

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: Tompkins County Veterans Day Parade & Ceremony	Municipality where Celebration will take place: Ithaca
Expected Attendance/Participation: 1000%	Date(s): November 9 & 11, 2014
Group requesting grant (organizer): Tompkins County Veterans Day Committee	Amount requested: \$2000
Event Contact Name: <u> Ronda Catlin </u> Phone <u> 280-0213 </u> Address: <u> PO Box 6604 Ithaca, NY 14850 </u> Email <u> ronda_catlin@yahoo.com </u>	

1. Describe your celebration in a few sentences.

The parade and ceremony are to honor and support our military veterans.

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

This will be the 95th annual parade and ceremony.

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

We are honoring Veterans of all wars and those who have served during peace time.

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.

Participants include Sons of Union Soldiers and the "DoughBoys"

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

Attendance will be measured using zone counts. The benefits include educating the public about why we celebrate and showing honor and respect for our Veterans. Success is measured based on comments from participants as well as the public.

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

We have no partners, per se, however look to the VFW's and American Legions for input.

7. List the board of advisors.

Ronda Catlin, Chair/Jack Myatt, Secretary/Phyllis Hall, Treasurer
Annie Carter, Trish Petrillo, Laura Anderson, Sherry Consalvi

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

1000+. Social media, PSA's, Press Releases, Posters, Word-of-Mouth

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

We are approaching a diverse group of participants.

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

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

Yes....TREMENDOUS RESOURCE!!!

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?

Less funding would result in more fundraising or we would have to scale back on musical participants.

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

Celebration Name: TOMPKINS COUNTY VETERANS DAY PARADE & CEREMONY

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>	<i>Example only</i>	200 8.5x11 color posters at 25c each	\$50	\$30	\$20
	<i>Example only</i>	Donated food - restaurant X (in-kind)	\$300	\$0	\$300
	Local talent	Bands	\$3,600	\$2,000	\$1,600
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food	Refreshments following events	\$1,000	\$	\$1,000
	Local products		\$	\$	\$
	Local services		\$	\$	\$
	Space rental		\$	\$	\$
	Sound system		\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising		\$	\$	\$
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers		\$	\$	\$
	Other	Postage	\$200	\$	\$200
	Other	Posters	\$400	\$	\$400
	Other	Web Page	\$49	\$	\$49
	Other	Permit Fee	\$100	\$	\$100
Other	Printing & Copies	\$200	\$	\$200	
TOTAL EXPENSES			\$5,549	\$2,000	\$3,549

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 36.0%

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		\$
	Other grant		\$
	Event revenues		\$
	Cash donations		\$
	Other		\$
	Other		\$
	SUBTOTAL (cash income)		

INCOME - IN-KIND			
Donated goods			
Donated goods			
Donated services			
Donated services			
SUBTOTAL (in-kind support)			\$0
TOTAL REVENUES (including in-kind)			\$0
REVENUES LESS EXPENSES			-\$5,549

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

Thomas Knipe - Fw: 2014 Community Grants Application

From: Ronda Catlin <ronda_catlin@yahoo.com>
To: "tknipe@tompkins-co.org" <tknipe@tompkins-co.org>
Date: 2/22/2014 3:41 PM
Subject: Fw: 2014 Community Grants Application

Tom:

The local bands include Johnny Russo East Hill Marching Jazz Band, Fingerlakes Pipe Band, Newfield Central School Marching Band, Ithaca College Fife and Drum Corps, and the Salvation Army Band.

Ronda

Ronda D. Catlin, GRI
NYS Licensed Associate Broker
TOMPKINS CORTLAND REAL ESTATE
129 Main Street
Groton, NY 13073
www.tompkinscortlandrealestate.com

[607-280-0213](tel:607-280-0213)

2013 Secretary - Ithaca Board of Realtors

On , Ronda Catlin <ronda_catlin@yahoo.com> wrote:

Ronda D. Catlin, GRI
NYS Licensed Associate Broker
TOMPKINS CORTLAND REAL ESTATE
129 Main Street
Groton, NY 13073
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2014 Treasurer - Ithaca Board of Realtors
2014 Chair - Tompkins County Veterans Day Committee

On Friday, February 21, 2014 3:48 PM, Thomas Knipe <tknipe@tompkins-co.org> wrote:

Hi Ronda,

I am formally confirming receipt of your Community Celebrations Grant application for the