

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: TRU-ULYSSES WINTER FESTIVAL	Municipality where Celebration will take place: Village of Trumansburg
Expected Attendance/Participation: 1300	Date(s): 12/5/14
Group requesting grant (organizer): Village of Trumansburg	Amount requested: \$2000.00
Event Contact Name: <u>Victoria Badalamenti</u> Phone <u>607-387-6501</u> Address: <u>56 E Main St. Trumansburg, NY 14886</u> Email <u>treasurer@trumansburg-ny.gov</u>	

1. Describe your celebration in a few sentences.
The first weekend in December every year is the Tru-Ulysses Winterfest. This event is to share the start of the winter holiday season "small-town style". Highlights are watching old fashion fireworks, delicious food, talented performers, lighting of the holiday tree, and a visit from Mr. & Mrs. Claus. All to renew the holiday spirit and provide fine holiday memories

2. What is the history of the event (ie, number of years it has occurred)? **This will be the 18th year of the Tru-Ulysses Winter Festival. Originally called Festival of Lights, this event was started by three local businesswomen who wanted to share with others what they truly appreciated about Trumansburg and the surrounding community. They wanted it to be a community celebration with a wonderful small town holiday spirit. For the last few years, the event has been put on by the Village of Trumansburg, Town of Ulysses and Trumansburg Area Chamber of Commerce.**

3. What aspects of the community's culture or history are you celebrating? **We will be celebrating the "small town style", sense of community and home town spirit. The evening will be filled with vendors displaying their crafts and talents. We close down Main Street, as carolers sing in historic costumes stroll the Village. We have hired a horse & carriage to provide rides through the Village, and different entertainers on the Street for the crowd to enjoy. We enlist a volunteer Santa & Mrs. Claus at our farmers market along with a variety of vendors. All events are great family fun entertainment.**

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 are 4 banners put up at the entrances to the Village to show the date of the festival. We create posters, brochures, programs and radio broadcast to reach the vast majority of the local & surrounding community. Being that the event is over 10 months away we are still working on new exciting ideas for the 2014 event! Last year we incorporated our Farmers Mkt area for additional vendors, play scenes from the local highschool and plan on expanding that idea this year with additional musical acts.

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

The attendance will be surveyed by the police and committee member of the crowd. We are able to judge by the crowd on the street and line to visit Mr. & Mrs. Claus.

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

Town of Ulysses, Trumansburg Area Chamber of Commerce, Village of Trumansburg.

7. List the board of advisors.

Village Treasurer, Victoria Badalamenti, Village Clerk, Tammy Morse, Town of Ulysses Clerk, Carissa Parlato, Chamber President Debbie Nottke, T.C.C Bank Manager, Cheryl Reynolds, TCC Bank Asst. Branch Manager, Brandi Besemer.

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

We are expecting 1300+ hopefully many more will attend. We create posters, brochures, programs and radio broadcast to reach the vast majority of the local & surrounding community.

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

The festival is focused on children and adults of all ages.

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

Recycling bins for bottles & cans and for paper products will be put out in various locations thru out the festival for recycling

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

We reviewed the website and become familiar with what the organization offers. We will be submitting a request for food vendors and performers. We might also take advantage of some of the equipment listed such as extension cords, bounce house, and pop up tents.

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?

The impact of reducing the amount requested would be felt in the advertising we do and this would reduce the amount of people that attended. This reduction would effect the number of people that would attend. We would specifically reduce the amount of radio advertising.

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

Celebration Name:

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 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
	Local talent	juggler, ice sculptre, games,	\$2,800	\$875	\$1,925
	Local talent	music	\$300	\$95	\$205
	Other entertainment	horse & carriage	\$500	\$155	\$345
	Local food		\$	\$	\$0
	Local products		\$	\$	\$0
	Local services		\$	\$	\$0
	Space rental		\$	\$	\$0
	Sound system		\$	\$	\$0
	Reusable signs		\$	\$	\$0
	Reusable banner		\$	\$	\$0
	Paid Advertising	radio advertising	\$1,500	\$475	\$1,025
	Printed Collateral	programs	\$150	\$50	\$100
	Other Marketing		\$	\$	\$0
	Support for Volunteers		\$	\$	\$0
	Other	webhosting	\$110	\$35	\$75
	Other	porta potties	\$170	\$55	\$115
	Other	supplies; gifts for children	\$823	\$260	\$563
	Other		\$	\$	\$0
	Other		\$	\$	\$0
TOTAL EXPENSES			\$6,353	\$2,000	\$4,353

Grant share must be 50% or less

Community Celebrations Grant Share of Total Expenses (%) 31.5%

INCOME - CASH	SOURCE	DESCRIPTION (provide details)	ESTIMATED TOTAL
	Community Celebrations Grant		2000

List major categories of income

Add or delete lines/items as needed
 Include value of in-kind donations

Other grant		\$
Event revenues		150
Cash donations		\$
Other	Vlg of Tbur	2100
Other	Town of Ulysess	2100
SUBTOTAL (cash income)		\$6,350

INCOME - IN-KIND

Donated goods		
Donated goods		
Donated services	Sanata & Mrs. Claus	\$250
Donated services	Musical acts	\$250
SUBTOTAL (in-kind support)		\$500

TOTAL REVENUES (including in-kind) \$6,850
REVENUES LESS EXPENSES \$497

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