

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

Applicant Instructions:

- Read the Application Guidelines prior to completing this application
- Answer all 12 questions using the space provided. You may attach up to one additional page of text if you find that you need more room to answer any of the questions.
- Provide a complete budget. An Excel version of the budget form is online here:

www.tompkinscountyny.gov/tourism/. To request that the budget form be emailed to you, email Tom Knipe at tknipe@tompkins-co.org or call 607-274-5560.

- Email a .pdf file of this completed application by 11am, Friday, February 21, 2014** to: tknipe@tompkins-co.org OR by hand or by mail to Tompkins County Planning Department, 121 East Court Street, Ithaca, New York 14850.
- Send a copy of your application to the municipality where your Celebration will take place.** A list of municipalities and addresses is provided with this form.

Celebration Name: Food Justice Summit	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 1,000	Date(s): Fall 2014 (Early September, TBD)
Group requesting grant (organizer): GreenStar Community Projects	Amount requested: \$2,000
<p>Event Contact Name: <u>Allison Sribarra and Holly Payne</u></p> <p>Phone <u>607-882-0496</u></p> <p>Address: <u>GreenStar Community Projects, 700 W Buffalot Street, Ithaca, NY</u></p> <p>Email <u>alli.barrasrinivas@gmail.com, hexpayne@gmail.com</u></p>	

1. Describe your celebration in a few sentences.

The Food Justice Summit is an educational and multicultural event that brings the community together to foster a sustainable, equitable and effective local food system by highlighting the unique agriculture and cultural identity of the people in Tompkins County. The 2014 event will include an emphasis on education and dialogue, with community panels, educational “break-out” sessions, and special speakers. This will be in addition to staple Food Justice Summit activities, including music by local performers, the Junior Iron Chef demonstration, and affordable local food options from area vendors. The purpose is to engage and benefit community members in building a regional food system that promotes personal health, community well-being, ecological stewardship and economic vitality for all.

2. What is the history of the event (ie, number of years it has occurred)?

The Food Justice Summit has occurred for three years. The 2014 Summit will be the 4th Annual.

3. What aspects of the community’s culture or history are you celebrating?

The Food Justice Summit celebrates every person's connection to the food we eat, from the agricultural connection to the producers of our food, to our diverse cultural traditions around food. The Summit is an opportunity for people of all ages and cultures to connect, learn from each other, and declare united support for community efforts to build a just, sustainable, healthy, and equitable food system.

4. How will you convey to attendees the historical or cultural component of your celebration? If you would like help defining the historical component, please contact the County Historian at: historian@tompkins-co.org.

Speakers, performers (musicians, artists, comedians, poets, dancers), educational presentations, food demonstrations, educational displays and tabling will provide opportunities for event goers to experience the cultural themes of the Food Justice Summit. The 2014 Summit will also include at least one panel of community members that will highlight their individual experiences with food access, sustainability, and cultural traditions around food.

5. How will you measure attendance, benefits, and success of the event?

We will measure attendance by doing crowd counts at key moments of the event. We will evaluate the success of the event by public attendance, sponsorships secured, number of organizations and vendors who table and from feedback collected by event goers, vendors and educational exhibitors. The diversity of event goers, partners, performers, speakers, vendors and exhibitors will also be used as an indicator of success.

6. List local partners and entities that will assist with the event, and what they will provide.

The following partners provide support with outreach / publicity and provide input and logistical support during the event organizing: Cornell Cooperative Extension Tompkins County, Greater Ithaca Activities Center, GreenStar Cooperative Market, Fresh Fruit and Vegetable Snack Program, Gardens 4 Humanity, Groundswell Center for Local Food and Farming, Healthy Food For All, Ithaca Community Harvest, Multicultural Resource Center, New Roots Charter School, Southern Tier Advocacy an Mitigation Project (STAMP), Sustainable Tompkins, Whole Community Project, Youth Farm Project, and many local farmers and chefs/restaurants!

In 2013, the event was hosted at Southside Community Center. The Center provided on-site logistical support and in-kind space rental. We are currently exploring the possibility of hosting the Summit at the Center again this year.

7. List the board of advisors.

GreenStar Community Projects Board of Directors: Dan Hoffman (President), Rene Carver (Vice President), Allison (“Alli”) Sribarra (Treasurer), Ellen Baer, Phoebe Brown, Gary Fine, Brandon Kane

8. How many people might be expected to attend, and how will you promote the celebration?

We estimate that 1,000 will attend.

Promotion will include: press releases, PSAs, event announcements, calendar listings and articles to regional print, radio and TV media. Announcements on local community and campus listservs (TC Human Services, Fall Creek neighborhood, Sustainable Tompkins, and Cornell’s Sustainability Hub, NWAEG, cPARN). Posters and flyers will be distributed throughout the community. Social networking will be used (Facebook, Twitter). Tabling at other community events and, depending on event location, canvassing the community, will provide a more personal method of promoting the event to potential attendees.

9. What measures will you take to promote diversity and inclusion through your celebration?

Diversity and inclusion are a part of the design and fabric of the Food Justice Summit. As in previous years, diverse groups of individuals and organizations are actively recruited to be partners, lead and serve on committees and shape the event to the fullest. The Food Justice Summit engages youth, elders, differently-abled individuals, people from diverse socio-

economic backgrounds, people of color and people who identify from a broad range of ethnicities and cultural backgrounds to be a part of the organizing, execution and evaluation of the event.

Diversity is a priority in selecting performers, guest speakers, vendors and educational exhibitors, as well as selecting culturally appropriate activities, food and music

10. What measures will you take to promote/practice environmental sustainability through your celebration?

The Food Justice Summit strives to be a Zero Waste event; a “Green-Up Crew” of volunteers is responsible for recycling, composting and trash (including source separation and waste removal). Priority will be given to using reusable, recyclable and compostable materials (dinnerware, banners, etc.). Educational exhibits from 30+ organizations will be at the event to promote and provide resources to support sustainable lifestyle choices.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?

GreenStar Community Projects staff person plans to attend at least one Tompkins County Festivals Program workshop prior to the event.

12. What would be the specific impact of receiving less funding than you are requesting? For example, what are the things that you would like to be able to do that you would not be able to do? What would be removed or reduced from your plans if you had to make do with less than requested?

Funding from Tompkins County Tourism program will help to cover the costs of posters and other event publicity, table/chair rentals, while also helping us to attract local talent for the celebration – both musicians and featured speakers. Receiving less than the requested \$2,000 would require us to cut back on the number of performers, exhibits and activities we are planning to offer at our event to cover these necessary expenses.

***Attach a Budget Form showing how the grant money would be spent. The budget form must be in the format provided.**

Celebration Name: Food Justice Summit

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>Example only</i>	25c each	\$50	\$30	\$20
	<i>Example only</i>	(in-kind)	\$300	\$0	\$300
<i>List all major categories of expense</i>	Local talent	local musicians	\$800	\$800	\$0
<i>Add or delete lines/rows as needed</i>	Local talent	Featured speaker, TBD	\$650	\$650	\$0
<i>Include the value of in-kind support</i>	Other entertainment		\$	\$	\$
<i>Denote in-kind as in example.</i>	Local food	Food for concessions - purchased	\$600	\$0	\$600
	Local products	T-shirts and other memorabilia	\$850	\$0	\$850
	Local services		\$	\$	\$
	Space rental	In-Kind contribution	\$300	\$0	\$300
	Sound system	In-kind contribution	\$1,000	\$0	\$1,000
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising		\$	\$	\$
	Printed Collateral	Posters	\$200	\$200	\$0
	Other Marketing		\$	\$	\$
	Support for Volunteers	stipends for planning low-income committee members	\$600	\$350	\$250
	Other	GSCP staff time	\$1,600	\$0	\$1,600
	Other	Permits	\$150	\$0	\$150
	Other	Insurance	\$400	\$0	\$400
	Other	Table/chair rentals	\$250	\$0	\$250
	Other	Food - in-kind contribution from farmers	\$400	\$	\$
	TOTAL EXPENSES		\$7,800	\$2,000	\$5,400

Grant share must be 50% or less Community Celebrations Grant Share of Total Expense 25.6%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of income</i>	Community Celebrations Grant		2000
<i>Add or delete lines/rows as needed</i>	Other grant		
<i>Include value of in-kind donations</i>	Event revenues	T-shirt sales	900
	Cash donations	collected at the event	200
	Other	Sponsorships	3000
	Other		\$
	SUBTOTAL (cash income)		\$6,100

INCOME - IN-KIND			
	Donated goods	food donation	\$400
	Donated goods		
	Donated services	space rental	\$300
	Donated services	Sound system	\$1,000
	SUBTOTAL (in-kind support)		\$1,700
	TOTAL REVENUES (including in-kind)		\$7,800
	REVENUES LESS EXPENSES		\$0

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