

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.

\$ 1,200

GIAC FESTIVAL: "Doing Small Things in a Great Way"
Name of Celebration Event

Zack Nelson
Name of Person Completing This Report

6/8/2013
Date of Event

1. **Approximate attendance:** 400

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

Attendance was calculated by a summary headcount during the peak time of the festival. While the total is an estimate, it is believed to be a close to the actual attendance. This method of measure is most appropriate as this is an open event without tickets and/or barriers.

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.**

Expenses were generally in line with those in the proposal. A few items were eliminated (dunk tank) and several of the amounts deviated, since some time had passed between the grant application and actual event.

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

The festival was marketed through strategic postering, use of PSAs on Cayuga Radio Group, sharing on email list and social media sites, word of mouth, and by going door-to-door in the neighborhood. All methods have advantages, but the email publicity may have been the most successful since it reaches a large part of the community and was timed as a "save the date" followed up with a reminder a few days prior to the event.

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?**

Several things were highlighted in the post festival review. Among these are: review of festival layout, stricter adherence to a performance schedule, and the proposal that GIAC acquire a tent to protect the stage

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

The 2013 GIAC Festival was a great success. The attendance was consistent with the diversity of our community and entertainment was enjoyed by people of all ages. The Festival also provided the opportunity for community members to interact with local non-profits and city/county agencies, as well as business opportunities for entrepreneurs. The event created the space for many interactions between a diverse group of people, truly serving to build and enhance our community.

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: The GIAC Festival

Community Celebrations Grant - 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
	DJ LIGHTYEAR	Performer, sound	\$300	\$300	
	NICK DUBOSE	acoustic guitar pop country	\$50	\$50	
	MARCHANT	Skateboarding routing	\$25	\$25	
	GCF	break dancing	\$50	\$50	
	ERNEST VERB	hip hop	\$50	\$50	
	BRAVO BLANE	hip hop	\$25	\$25	
	ROCKY B	acoustic guitar rock covers	\$25	\$25	
	SAMMUS	hip hop	\$50	\$50	
	MISS VIOLET	pop	\$50	\$50	
	TRECE	soul	\$75	\$75	
	ELLY HOLIDAY	Hip Hop/Soul	\$50	\$50	
	BAPTIST CHURCH CHIOR	R&B/Soul and Hosting the event	\$150	\$150	
	LUIS CHARRIS	Stage Manage, Coordinate Performers, Promote	\$700	\$0	\$700
		Dance floor rental	\$200	\$0	\$200
		Table/chair retail (20 tables, 200 chairs)	\$350	\$300	\$50
		Printing of quarter cards	\$20	\$0	\$20
TOTAL EXPENSES			\$2,170	\$1,200	\$970

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 55.3%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Community Celebrations Grant		\$1,200
	Other grant		\$
	Event revenues		\$
	Cash donations		\$
	GIAC Board Contribution		\$970
	Other		\$
SUBTOTAL (cash income)			\$2,170

INCOME - IN-KIND			
	Donated goods		
	Donated goods		
	Donated services		
	Donated services		
SUBTOTAL (in-kind support)			\$0
TOTAL REVENUES (including in-kind)			\$2,170
REVENUES LESS EXPENSES			\$0

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