

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: 6 th Annual Verne Morton Memorial Photography Show & Contest	Municipality where Celebration will take place: Town of Groton
Expected Attendance/Participation: ± 300 Attendees ± 30 Entrants	Date(s): August 15 & 16, 2014
Group requesting grant (organizer): Town of Groton	Amount requested: \$770.00
Event Contact Name: <u>April L. Scheffler, Town Clerk</u> Phone <u>607-898-5035</u>	
Address: <u>PO Box 36, Groton, NY 13073</u> Email <u>townclerk@grotontown.com</u>	

1. Describe your celebration in a few sentences.

The Town of Groton will sponsor the 6th Annual Verne Morton Memorial Photography Show & Contest during Groton Olde Home Days on Friday, August 15, 2014, from 6pm - 9pm and Saturday, August 16, 2014, from 10am - 5pm at the Town Hall located at 101 Conger Boulevard, Groton, NY.

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

This will be our 6th year. Originally we wanted to create a new event for Groton Olde Home Days that would compliment the annual art show at the First National Bank, the annual Crafts and Collectable Show, and various other arts and crafts exhibits taking place during the weekend.

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

Verne Morton, who was born in Groton in 1868, took over 1,200 photographs during his lifetime, most of which were taken within Groton. Known as the photographer who "made the commonplace compelling," he had a unique ability to see the natural beauty and grace that lives right outside our door. Morton's subject matter included nature, animals, small children at play, the homes of his neighbors, and people working in the rural countryside. His beautiful and artistic compositions initially draw us to his photographs, but the visual story that is told and the documentation of life gone by is what makes his work an historical local treasure. Verne Morton's photographs, glass plate negatives, and extensive journals are part of the collection at the History Center in Tompkins County.

We are celebrating the Verne Morton legacy of appreciating the splendor that surrounds us every day, and creating our own pictorial history to be enjoyed by future generations. This is truly "all about us" and what we are asking people to do is to look around Groton, really open their eyes, to see something they may

not have noticed before, and to capture that beauty, or moment, or feeling and then share it with the community.

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.

We have Verne Morton photographs on display, some of which belong to the Town and others that are loaned for the event. Additionally, we have an antique camera, similar to what he would have used, and other antique articles of interest. We have Verne Morton books on display and a slide show of his photographs runs continually throughout the show. April Scheffler, Town Clerk, and Rosemarie Tucker, Town Historian, also have a PowerPoint presentation on Verne Morton that they have given at numerous locations, including the Annual Conference on New York State History. Having never actually given this presentation in Groton we are please to be presenting at the Groton Public Library. This all promotes Verne Morton, our history, the History Center, and the photo show. We continually push the historical significance to not only our attendees, but also our entrants and judges, asking them to view the Verne Morton photos on the History Center's website and consider the kinds of photos he might be taking today.

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

We have a guest book, which will tell us approximately how many attend, although not everyone signs.

The benefits are that we are collecting a great many present day photos of Groton and we have so many people going out and taking pictures who enjoy entering this contest. We think this is mostly because it is a community event where anyone can enter and anyone can win. You don't need to be a professional photographer; you just need to take a great photo, or two. We are expecting more entrants this year as last year several people who had been unaware of the event said they intended to tell all their photography friends.

We have begun to see our goal succeed in the last couple years with people striving to win the Verne Morton Legacy Award. So many people who bring there entries in are now asking if we think it will be good enough for this award. Success to us means that people are understanding what we are trying to do.

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

The event is organized and run by April Scheffler, the Groton Town Clerk, and Robin Cargian, the Deputy Clerk. The Groton Town Board has budgeted \$400, which will go mostly for prizes. The History Center in Tompkins County has given us gift certificates for Verne Morton prints at a reduced price, which were given as the special category prizes. We have had loans of Verne Morton prints and other antique articles from display. The Groton Youth Recreation Program helps promote us, as does the producers of Olde Home Days.

7. List the board of advisors.

April Scheffler, Town Clerk, Robin Cargian, Deputy Clerk, Rosemarie Tucker, Town Historian
Cindy Vicedomini, Court Clerk

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

± 300 Attendees; ±30 Entrants.

Promotion is done through paid advertisements in local shoppers and newspapers, written newspaper articles and pictures, online event postings, public service announcements, the Town website, mailings, posters, banners, brochures, and handouts. We are included in the Groton Youth Recreation Summer

Programs booklet. Last year we created our own advertisement to run during the outdoor movie nights hosted by the Groton Youth Recreation Program and plan to do that again this year.

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

The photo show and contest is open to anyone, from anywhere, of any age. We have had entrants from Florida to Nevada and even one from China. There is no charge to enter the photo contest and we ask only that photos be matted, not framed, which keeps the cost down, especially when we have a whole family enter photos for parents and children. There is no admission fee to the show and everyone is welcome to come in. The Town Hall is handicap accessible and chairs are provided so people can just come in and rest during a hot afternoon at Olde Home Days.

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

We believe that by asking people to look for and find the beauty that exists right outside their door and then capture it through the lens of a camera, that they will begin to really see and focus on the truly spectacular natural art that surrounds us all the time. When people really see their world in this way, they will then understand the importance of preserving it for themselves and future generations.

In practice, we don't really produce any waste. We have recycled office dividers that are arranged and used to display photos. We decorate with plants, tablecloths, lights, and other accessories that we bring from home. We have clips for hanging photos that are reused every year. Each year we try to invest in additional signs and banners that we can continue to use year after year. Last year, we found large, cotton tote bags at a really good price, and April Scheffler designed a unique logo. They were a big hit and because they are reusable, they also help promote us.

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

Unfortunately, the meetings that have been offered never seem to be at a time we can attend. We have, however used much of the information on your website.

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 work on a very tight budget. We attempt to give meaningful and useful prizes appropriate for either the professional or amateur photographer, which are bought throughout the year when we find a good buy. We have also tried to be creative with the promotion of our event and take advantage of any no-cost or low-cost opportunity that comes along. Paid advertising placed in the local shoppers and newspapers, is essential to the success of the event to first get people to enter the show and contest and then to get the public to attend. Receiving less funding would seriously impact our ability to advertise and promote the event and would probably result in not doing the advertising during outdoor movie nights.

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

Celebration Name 6th Annual Verne Morton Memorial Photography Show & Contest

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</i>	Paid Advertising	Local Shoppers & Newspapers	\$550	\$550	\$
	Paid Advertising	Outdoor Movies - Groton Youth	\$100	\$100	
<i>Add or delete lines/rows as</i>	Promotion	Purchased Signs/Banners,, Handouts	\$120	\$120	\$
<i>Denote in-kind as in exam</i>	Awards	1st,2nd & 3rd in 3 Catagories	\$295	\$	\$295
	Award	Best of Show	\$35	\$	\$35
	Award	People's Choice	\$35	\$	\$35
	Award	Morton Legacy	\$35	\$	\$35
	2 Judges	To judge contest (in kind)	\$70	\$	\$70
	Refreshments	For Friday Evening Opening Gala (in kind)	\$100	\$	\$100
	Cups & Napkins	For Friday Evening Opening Gala (in kind)	\$20	\$	\$20
	Local Produce	Cut flowers/local farm stand (in kind)	\$20	\$	\$20
	Local Service	Printing Large Format Posters (in kind)	\$25	\$	\$25
	Refreshments	For Friday Evening Opening Gala (in kind)	50.00	\$	50.00
	Cups & Napkins	For Friday Evening Opening Gala (in kind)	20.00	\$	20.00
	Door Prizes	Free totes & mouse pads - Vista Print (in Kind)	40.00	\$	40.00
	Posters & Handouts	In-House Printing - Clerk's Office (in kind)	20.00	\$	20.00
	Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79	108.95	\$	108.95
	Photographer	(In kind) 1 hour @ \$21.79	21.79	\$	21.79
	Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79	43.58	\$	43.58
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
	TOTAL EXPENSES		\$1,709	\$770	\$939

Grant share must be 50% Community Celebrations Grant Share of Total Expenses (%) 45.0%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
<i>List major categories of in</i>	Community Celebrations Grant		\$770
	Other Grants		
<i>Add or delete lines/rows as</i>	Town of Groton		\$400
<i>Include value of in-kind d</i>	Event revenues		\$
	Cash donations		\$
	SUBTOTAL (cash income)		\$1,170

INCOME - IN-KIND	DESCRIPTION	ESTIMATED TOTAL
	Refreshments	For Friday Evening Opening Gala (in kind) \$100
	Cups & Napkins	For Friday Evening Opening Gala (in kind) \$20
	Local Produce	Cut flowers/local farm stand (in kind) \$20
	Local Service	Printing Large Format Posters (in kind) \$25
	Refreshments	For Friday Evening Opening Gala (in kind) 50.00
	Cups & Napkins	For Friday Evening Opening Gala (in kind) 20.00
	Door Prizes	Free stuff or items left from last year 40.00
	Posters & Handouts	In-House Printing - Clerk's Office (in kind) 20.00
	Graphic Design	Ads, signs, posters, logo for tote bags, ribbons, etc (in kind) 5 hours @ \$21.79 108.95
	Photographer	(In kind) 1 hour @ \$21.79 21.79
	Set up & Tear Down	(In Kind) Highway Workers - 2 Hours @ \$21.79 43.58
	Donated services	2 Judges \$70
	SUBTOTAL (in-kind support)	\$539
	TOTAL REVENUES (including in-kind)	\$1,709
	REVENUES LESS EXPENSES	\$0

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