kind as in example.</i>	Local food	Appetizers: CrossRoads Bar and Grille	600.00	\$0.00	\$600.00	600.00	\$600.00
	Local food	Cinnamon Shoppe: Cookies	100.00	\$0.00	\$100.00	100.00	\$100.00
	Local food	Lansing Market: grapes, veggies, cookies	200.00	\$0.00	\$200.00	150.00	\$150.00
		food for closing ceremony				41.11	
	Local food	BJ's Wholesale Food Club	100.00	\$0.00	\$100.00	13.20	
	Local Products	King Ferry Winery, wine tasting	180.00	\$0.00	\$180.00	180.00	\$180.00
	Local Products	Art supplied by Local artists	0.00	\$0.00	\$0.00	0.00	
	Space rental	Use of Lansing Town Hall, rest rooms, trash handling	250.00	\$0.00	\$250.00	250.00	\$250.00
	Space rental	Use of Lansing Community Library, rest rooms, trash handling	100.00	\$0.00	\$100.00	100.00	\$100.00
	Space rental	Lansing Historical School House	80.00	\$0.00	\$80.00	80.00	\$80.00
	Space rental	Triphammer Market Place: Artists Market	300.00	\$0.00	\$300.00	300.00	\$300.00
	Reusable signs	Rope Banner flags to replace balloons and rope to hang banners	40.00	\$30.00	\$10.00	44.61	
	Reusable banner	reusable banners purchased w/ previous grant. thank you	0.00	\$0.00	\$0.00	0.00	
	Other	compostable cups	50.00	\$50.00	\$0.00	26.78	
	Paid Advertising	Lite Rock 97.3 20 Radio Spots	58.00	\$25.00	\$33.00	200.00	
	Paid Advertising	The Shopper BLK/Wt 3x5 ad	105.00	\$70.00	\$35.00	63.00	
	Paid Advertising	Lansing Star, Local online paper	110.00	\$70.00	\$40.00	165.00	
	Paid Advertising	Ithaca Times, Lansing Ledger, all 9 local papers, 3x5 full color Ad	450.00	\$400.00	\$50.00	429.40	
	Printed Collateral	Word Pro, posters and Artist Card invitations	100.00	\$0.00	\$100.00	43.00	
	Other Marketing	Graphic Designer for movie ad, program/artists catalogue	300.00	\$150.00	\$150.00	300.00	
	Support for	mugs for volunteers	70.00	\$40.00	\$30.00	110.00	
	Advertising	press releases, sidebars Ithaca Journal, insertion into local calendar of events	0.00	\$0.00	\$0.00	0.00	
	Printing	printing catalogue Town of Lansing	600.00	\$0.00	\$600.00	600.00	\$600.00
	Other	Curator, Director of East Shore Festival of The Arts	800.00	\$0.00	\$800.00	900.00	
	Postage	Postage artist app. And permits	12.00	\$0.00	\$12.00	40.42	
	Art Supplies	stickers, Paper, crayons and Markers for Community Art Project	100.00	\$0.00	\$100.00	127.95	
	Other	Picture portraits (2 jigsaw puzzles)	10.00	\$0.00	\$10.00	76.32	
		Picture Hanging Solutions (stainless wire for hanging art)	0.00	\$0.00	\$0.00	86.85	
		Stand holders for donation Jars	0.00	\$0.00	\$0.00	19.88	
		Printer ink	0.00	\$0.00	\$0.00	71.27	
	Other	stickers for head count	30.00	\$25.00	\$5.00	32.49	
	TOTAL EXPENSES		5,645.00	\$1,060.00	\$4,585.00	6,351.28	\$2,360.00

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%)

0.19

INCOME - CASH

SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL	actual income
Community Celebrations Grant		1,060.00	\$1,060.00
Other grant	Community Arts Partnership GAP Grant	700.00	\$700.00
Event revenues	Ad Sales (\$500) Jury Fees (\$375)	875.00	\$950.00
Cash donations	Donation Boxes	100.00	\$102.70
Other	Lansing Community Council	300.00	\$600.00
	village of Lansing/Rogues Harbor		\$450.00
	private donations		\$45.00
Other	Lansing Community Library	100.00	\$100.00
SUBTOTAL (cash income)		3,135.00	\$4,007.70

INCOME - IN-KIND

Donated goods	Crossroads, cinnamon shoppe	700.00	\$700.00
Donated goods	wine, King Ferry Winery, Lansing Market, Tops,	480.00	\$330.00
Donated services	printing artists catalogue, signs, applications and posters	600.00	\$600.00
Donated services	space, utilities, bathroom facilities, heat, elec, trash	730.00	\$730.00
SUBTOTAL (in-kind support)		2,510.00	\$2,360.00

TOTAL REVENUES (\$6367.70(income) -6351.28 (expenses) =**\$16.42** **5,645.00** **\$6,367.70**
REVENUES LESS EX 0.00

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