

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.

\$720.00

5th Annual Verne Morton Memorial Photography Show & Contest

Name of Celebration Event

April Scheffler

Name of Person Completing This Report

August 16 & 17, 2013

Date of Event

1. Approximate attendance: ± 225
2. How did you measure attendance and was the method effective? Why?
We encouraged everyone to sign the guest book, however, some did not do so. We also counted the number of people who voted for people's choice award. This was effective since by casting a vote they were also signing up for a door prize.
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.
They did vary a little, but only because we don't do everything exactly the same each year. The total amount of expenses remained the same.
4. How did you market the celebration and what was the most successful method.
Paid ads, posters, rack cards, online announcements and calendars, radio, news articles. Probably the paid ads and posters are the most successful.
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?
Even though the rack cards were placed in several conspicuous places around Groton and accompanied by an eye-catching poster, they were not picked up by very many people, so we will probably not do those next year. Perhaps postcards to previous entrants would be more successful.

The new organizer for Olde Home Days is very enthusiastic about adding many more attractions on Conger Boulevard, where we are located. This will bring more people into our immediate area during Olde Home Days, and create more exposure to our photo show. We look forward to working with him next year to help make some of this happen.

We have had an offer from the First National Bank of Groton to display winning photos next year during the month of September. We think this will be a great way to extend the show, give us a lot of exposure for future events, and will be fun for the photographers to have their photos displayed for this length of time in an area where many other people will view them.

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

We have so many people who tell us what a wonderful event this is. This year we had quite a few new people who said “they were going to tell all their friends for next year” so, we felt that was quite positive. Keeping it free to enter as well as free to attend also makes it an event that can really be enjoyed by everyone. We try to continue to be creative with our prizes, which is challenging because of limited funds, but people seem to like what we have done so far. We did have one first prize winner this year who came back to pick up her photos and donated her prize back to us, asking that we give it to the kids who entered to encourage them to keep taking photos. That was nice. We also noticed this year that more people were seriously thinking about Verne Morton and attempting to look at Groton and photograph Groton the way they thought Morton might if he were here today. This has been one of our goals, and it is satisfying to see that people are beginning to understand this and bring us “Morton like” photos.

We would like to take this opportunity to thank the Strategic Tourism Planning Board for your generous grant this year. Without this grant we would not have been able to effectively advertise our event and it would not have been the success that it was. Thank you.

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: 5th Annual Verne Morton Memorial Photography Show & Contest

Community Celebrations Grant Application - Budget/Expense Report Form - Final Report

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)	ACTUAL TOTAL	ACTUAL USE OF GRANT (\$720.00)	ACTUAL USE OF TOWN FUNDING (\$400.00)
Paid Advertising		Local Shoppers & Newspapers	532.00	525.37	6.63
Paid Advertising		Outdoor Movies - Groton Youth	100.00	100.00	
Reusable Signs/Banners		Order from VistaPrint	43.40	43.40	\$
Posters, Handouts, etc		Order from VistaPrint	29.99	29.99	\$
Literature Holders		Resusable - from Staples	18.95	18.95	
Index Cards		Used to identify hung photos	2.29	2.29	
Awards		3 Picture Frames - AC Moore	48.57	\$	48.57
Awards		5 Card Readers - Staples	27.45	\$	27.45
Awards	5 - 16 GB Memory Cards - Staples	(Full price - \$89.95)	24.70	\$	24.70
Awards	Staples Coupons & Rewards - In Kind	(Used for balance of Memory Card costs)	65.25		
Awards	15 Packs Photo Paper - Dollar Store		15.00	\$	15.00
Awards	33 Mats - Dollar Store		33.00		33.00
Awards & Gifts	25 Tote Bags - InGreetings		141.25		141.25
Awards	3 Gift Certificates - History Center(Reduced Price)		45.00		45.00
Awards	3 Gift Cert - History Center(Balance of Price -in Kind)		15.00		
Awards	5 Magazine Subscriptions		61.54		61.54
Awards	Stickers for Ribbons - Vista Print		2.49		2.49
Awards	5 Picture Frames (in Kind)		40.00		
Awards	Ribbon to make ribbons (in kind)		2.00		
2 Judges	To judge contest (in kind)		70.00	\$	
Refreshments	For Friday Evening Opening Gala (in kind)		40.00	\$	
Cups & Napkins	For Friday Evening Opening Gala (in kind)		20.00	\$	
Door Prizes	Free totes & mouse pads - Vista Print (in Kind)		40.00	\$	
Posters & Handouts	In-House Printing - Clerk's Office (in kind)		20.00		
Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79		108.95	\$	
Photographer	(In kind) 1 hour @ \$21.79		21.79	\$	
Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79		43.58	\$	\$
TOTAL EXPENSES			1,612.20	720.00	405.63

Grant share must be 50% or Community Celebrations Grant Share of Total Expenses (%) 44.7%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Community Celebrations Grant		\$720
	Town of Groton		\$400
	SUBTOTAL (cash income)		\$1,120

INCOME - IN-KIND	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
Awards	Staples Coupons & Rewards - In Kind	(Used for balance of Memory Card costs)	65.25
Awards	3 Gift Cert - History Center(Balance of Price -in Kind)		15.00
Awards	5 Picture Frames (in Kind)		40.00
Awards	Ribbon to make ribbons (in kind)		2.00
2 Judges	To judge contest (in kind)		70.00
Refreshments	For Friday Evening Opening Gala (in kind)		40.00
Cups & Napkins	For Friday Evening Opening Gala (in kind)		20.00
Door Prizes	Free totes & mouse pads - Vista Print (in Kind)		40.00
Posters & Handouts	In-House Printing - Clerk's Office (in kind)		20.00
Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79		108.95
Photographer	(In kind) 1 hour @ \$21.79		21.79
Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79		43.58
SUBTOTAL (in-kind support)			\$486.57

TOTAL REVENUES (including in-kind) \$1,606.57
REVENUES LESS EXPENSES -\$5.63