

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.

\$1,100.00

2013 First Peoples' Festival (4th Annual)
Name of Celebration Event

Audrey J. Cooper
Name of Person Completing This Report

Saturday, October 5, 2013
Date of Event

1. Approximate attendance: 2000

2. How did you measure attendance and was the method effective? Why? Each vendor served 500 plates of food x 3 vendors = 1500 plus at least 500 people attended throughout the day over this amount. It's difficult to count the number of attendees except through numbers served. All three vendors ran out of food.

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. No.

4. How did you market the celebration and what was the most successful method.
We used list servs, newspapers, MRC's FaceBook page and web site, plus the Downtown Ithaca Business Alliance included our festival information in all of their paid advertising. During the festival we had ¼ cards with the information and sent volunteers to the Apple Harvest Festival to hand them out to people. All of the above mentioned outlets for publicity was successful and we'll continue the same approach for the next festival.

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? Using ¼ cards to hand out at the Apple Harvest Festival brought the larger numbers of people. I think we have the right combination for a successful festival and will continue to build on this.

6. What else would you like the Strategic Tourism Planning Board or other event planners to know about your event? The weather was beautiful, people were eager to learn about Indigenous culture, great volunteers, good food, fabulous entertainment and local support like the TC Tourism grants.

Please return this completed report to tknipe@tomkins-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 (provide details)	ESTIMATED TOTAL	ESTIMATED USE OF GRANT	DIFFERENCE to be made up with other resources
<i>List all major categories of expenses Add or delete lines/rows as needed Include the value of in-kind support Denote in-kind as in example.</i>	Local talent	Rainbow Crow band	\$250	\$	\$250
	Local talent		\$	\$	\$
	Other entertainment	Singers & Dancers & Musicians	\$3,160	\$1,000	\$2,160
	Local food	Snacks, drinks, pizza & other food	\$132	\$	\$132
	Local products	T-shirts	\$486	\$	\$486
	Local services	Equipment rental canopy large tent	\$484	\$100	\$384
	Space rental		\$	\$	\$
	Sound system	Solar Sound System local owner	\$500	\$	\$500
	Reusable signs		\$	\$	\$
	Reusable banner	Purchased banner for using yearly	\$88	\$	\$88
	Paid Advertising	Small ad for Tburg Fair booklet	\$20	\$	\$20
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers	see local foods above	\$	\$	\$
	Other	Lacrosse stick maker demo	\$250	\$	\$250
	Other	City of Ithaca permit fees	\$85	\$	\$85
	Other		\$	\$	\$
Other		\$	\$	\$	
Other		\$	\$	\$	
TOTAL EXPENSES			\$5,455	\$1,100	\$4,355
<i>Grant share must be 50% or less</i>	Community Celebrations Grant Share of Total Expenses (%)		20.2%		

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income Add or delete lines/rows as needed Include value of in-kind donations</i>	Community Celebrations Grant		\$1,100
	Other grant	CAP	\$1,000
	Event revenues		\$0
	Cash donations		\$0
	Other		\$2,000
	Other	MRC budget	\$1,355
	SUBTOTAL (cash income)		\$5,455

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
Donated goods		tables, chairs & pop-up tents	\$225
Donated goods			
Donated services		MRC staff 8hrx14wksx\$38hr =	\$4,560
Donated services			
SUBTOTAL (in-kind support)		\$4,785	
TOTAL REVENUES (including in-kind)		\$10,240	
REVENUES LESS EXPENSES		\$4,785	

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