

APPLICATION FORM: SPRING 2014 COMMUNITY CELEBRATIONS GRANT

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| Celebration Name: The GIAC Festival | Municipality where Celebration will take place: City of Ithaca |
| Expected Attendance/Participation: 500 | Date(s): 6/14/14 |
| Group requesting grant (organizer): Greater Ithaca Activities Center (GIAC) | Amount requested: \$ 2000 |
| Event Contact Name: <u>Travis Brooks</u> Phone <u>607-272-3622</u> Address: <u>301 W. Court St., Ithaca, NY 14850</u> Email <u>travisb@cityofithaca.org</u> | |

1. Describe your celebration in a few sentences.

This is a one-day street festival hosted by GIAC that provides a multicultural, educational, and recreational opportunity focused on promoting positive social interactions, community connections, and on improving the quality of life for the people living in our community. It's primary objective is to celebrate the culture of family and community unity -- bridging the gap between neighborhoods, residents and services.

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

This is one of GIAC's five annual special events that celebrate community and diversity (Harvest Festival, Martin Luther King, Jr. Breakfast, Black History Month Talent Show, Halloween parade and party in conjunction with the Downtown Ithaca Alliance, and the GIAC Festival). GIAC has been hosting the festival for over 25 years. Over the years, it has grown significantly from focusing exclusively on GIAC to more broadly celebrating GIAC's position as a part of the community and the connections of "our family"

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

This event celebrates GIAC's multiculturalism, the culture and talent of our neighborhood and the families we serve. Each year, community members share aspects of their individual and collective cultures from food to performances to homemade crafts that they sell. Given some of the violence and tragedy our community has experienced over the last year, we feel that it is even more important to focus on our strengths as a community and to share the positives of the many cultures that we embrace at GIAC. GIAC encompasses a wide range of cultures, ethnicities, and ages. Our teens will be performing different aspects of hip hop culture. Our Latino families will be sharing food and cultural performances. GIAC Seniors will put on their annual Cake Wheel and Crafts sale. There

will be many other unique performances from the various cultural groups that participate in GIAC programs. For us the festival celebrates a fusion of all the cultures we serve from within our neighborhood.

The four main components of the GIAC Community Festival are:

1) Vendors - We plan to have about 15-20 vendors from the neighborhood most of whom have been involved with GIAC for over 10 years, as volunteers, supporters, or GIAC parents. Vendors sell an array of multicultural products from rare plants to diverse crafts and clothing to a variety of ethnic foods. All of the vendors are small, home-based businesses and cater to the low-to-moderate income population. The GIAC Teen (and preteen) Program, will be selling t-shirts that are designed and made through a micro-entrepreneur program, as well as posters honoring human/civil rights leaders.

2) Children's/family games - We plan to have six stations for children/family games. There will be several bounce houses and other large inflatable games; one for challenging motor and cognitive skills games for the teen population; an arts and crafts booth for families; a station for fun, novelty and team games for ages 4 - 13 years (such as pin the tail on the donkey, water balloon toss, three-legged race and fishing for prizes); and a 3-on-3 basketball tournament.

3) Performances – We will have performances and entertainment from community members, GIAC participants, staff, and a specially invited “headliner” entertainer/band, all of which will showcase different cultures and genres.

4) Community agencies – We will have tabling opportunities for 10–15 community service agencies to use the festival as an opportunity to showcase their organization and gain exposure within GIAC's diverse population. It is also a fun venue for community members to seek services or information about meeting their needs without intimidation or embarrassment.

Additionally, the Ithaca Police Department will be in attendance with free helmet fitting, giveaways for children and families, and tours of the SWAT vehicle; the Ithaca Fire Department demonstrating proper use of a fire extinguisher (and allowing children to try), The Tompkins County Sheriff's Department with a DWI simulation testing station. Tompkins County Health Department Healthy Neighborhood Program will provide information on promoting healthy homes through awareness of radon, smoke and carbon monoxide detectors, lead paint, and more. Together, all the organizations and agencies bring attention to and celebrate neighborhood, safety, security, and quality of life.

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.

The cultural component of the celebration will be obvious through the eclectic mix of music and performances, as well as the range of vendors selling food and goods. Some of

the cultural performances include Irish music and dancing, Latino dancing, Hip Hop dancing and singing, Blues guitarist, African drumming and dancing, and Japanese drumming, among others.

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

Observation of crowd size/response, comparison to previous years, informal feedback from attendees, staff recap of successes and problems

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

**Ithaca Police Department: helmet fitting, giveaways for children and families, and tours of the SWAT vehicle,
Ithaca Fire Department: demonstrating proper use of a fire extinguisher,
Tompkins County Health Department: provide information on promoting healthy homes,
Tompkins County Sheriff's Department: DWI simulation testing station
Cayuga Medical Center providing personal wellness information and testing, e.g Blood Pressure**

7. List the board of advisors.

Selected program staff/ board members, and GIAC Senior Administrative staff plan the event

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

We expect approximately 500–800 people to attend the event, which is consistent with the numbers we have seen historically.

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

We will promote the event through a variety of channels. GIAC, itself, is very diverse. Our participants already come from every neighborhood and school in the community. Racially, ethnically, and culturally, our community includes just about as many variations as exist within the city. And there is a well-established list of "Friends of GIAC", such as CCE, SSCC, Village at Ithaca that will assist to extend the reach even further. The festival will be attended by people of all ages, from newborns to seniors in their 90's. It is a very diverse group of people.

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

Recycle cans/water bottles, GIAC will use compostable plates and plastic ware, and carpool opportunities will be available for participants. Additionally, most of the attendees come from our immediate surrounding neighborhood, therefore walk or bike to the festival.

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

Review of web-page/guides

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?

The most significant impact of receiving less funding than requested would be to decrease the number of performing acts and/or attractions that appear/are available at the festival.

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

Celebration Name: 2014 GIAC Festival

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 | 10 individual performers - \$50 each | \$500 | \$500 | \$0 |
| | Local talent | 3 local bands at \$600 each | \$1,800 | \$1,200 | \$600 |
| | Other entertainment | Magician and Balloon Artist | \$1,000 | \$0 | \$1,000 |
| | Local food | | \$ | \$ | |
| | Local products | | \$ | \$ | |
| | Local services | | \$ | \$ | |
| | Space rental | | \$ | \$ | |
| | Sound system | DJ Equipment and sound system rental | \$1,000 | \$100 | \$900 |
| | Reusable signs | | \$ | \$ | |
| | Reusable banner | | \$ | \$ | |
| | Paid Advertising | 200 color flyers, 50 11x17 color posters, 600 quarter cards | \$260 | \$200 | \$60 |
| | Printed Collateral | | \$ | \$ | |
| | Other Marketing | | \$ | \$ | |
| | Support for Volunteers | | \$ | \$ | |
| | Other | Outdoor Dance Floor | \$550 | \$0 | \$550 |
| | Other | | \$ | \$ | |
| | Other | | \$ | \$ | |
| Other | | \$ | \$ | | |
| Other | | \$ | \$ | | |
| TOTAL EXPENSES | | | \$5,110 | \$2,000 | \$3,110 |

Grant share must be 50% or less

| | | |
|--|-------|-------|
| Community Celebrations Grant Share of Total Expenses (%) | 39.1% | 60.9% |
|--|-------|-------|

| 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 | | 2000 |
| | Other grant | | \$ |
| | Event revenues | | \$ |
| | Cash donations | | \$ |
| | Other | GIAC Board & Donations | 2110 |
| | Other | | \$ |
| | SUBTOTAL (cash income) | | |

| INCOME - IN-KIND | SOURCE | DESCRIPTION (provide details) | ESTIMATED TOTAL |
|---|--------|----------------------------------|--------------------|
| Donated goods | | | |
| Donated goods | | 1 local band | \$600 |
| Donated services | | DJ Service | \$400 |
| Donated services | | | |
| SUBTOTAL (in-kind support) | | | \$1,000 |
| TOTAL REVENUES (including in-kind) | | | \$5,110 |
| REVENUES LESS EXPENSES | | | \$0 |

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