

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.

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|---|---|
| Celebration Name: East Shore Festival of The Arts (ESFOTA) | Municipality where Celebration will take place: Town of Lansing |
| Expected Attendance/Participation: 450+ at opening night and additional 1000 or more at art show. | Date(s): Opening Friday May 2, 2014 6-9 pm Art Show: May 2 – June 21, 2014 |
| Group requesting grant (organizer): Town of Lansing Parks and Recreation | Amount requested: \$1239.00 |
| Event Contact Name: East Shore Festival of The Arts Phone 607-227-6658 © 607-529-3224 (H) Address: 1004 Irish Settlement Rd. Freeville NY 13068 Email Schuttenberg@gmail.com | |

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| <p>1. Describe your celebration in a few sentences. The East Shore Festival of The Arts (ESFOTA) is a juried art and music festival held each spring in the Town of Lansing New York. We celebrate the arts in an exuberant and family friendly atmosphere. There are a variety of music styles varying from jazz, to classical, and rock. Each year 25 + artists from the Finger Lakes area display an astounding variety of art. We also encourage the public to participate in some hands on art projects. This year visitors to the opening night will help create clay sculptures. We are attempting to add a display of art dolls to this years opening event. We hired folk artist Mary Michael Shelly to demonstrate her carved folk art painting. There is wine tasting, chocolate tasting, music, art and Fun. All this and free food! What's not to like? This year the Lansing Historical Association will open the Archives Building and will feature Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".</p> |
| <p>2. What is the history of the event (ie, number of years it has occurred)? This will be our 5th year of celebrating the arts in Lansing. We started with 25 artists and one jazz band and have grown a little every year. We now fill 5 buildings, The Lansing Town Hall, The Historical School House, and The Lansing Community Library, The Historical Archives building and the Lansing Community Center. These buildings share a common parking lot. Local businesses support our efforts with food, wine and by purchasing ads in our event and artists catalogue. We hire local musicians, serve food from local restaurants, highlight the art from local artists and offer tastings of locally produced wine and beer.</p> |

3. What aspects of the community's culture or history are you celebrating? **We like to remind people of all the wonderful things from the Town and Village of Lansing's past, Like the Watch Fire, Cargill Mines, Movie making, horse drawn carriages etc. One of the fun parts for me is seeing how many names and place names are still the same. We also partner with a local winery for wine tasting, and plan to have a local brewer offer beer tasting this year.**

It is also exciting for people to see how much talent is located in our small corner of the world! People learn a lot about their neighbors.

The Town of Lansing is very spread out, while the Village of Lansing is much more urban. This has caused a cultural division between the Town and village. This Art Festival cuts across these lines and helps bring people together in a non competitive, friendly community centered way.

This year the Lansing Historical Association will open the Archives Building and will feature Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".

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. **Each year I go through the files with the Town Historian Louise Bement. I select photographs and she supplies some historical context. The photos are made into jigsaw puzzles. Everyone loves these and asks that we make more each year.**

One year our featured artist made a paper sculpture of the Lansing Light House with historical data included. Last year our program/artists catalogue was developed as a community almanac. This year we will highlight Lansing's historical past with pictures, recipes, a new jigsaw puzzle and the Lansing Historical Association will open the Archives Building their display will feature the history of Lansing military personnel in the Revolution, War of 1812, Spanish American, WW 1 and WW 11. They are going to call the display, "Defenders of our Freedom 1775-1945".

5. How will you measure attendance, benefits, and success of the event? **Measuring attendance is the most difficult area for us. In past years we have given out tickets, put stickers on people and offered a sign/comment book. We will go with sticker counting again this year. However, with 5 venues running simultaneously none of these efforts has worked very well. We count and estimate around 450 people on opening night and hundreds more visiting the art show over the next month.**

If we sell some art, generate crowds, eat up all the free food and encourage new artists we feel we have had a successful show.

The benefits of ESFOTA have been very obvious. Art programming has increased in the Town of Lansing, new artists experience their first show, experienced artists enjoy having a local venue, and, artwork sells at this show! Musicians get other bookings from the exposure afforded through this event. Participating restaurants, wineries, and advertisers see increased patronage. The Local Historical Society sees a huge increase in visits to the Historical School House and interest in local Town History. The Lansing Community Library also sees increased traffic. Another benefit of this event is the way it brings together a wide variety of the people of Lansing. This event seems to cut across politics, urban, suburban, sports, and monetary lines in our community. It offers a fun, educational, family oriented non-sporting event in a silly yet sophisticated way. It is a social event that brings people together!

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

Town of Lansing: Space, Bathroom Facilities, Electric, Trash hauling, paper, printing of catalogue, Bookkeeping and artist payment through funds generated by this event.

**The Lansing Community Library: Space, Bathroom facilities, advertising, electric.
Village of Lansing: some funding (hopefully)
King Ferry Winery: Wine Tasting
CrossRoads Bar And Grille: Wonderful, amazing Food!
Cinnamon Shoppe: Cookies and Treats
Community Arts Partnership: money, advice
Rogues Harbor Inn: food and beer (hopefully)
Many Local businesses buy advertising in our Catalogue
Lansing Community Council: funding (hopefully)**

7. List the board of advisors.

**Robin Schuttenberg: Director East Shore Festival of The Arts
Steve Colt: Lansing Parks and Recreation Department
Linda Van ApleDoorn: Take Your Pick Flowers**

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

We expect 400 - 500 people to attend the opening night, and hundreds more to view the show during the month of June. We will promote these events through banners, flags, newspaper, radio, local school newsletter, Village of Lansing newsletter, and the online paper The Lansing Star. Each Artist is also supplied with invitations to share, both online and by hand.

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

Everyone is welcome at the East Shore Festival of The Arts. The Event is free, parking is free, and we encourage everyone to attend. We try to offer a variety of music, art, and food. We have wine, cheese, crackers, chocolates, cookies and juice. We offer hands on activities, great music, and a fun non-competitive atmosphere. A special invitation is sent to our local senior living village Woodsedge. We have handicapped access and plenty of seating.

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

We use reusable banners and signs. We have done away with helium balloons and use cloth garlands in their place. We will use biodegradable plates and cups. This is a very low impact event.

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

Yes, I have attended some of the talks and have asked many questions. I have actually found it very helpful talking to other attendees. They can be very helpful finding specific entertainers or skilled artisans. It is helpful to bounce ideas around with other program developers, kinda like a support group!

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?

If I receive less funding I would cut back on advertising, music, and possibly the featured artist.

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

Celebration Name: 2014 East Shore Festival of the Arts

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
Tom Knipe, Senior Planner/Tourism Coordinator, tknipe@tompkins-co.org or Tompkins County Planning, 121 East Court St., Ithaca, NY

| EXPENSES | USE | DESCRIPTION (provide details) | ESTIMATED TOTAL | ESTIMATED USE OF GRANT | DIFFERENCE to be made up with other resources |
|----------|---------------------------|--|-----------------|------------------------|---|
| 1 | Local talent | Lisa Craig Fenwick, Harp Music, Town Hall | \$300 | \$100 | \$200 |
| 2 | Local talent | Classical Guitarist Matthew Ocone , Library | \$100 | \$40 | \$60 |
| 3 | Local talent | Ryan Vanderhoof , sound sculpture, com. Cen. | \$100 | \$50 | \$50 |
| 4 | Reusable Banners/garlands | reusing from last year | \$0 | \$0 | \$0 |
| 5 | Featured Artist | Mary Shelley folk art wood carver | \$300 | \$10 | \$290 |
| 6 | local product | Rogues Harbor Brewery | \$200 | \$0 | \$200 |
| 7 | local product | Art Supplied by local Artists | \$0 | \$0 | \$0 |
| 8 | local product | King Ferry Winery | \$180 | \$0 | \$180 |
| 9 | Local food | Rogues Harbor Appetizers | \$100 | \$0 | \$100 |
| 10 | Local food | Lansing Market, fruit,veg,lemonade | \$200 | \$0 | \$200 |
| 11 | Local food | CrossRoads Bar and Grille | \$600 | \$0 | \$600 |
| 12 | Local food | Cinnamon Shoppe, cookies | \$200 | \$0 | \$200 |
| 13 | Space rental | Lansing Community Library, bathrooms, trash, | \$100 | \$0 | \$100 |
| 14 | Space rental | Lansing Town Hall, trash handling, restrooms | \$250 | \$0 | \$250 |
| 15 | Space rental | Lansing Community Center | \$100 | \$0 | \$100 |
| 16 | Space rental | Lansing Historical Society, and Archive Building | \$100 | \$0 | \$100 |
| 17 | Paid Advertising | The Shopper BLK/WT 3X5 AD | \$105 | \$70 | \$35 |
| 18 | Paid Advertising | LansingStar, local online paper | \$110 | \$70 | \$40 |
| 19 | Paid Advertising | Ithaca Times, Ledger,all 9 local papers | \$450 | \$400 | \$50 |
| 20 | Printed Collateral | WordPro, Posters,Artists Cards | \$100 | \$0 | \$100 |
| 21 | Other Marketing | Graphic design of artist/event catalogue | \$300 | \$120 | \$180 |
| 22 | Support for Volunteers | mugs for volunteers | \$70 | \$70 | \$0 |
| 23 | Advertising | press releases, sidebars, local calendars | \$0 | \$0 | \$0 |
| 24 | paper | 2 cases paper for catalogue | \$120 | \$39 | \$81 |
| 25 | Printing | Printing Catalogue, Town of Lansing | \$500 | \$0 | \$500 |
| 26 | Other | Curator, Director ESFOTA | \$900 | \$200 | \$700 |
| 27 | Postage | Postage artist applications, permits | \$12 | \$0 | \$12 |
| 28 | Permits | temp. wine and beer permit | \$72 | \$0 | \$72 |
| 29 | Art Supplies | Playdo for community art project | \$100 | \$20 | \$80 |
| 30 | Stickers and wire | stickers for head count | \$100 | \$50 | \$50 |
| 3 | TOTAL EXPENSES | | \$5,769 | \$1,239 | \$4,530 |

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

21.5%

| INCOME - CASH | SOURCE | DESCRIPTION (provide details) | ESTIMATED TOTAL |
|------------------------------------|---|--|-----------------|
| List major categories of income | Community Celebrations Grant | | |
| Add or delete lines/rows as needed | Other grant | CAP Grant | 500 |
| Include value of in-kind donations | Event revenues | Estimated Ad Sales (\$400) Jury Fees (\$450) | 850 |
| | Cash donations | Estimated donation Box | 100 |
| | Other | (Hopefully) Village of Lansing | 300 |
| | | Lansing Community Library | 150 |
| | Other | (Hopefully) Community Council | 100 |
| | SUBTOTAL (cash income) | | \$2,000 |
| INCOME - IN-KIND | | | |
| | Donated goods | WINE, BEER, AND FOOD | \$1,480 |
| | Donated goods | TRASH, BATHROOMS, PARKING, SPACE | \$550 |
| | Donated services | CATALOGUE PRINTING | \$500 |
| | Donated services | | |
| | SUBTOTAL (in-kind support) | | \$2,530 |
| | TOTAL REVENUES (including in-kind) | | \$4,530 |
| | REVENUES LESS EXPENSES | | -\$1,239 |

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