

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: Danby Fun Day 2014	Municipality where Celebration will take place: Town of Danby
Expected Attendance/Participation: 900-1100	Date(s): July 12, 2014
Group requesting grant (organizer): Danby Fun Day Committee	Amount requested: \$1,375
Event Contact Name: _George Jakubson Phone: (607) 277-0671 Address: 211 Buttermilk LN, Ithaca NY 14850 Email george.jakubson@cornell.edu (george DOT jakubson AT cornell DOT edu)	

1. Describe your celebration in a few sentences.

This is the 31st anniversary of Danby Fun Day. Fun Day is the event of the year in Danby. Residents and visitors from surrounding towns gather at the Danby firehouse for exhibits of local history, live music by local groups, a parade, barbecue, games, prizes, and exhibits by local and non-local crafters. It is being put on jointly by the Danby and West Danby Fire Departments. These two volunteer fire companies jointly cover the Danby Fire District

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

Fun Day began in the 1960s as a carnival fundraiser for the Danby Fire Department. The carnival stopped some time in the late 1970s /early 1980s, and after the hiatus was resurrected as Danby Fund Day in 1983. Thanks to funding from the Celebration Grant and renewed local effort and interest, Fun Day expanded in 2003 to become the major event happening in the Town of Danby each year.

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

Maintaining a sense of community is a struggle in Danby, a town without a local school or a local store to bring people together. Fun Day gives people a chance to meet their neighbors and find out about the many groups, businesses, and causes that are active in Danby. While the history exhibits keep the past alive in people's memories, the event itself creates new memories and new links among the town's citizens and

engages them in shaping the future of the town.

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.

There is a history exhibit of the town, and of each of the fire departments. We also have an historical quilt of Danby owned by the Grants on display. The Danby Quilters guild displays quilts every year and the Tompkins County Quilters Guild displays a quilt every other year. Historically we have had good representation from local organizations at Fun Day to educate town residents about what they do and how to become involved. We also have local leaders acting as Marshalls of the parade. Last year the founders of Fun Day acted as the marshals of the parade. We are reaching out to local cultural groups to join the parade. For example, a local Irish step-dancing group has expressed interest.

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

Attendance will be measured by food purchases and volunteer survey-takes.

Success: Fun Day aims to bring the community together and raise funds for the fire departments, so solid attendance and a healthy profit will be the best indicators of success

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

Danby Volunteer Fire Company, West Danby Volunteer Fire Company, Danby Town Government, Danby Community Council, Danby Federated Church. These groups will all provide volunteer labor to the event as well as exhibits. Cornell Cooperative Extension provides exhibits. Other community groups typically provide exhibits. We are hoping to have an exhibit from local law enforcement as well.

7. List the board of advisors.

Sharon Gaden, John Gaden, George Jakobson (Danby Volunteer Fire Company).
Marrell Cortright, Paula Carlisle (West Danby Volunteer Fire Department).
Sue Beeners (Town of Danby)

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

We anticipate approximately 1,000 people attending Fun Day. We advertise the event in free (to residents) local newsletters (e.g. Danby Area News). Gay Huddle writes it up in her columns in the Ithaca Journal. We will have posters around town, and have the event listed in the "things to do" sections of the Ithaca Journal, Ithaca Times, Tompkins County Weekly, the Cornell Summer Sessions event calendar, etc. The sign boards near the fire stations will also have notices. We anticipate doing some radio advertising if the budget permits. The demise of Broader View means we will look for replacement advertising venues.

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

The Danby fire station is an accessible building with accessible parking. We have seating under the pavilion which is accessible to the mobility impaired. We welcome all members of the community without regard to race, gender, religion, sexual orientation, etc. Our games for kids are modestly priced (e.g 10 cents or 25 cents) so that all kids are able to take part. The games are designed so that all kids come away with inexpensive prizes. We spend the year collecting small things for the dime toss, for example. Some of our older residents have told us that the presence of fire department EMTs on scene makes them feel more comfortable attending.

10. What measures will you take to promote/practice environmental sustainability through your celebration? We separate recyclable materials at Fun Day In the past we tried to separate compostable materials from landfill materials, but our efforts were not completely successful. Last year an individual from the community helped out by providing “official” composting bins, like you see at other festivals, and brought the compostables to Cayuga Composting. We are hoping to be able to do this again, since we were considerably more successful in reducing the environmental impact last year than in the past. In addition, if we have enough labor, we anticipate have some educators stationed at the trash/recycle/compost stations to help people sort out the materials rather than just having separate collection bins with signs.

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

Previous organizers have attended training sessions run by the Festivals Program and have trained this year’s group. We have also studied the presentation and training materials which the Festivals Program made available online.

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?

With less money we would reduce the number of local bands unless they agreed to donate part of their time. We would also reduce the size and scope of the history exhibits. We are hoping to augment the history exhibits (last year we made large improvements to the exhibits) but would have to cut back on that without funding. We are also applying elsewhere for funding but have no information yet on success.

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

Celebration Name:

Danby Fun Day 2014

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>	200 8.5x11 color posters at 25c each	\$50	\$30	\$20
	<i>Example only</i>	Donated food - restaurant X (in-kind)	\$300	\$0	\$300
<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	4 local bands	\$700	\$700	\$0
	Local talent		\$	\$	\$
	Other entertainment		\$	\$	\$
	Local food	locally purchased food	\$2,500	\$0	\$2,500
	Local products	Chinese auction items	\$1,400	\$	\$1,400
	Local services	Re-dating banner	\$30	\$0	\$30
	Space rental	ated by Danby Volunteer Fire Company	\$	\$	\$
	Sound system	use donated by a band (typically)	\$	\$	\$
	Reusable signs		\$	\$	\$
	Reusable banner		\$	\$	\$
	Paid Advertising	Ithaca Journal, etc	\$500	\$250	\$250
	Printed Collateral		\$	\$	\$
	Other Marketing		\$	\$	\$
	Support for Volunteers		\$	\$	\$
	Poster Printing		\$175	\$175	\$0
	Fun Stuff	n Tank, cotton Candy, popcorn supplies	\$80	\$0	\$80
	kids supplies	prizes for kids	\$50	\$0	\$50
	Other	donated baked goods	\$300	\$0	\$300
Other	history exhibit supplies	\$250	\$250	\$0	
TOTAL EXPENSES			\$5,985	\$1,375	\$4,610

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 23.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL	
	Community Celebrations Grant		1375	
	Danby Volunteer Fire Company		\$1,250	
<i>List major categories of income Add or delete lines/rows as needed Include value of in-kind donations</i>	Event revenues	food sales	2500	
	Cash donations		\$	
	West Danby Fire Department		\$1,250	
	Other	vendor fees @10	200	
	SUBTOTAL (cash income)			\$6,575

INCOME - IN-KIND			
	Donated goods		
	Donated goods	baked goods	\$300
	Donated services	sound system	\$500
	Donated services		
SUBTOTAL (in-kind support)			\$800
TOTAL REVENUES (including in-kind)			\$7,375
REVENUES LESS EXPENSES			\$1,390

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