

The Cornell Lab of Ornithology

159 Sapsucker Woods Road • Ithaca, New York 14850 • 607-254-BIRD • www.birds.cornell.edu

Bonnie Coffin
Cornell Lab of Ornithology
159 Sapsucker Woods Rod
Ithaca, NY 14850

June 10, 2013

Ms. Jody Dake
Village of Lansing Clerk
2405 N. Triphammer Road
Ithaca, NY 14850

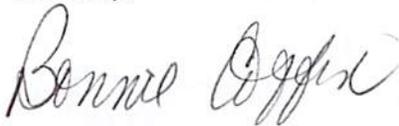
Dear Jody,

Attached please find the required Grant Report Form for the "2013 Spring Community Celebration Grant". The form as been completed and I have attached a separate spreadsheet with expenses incurred for this event as we received no other expense forms to fill out.

If you have any other questions, please don't hesitate to contact me or Anne Rosenberg at the Lab of Ornithology. I can be reached at 206-254-2429 or via e-mail at b1c1@cornell.edu. According to the grant requirements these were the only forms required for us to receive the \$500 grant from the Tompkins County Legislature. Therefore, please make check payable to "Cornell University" and reference Migration Celebration on the check, then mail to Bonnie Coffin at Cornell Lab of Ornithology, 159 Sapsucker Woods Road, Ithaca, NY 14850.

Thank you so much for this grant which will allow us to continue to provide valuable information to our community.

Sincerely,



Bonnie Coffin

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.

\$ 500

Name of Celebration Event: Migration Celebration
Name of Person Completing This Report: Anne Rosenberg

Date of Event: May 12, 2013

1. **Approximate attendance:** 950

2. **How did you measure attendance and was the method effective? Why?**

Electronic door counter. We believe this gives a pretty good count and it is the method we have in place. While it does count twice people who go in the front door twice, it does not count everyone in a group or people below ~2ft high (of which we have many coming to this event), nor does it count people who come in the "back" way through our outdoor exhibits.

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.**

Not really. Our estimates based on last year were pretty accurate. There was no grant expense form included and, therefore, am attaching an excel spreadsheet with our total expenses for this event.

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

School fliers, listserv announcements, Cornell Lab newsletter, Facebook, online calendars. Both the Ithaca Journal and Tompkins weekly ran articles about the event, which also helped.

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?**

This was our 7th year of the event, so we have worked out a lot of the wrinkles, based on visitor and volunteer feedback and staff discussions. However, the outdoor stations are newer (this was just the second year). They went well, but I will come up with a different set of activities for next year, ones that do not require so much preparation before the event.

Each year I am more impressed by how many community members enjoy helping out with this event. We had almost 60 volunteers this year, including retired folks, Cornell staff, and high school, college, and graduate school students.

I would like to reach out more to downtown people without cars.

6. **What else would you like the Strategic Tourism Planning Board or other event planners to know about your event?**

This event definitely seems to resonate with people. Based on both our feedback surveys and conversations with visitors and volunteers, people love learning about birds. They also really enjoy getting to know better a place that is right in their community but that does work nationally and internationally. In addition, it is the springboard for many of our most active volunteers, who get their start volunteering for this event.

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

EXPENSES FROM MIGRATION CELEBRATION ON MAY 12, 2013

6/5/2013	JIMS TENT RENTALS (5 tents & 9 tables)	861
5/15/2013	Wild Birds Unlimited - volunteer t-shirts (59)	652
5/12/2013	NEDS PIZZA for volunteer's lunch	225.94
5/12/2013	Tops - soda, paper supplies, etc for volunteer lunch	101
5/22/2013	Staples - paper supplies for booths and tables	12.89
4/30/2013	FEDEXOFFICE - copies for event and booths	45.11
5/20/2013	Cornell Raptor Program	<u>350</u>
	TOTAL	2247.94