

## 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/](http://www.tompkinscountyny.gov/tourism/). To request that the budget form be emailed to you, email Tom Knipe at [tknipe@tompkins-co.org](mailto: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](mailto: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: Streets Alive! Ithaca	Municipality where Celebration will take place: City of Ithaca
Expected Attendance/Participation: 2,500	Date(s): May 4, 2014 and September 2014 (date to be determined)
Group requesting grant (organizer): Way2Go, Cornell Cooperative Extension of Tompkins County	Amount requested: \$1,960
Event Contact Name: Jonathan Maddison Phone 607-272-2292 ext. 199 Address: 615 Willow Avenue, Ithaca, NY 14850 Email <a href="mailto:jwm346@cornell.edu">jwm346@cornell.edu</a>	

<p>1. Describe your celebration in a few sentences.            This will be the 3<sup>rd</sup> year of Streets Alive! Ithaca. Streets Alive! is an active transportation event that encourages people to walk, bike and roll and to learn in a safe and supportive setting how easy and effective this is as a way to get around in their city. The previous Streets Alive! events featured to activities to educate and encourage youth and adult audiences to use active transportation.</p>
<p>2. What is the history of the event (ie, number of years it has occurred)?            The first event took place on September 23, 2012 and the second in May 5<sup>th</sup> 2013 on Cayuga street. The third event took place in September 22, 2013 in the Southside of Ithaca.</p>
<p>3. What aspects of the community's culture or history are you celebrating?            There are several aspects of our community that we are celebrating:</p> <p><i>a. History.</i> Before the advent of the private automobile, Ithaca, like all cities in the US, used to have streets that were alive with all sorts of activity: people moving places, children playing, people sitting on porches and watching others going by, little businesses peeping out. Streets were the galleries where passersby could look at neighbors' gardens, checking out the fruit trees, vegetables, flowers that were often planted in people's backyards and enjoy each other's' company in an active way. This event recaptures the spirit of our streets, and invites people to reimagine what street life can be.</p> <p><i>b. Sustainability.</i> Ithaca is nationally-known for its leadership in all aspects of sustainable living. The City hosts tourists interested in sustainability. Active transportation is a pillar of a sustainable community. For</p>

one, it is good for our environment: Using people-power to get around emits neither pollution nor greenhouse gases. In contrast, cars and trucks account for approximately one-third of greenhouse gas emissions in the US, and are the primary source of air pollution in many urban areas. By encouraging active transportation, Streets Alive! will contribute to the culture of sustainability that is growing in our City.

*c. Local economic development.* This is another component of sustainability. Street Alive encourages people to explore their City using active transportation. By not driving, individuals save money that would have been spent on cars and fuel—both of which are imported—and on health. Furthermore, Streets Alive! promotes local businesses by providing them with spaces to sell their goods and services.

*d. Diversity.* By inviting communities of faith, neighborhood associations, businesses, cultural associations, artists and musicians, schools and NGOs to participate and to display their talents at the activity nodes, Streets Alive! acts as a showcase for local talent, and celebrates the City's great diversity.

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](mailto:historian@tompkins-co.org).

The very act of participating in Streets Alive! contributes to the culture of sustainability in Tompkins County. By biking or walking through the event, participants are celebrating a healthy and low impact mode of transportation. The joy of using our own legs to move around will also be communicated in flyers and messages sent out before hand to homes alongside the routes, and displayed prominently in reusable yard signs posted in front of homes along the loop.

The event nodes—at GIAC, Thompson Park and Ithaca High School—will provide the venue through which to showcase our City's artistic and cultural diversity. That is where you will be able to find live music and contra-dancing, dancing in the street and Tai Chi. Hosting a live band has proven to help bring community members out to the event.

Along the route, residents along the route celebrate the event by setting up displays (such as a Solar Oven display at the Sept. 2013 event), children sell lemonade and baked goods, musicians play informally, and residents find other creative ways to celebrate and represent the creative and unique culture of Ithaca.

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

Several volunteers will have counters at key intersections and at activity nodes to count people going by as well as those who appear to be anchored to the activity nodes. Attendance estimates will be based on these numbers. Based on this system the estimate for the first event was 1,800 to 2,400 participants.

Short surveys of a small sample of Streets Alive! participants will provide detailed information about the benefits of the event and how to make future events more successful.

Lastly, the ultimate goal Streets Alive! is to grow a new non-profit advocacy organization with its mission centered on promoting active transportation in the Ithaca area through a variety of programs including public events, educational programs, and lobbying for livable communities. A pending application to the Park Foundation would provide seed funding in 2014 and 2015 for this organization.

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

The City of Ithaca's transportation engineer is assisting with traffic management. Over 100 volunteers are recruited from local organizations (such as the Finger Lakes Cycling Club, schools, fraternities and sororities) to help with intersection management, set up and break down the activity spaces at the nodes, and provide first aid and bike support along the route.

We will continue to partner with RIBS (Recycle Ithaca Bicycles), Ithaca Carshare, Get Your Greenback (of CCE), Creating Healthy Places, Ithaca Youth Bureau, GIAC, Southside Community Center, TCAT, Finger Lakes Fitness, Cayuga Medical Center, Big Red Bikes, sports-related businesses, local churches, community musicians and performers, among others, to sponsor the event, offer volunteers, or organize an activity at the activity nodes.

7. List the board of advisors.

**Steering Committee:** The Streets Alive! Steering Committee is actively involved in organizing the next two 2014 events.

**Jonathan Maddison**, [Director of Streets Alive! Ithaca], Program Manager, Way2Go, Cornell Cooperative Extension of Tompkins County [jwm346@cornell.edu](mailto:jwm346@cornell.edu)

**Victoria Armstrong**, [Assistant Director of Streets Alive! Ithaca], Project Associate, Creating Healthy Places Project, Health Planning Council/Human Services Coalition [varmstrong@hsctc.org](mailto:varmstrong@hsctc.org)

**Karim Beers**, Get Your Greenbacks Tompkins Campaign Leader, Cornell Cooperative Extension [kwb6@cornell.edu](mailto:kwb6@cornell.edu)

**Lois Chaplin**, Cornell University Bicycle Coordinator (retired Jan 2012) [lec4@cornell.edu](mailto:lec4@cornell.edu)

**Fernando deAragon**, Executive Director, Ithaca-Tompkins County Transportation Council (ITCTC) [fdearagon@tompkins-co.org](mailto:fdearagon@tompkins-co.org)

**Jennifer Dotson**, Executive Director, Ithaca Carshare [jdotsonblake@gmail.com](mailto:jdotsonblake@gmail.com)

**Dan Hawkes**, Cornell Student & Recycle Ithaca Bikes (RIBS) volunteer [djh52@cornell.edu](mailto:djh52@cornell.edu)

**Armin Heurich**, Finger Lakes Cycling Club Family Ride Coordinator & IHS Librarian [aheurich@gmail.com](mailto:aheurich@gmail.com)

**Mustafaa Ali**, Recycle Ithaca's Bicycles [ali.mustafaa@gmail.com](mailto:ali.mustafaa@gmail.com)

**Tom Knipe**, Tompkins County Tourism Planner [tom.knipe@gmail.com](mailto:tom.knipe@gmail.com)

**Tim Logue**, City of Ithaca Transportation Engineer [timlo@cityofithaca.org](mailto:timlo@cityofithaca.org)

**Zachary Nelson**, GIAC [znelson@cityofithaca.org](mailto:znelson@cityofithaca.org)

**Steve Powell**, President, Finger Lakes Cycling Club [sp35@cornell.edu](mailto:sp35@cornell.edu)

**Chrisphia Somerfeldt**, Way2Go [css17@cornell.edu](mailto:css17@cornell.edu)

**Marshall McCormick**, Finger Lakes Wealth Management [mm2434@cornell.edu](mailto:mm2434@cornell.edu)

**Sarah Smith**, Finger Lakes Fitness [Sarah@fingerlakesfitness.com](mailto:Sarah@fingerlakesfitness.com)

8. How many people might be expected to attend, and how will you promote the celebration?  
We expect 2,500 to 3,000 people to attend. Multiple methods are used to invite people to the event: Streets Alive! website; Facebook event page; community, Ithaca College and Cornell University online event calendars; community and Cornell University listservs; flyer distribution through Fleet Foot Flyers; door hangers and yard signs throughout the neighborhood; and partner organizations promoting the event through their networks. The most successful methods were the yard signs on Cayuga Street and promotion through partner organizations, especially listservs and facebook.

9. What measures will you take to promote diversity and inclusion through your celebration?  
We make every effort to include diverse communities, through direct contact, inclusion in planning, diverse programming and route enhancements. This year we will continue the route to GIAC and in September host Streets Alive! in the Southside neighborhood.  
Specific examples of diversity and inclusion are:

- The scheduling of Streets Alive! is set up in order to make it easy for churchgoers to attend, and for churches along the route to participate
- Extending the route to GIAC and bringing Streets Alive! to the Southside of Ithaca to reach diverse neighborhoods and communities
- Working closely with the Southside Community Center, RIBS and GIAC, and inviting their representatives to participate on the Streets Alive! organizing committee

10. What measures will you take to promote/practice environmental sustainability through your celebration?  
The main theme of Streets Alive! is active transportation. Encouraging more people to use active transportation is a key strategy for creating a sustainable transportation system and aligns well with the City's and County's sustainability goals. In addition, the May 2014 event offers occasional bicyclists a welcoming environment to start biking after the long winter. We target this audience by offering free bike repair at the event and offering encouraging messages in our pre-event marketing.  
  
We also keep waste to a minimum and ensure that compostable material is separated from waste. We focus on activity not on material goods.

11. How have you taken advantage of the technical assistance resources of the Tompkins County Festivals Program?  
We work closely with Vicki Taylor Brous and Patty Clark on planning details for the event. They assisted us greatly last year with loaned equipment and good advice.  
  
Members of the steering committee have participated in Downtown Ithaca Alliance event planning workshops and the event director is attending the Spring 2014 workshop offerings.

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?  
  
We would reduce the live music component. Quality live music is a big draw and we hope to increase that component of the event but will adapt as needed.

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

**Celebration Name: 2014 Streets Alive!**

**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	ACTUAL USE OF GRANT
<i>List all major categories of expenses</i>	Administrative costs	Printing, computer, phone, etc.	\$500	\$0	\$500	\$
<i>Add or delete lines/rows as needed</i>	Live music and contradancing	4 different bands, sound system, caller	\$1,800	\$1,750	\$50	
<i>Include the value of in-kind support</i>	Special permit application	For the City of Ithaca	\$200	\$0	\$200	\$
	Outreach	Flyers, mailings, yard signs	\$1,800	\$210	\$1,590	\$
	Traffic control	Barricades, police, intersection control	\$4,800	\$0	\$4,800	\$
	Trash-recycling-compost	For three different event nodes	\$500	\$0	\$500	\$
	Tables and chair rental	For event notes and info tables	\$500	\$0	\$500	\$
	Equipment	Vendor support	\$1,800	\$0	\$1,800	
	Staff	Event and volunteer coordinators	\$15,500	\$0	\$15,500	\$
	Port-a-Johns	1 for Thompson Park event node	\$100	\$0	\$100	\$
	T-shirts for volunteers	Reflective leg bands and volunteer t-shirts	\$2,700	\$0	\$2,700	\$
	CCETC Grant/Program Support Fee (12%)		\$210	\$0	\$210	
	<b>TOTAL EXPENSES</b>		<b>\$30,410</b>	<b>\$1,960</b>	<b>\$28,450</b>	<b>\$0</b>

Community Celebrations Grant Share of Total Expenses (%) 6.4%

Grant share must be 50% or less

	SOURCE	(provide details)	TOTAL	ACTUAL TOTAL
<b>INCOME - CASH</b>	Community Celebrations Grant	Tompkins County STPB	\$1,960	
<i>List major categories of income</i>	Sponsorship	Business sponsors	\$5,000	\$
<i>Add or delete lines/rows as needed</i>	Park Foundation Grant/Creating Healthy Places	From Spring 2013 Award	\$1,300	\$
<i>Include value of in-kind donations</i>	Park Foundation Grant	Requested Spring 2014 Award	\$14,000	
	SUBTOTAL (cash income)		\$22,260	\$0
<b>INCOME - IN-KIND</b>	Creating Healthy Places	Volunteer T-shirts	\$400	
	Way2Go	Sponsoring organization	\$7,750	
	SUBTOTAL (in-kind support)		\$8,150	
	<b>TOTAL REVENUES (including in-kind)</b>		<b>\$30,410</b>	
	<b>REVENUES LESS EXPENSES</b>		<b>\$0</b>	

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

# Streets Alive!

## ITHACA

streets alive ithaca.com

**Sunday Sept 23, 2012**  
1pm - 4pm

# EVENT MAP



**CAYUGA STREET**

1-4 pm: Road closed from Court Street to East Shore Drive.

Come out and enjoy a spacious street closed to cars. This is the MAIN activity of Streets Alive! Take a Sunday stroll or try out a bike! The whole route is about one and a half miles. Go to the end and back for a three mile trip!

**ITHACA HIGH SCHOOL ACTIVITY HUB**

2:30-3 pm: Mini-bout & demo by Ithaca League of Women Rollers  
 3:15 pm: How to Roll with Ithaca Gunshow  
 1-4 pm: Bike Rodeo presented by Way2Go, Cornell EMS, and CUPD  
 1-4 pm: Demos & FREE Ice Cream with Ithaca CarShare and TCAT  
 1-4 pm: Bike Repair Station by the Recycle Ithaca's Bicycles  
 1-2:30, 3-4 pm: Live ska and Latin music with The Xskavators

**THOMPSON PARK ACTIVITY HUB**

1-4 pm: Talk transportation with local elected official at the PARK(let) on Cayuga Street  
 1-4 pm: Neighborhood/Community Org. info and activity tables plus Hula hooping, hopscotch, bake sales and more!  
 1-4 pm: Conrell Big Red Bikes Bikeshare  
 1-4 pm: Bike Repair Station by Friends Bike Clinic  
 1-4 pm: Greenstar's Smoothie Bike  
 1-4 pm: Tai Chi mini classes & demos by Ithaca Taoist Tai Chi Society

**DANCING IN THE STREET**

1-1:30 pm: Zumba with Felipe & Cynthia  
 1:30-2 pm: Hula with Julianne  
 2-2:30 pm: Hip Hop with Luis Manuel & Zero Degrees  
 2:30-3 pm: Bellydance with Tessa  
 3-3:30 pm: Zumba#2 with Felipe & Cynthia  
 3:30-4 pm: Salsa Wheel & Giant Electric Slide with Felipe & Cynthia  
*presented by Finger Lakes Fitness Center*

Look for the Get Your Greenback Raffle at many locations. Sign up and get a chance to win great prizes!

**ALONG THE ROUTE**

1-4 pm: Unannounced/spontaneous events.  
 1:30, 2:30, 3:30 pm: Karate classes & demos by Sacred Warrior Martial Art at Ithaca Church of Christ

This is your street. Enjoy it. Start an activity! Pick a site, chalk your space and have fun! Make sure to leave more than half the width of the street open for traffic flow.

*Roving mechanic services provided by The Bike Rack of Collegetown & other volunteers*