



TRUST FOR CULTURAL RESOURCES
335 MONTGOMERY STREET, FLOOR 2M, SYRACUSE, NY 13202
PHONE: 315.435.3770 • ECONIMICDEVELOPMENT@ONGOV.NET

Regular Meeting Agenda June 12, 2024

8:30 A.M. Governance Committee Call to Order

8:35 A.M. Regular Meeting Call to Order

- A. Approval of Minutes: March 13, 2024
- B. Treasurer's Report
- C. Payment of Bills
- D. Conflict of Interest Disclosure

Action Items:

1. Appointments

Trust for Cultural Resources Board to Appoint Alexis Rodriguez as Secretary.

Board Action Requested:

- a. Approve the appointment of Alexis Rodriguez as Secretary to The Trust for Cultural Resources.

Representative: Robert Petrovich, Executive Director

- 2. Nosotros Radio, Inc., a fiscal agent for the Latino Americano Festival, Inc., is requesting funding to help underwrite the Syracuse Latino Americano Festival event on August 17, 2024 at Clinton Square. This funding will offset costs for local and international artists, lodging, transportation, food, lights, and sound.**

Board Action Requested:

- a. Approval to make a grant of \$5,000 to support 2024 Latino Americano Festival.

Representative: Fanny Villarreal

- 3. Galaxy Media Partners, LLC is requesting funding to help underwrite "The Moonlight Movie Series" at the Empower FCU Amphitheater at Lakeview that will run from July 15, 2024 to July 29, 2024. This funding will offset costs for licensing fees, security, sound, labor, venue cleaning, advertising, and coordination.**

Board Action Requested:

- a. Approval to make a grant in the amount of \$5,000 Galaxy Media Partners, LLC to help underwrite "The Moonlight Movie Series."

Representative: Carrie Wojtaszek

4. **Jubilee Homes of Syracuse, Inc. is requesting funding to help underwrite the “Southwest Showcase Sundays” at the Spirit of Jubilee Park. This funding will offset costs for marketing, entertainment, and event operations.**

Board Action Requested:

- a. Approval to make a grant of \$14,184.50 to support the Jubilee Southwest Showcase Sundays.

Representative: Walt Dixie

Adjourn

Trust for Cultural Resources of the County of Onondaga
Regular Meeting Minutes
March 13, 2024

A Regular meeting of the Trust of Cultural Resources of the County of Onondaga was held on Wednesday, March 13, 2024, 335 Montgomery Street, Floor 2M, Syracuse, New York.

Greg Lancette called the meeting to order at 8:32 AM with the following:

PRESENT:

Greg Lancette
Ryan Smith
Leslie Garcea (via Zoom)

ABSENT:

ALSO PRESENT:

Robert Petrovich, Executive Director
Nate Stevens, Treasurer
Alexis Rodriguez, Assistant Treasurer
Karen Doster, Recording Secretary
McKenna Moonan, Office of Economic Development
Chris Andreucci, Harris Beach PLLC
Mike Lisson, Grossman St. Amour CPAs, PLLC
Brianah Lane, Grossman St. Amour CPAs, PLLC
Alisson Schad, New York State Rhythm and Blues Festival, Inc.

APPROVAL OF ANNUAL MEETING MINUTES- January 11, 2024

Upon motion by Robert Petrovich, seconded by Ryan Smith, the CRT Board approved the Regular meeting minutes of January 11, 2024. Motion was carried.

TREASURER'S REPORT

Alexis Rodriguez gave a brief review of the Treasurer's Report for the month ending February 2024.

Upon motion by Ryan Smith, seconded by Robert Petrovich, the CRT Board approved the Treasurer's Report.

PAYMENT OF BILLS

Alexis Rodriguez gave a brief review of the Payment of Bills for the month ending February 2024.

Upon motion by Robert Petrovich, seconded by Ryan Smith, the CRT Board approved the Payment of Bills.

CONFLICT OF INTEREST DISCLOSURE

After a roll call of possible conflicts, it was concluded that there were no conflicts of interest.

ACTION ITEMS

1. Audit from Grossman St. Amour Presentation of Audit to the Board: Greg Lancette asked for a motion to accept the audit that was presented to the Audit Committee prior. Motion to accept the 2023 Audit was made by Ryan Smith and seconded by Robert Petrovich. Motion was carried unanimously.
2. New York State Rhythm and Blues Festival, Inc. NYS Blues Festival is requesting funding to assist their June 13-15, 2024 event. This funding will support the expansion and marketing outreach both nationally and internationally, increasing festival attendance.: Allison Schad gave a brief overview of what funding has already helped the NYS Rhythm and Blues Festival Inc., describing what the funding was used for and how it stimulated attraction from outside the local area. Greg Lancette read the Board Action Requested. Motion to approve the \$35,000 grant was made by Robert Petrovich and seconded by Ryan Smith. Motion was carried unanimously.

3. Request for Professional Services CRT Audit: Nate Stevens stated that CRT issued an RFP to more than three firms. CRT received two responses back. CRT would like to recommend the appointment of the two responding firms, Grossman St. Amour and the Bonadio Group. Motion to move as requested was made by Ryan Smith and seconded by Robert Petrovich.
4. Request for Professional Services CRT Legal: Nate Stevens stated that CRT issued RFPs to more than three firms. CRT received responses from Bond Schoeneck & King, Hancock Estabrook, Harris Beach and Nixon Peabody, and Trespasz & Marquardt. Staff recommendation is to award to all respondents. Motion to award to the respondents was made by Ryan Smith and seconded by Robert Petrovich.

Motion to adjourn made Robert Petrovich and seconded by Ryan Smith at 8:39am.

Alexis Rodriguez, Secretary

Trust For Cultural Resources of the County of Onondaga

Profit and Loss

May 2024

	TOTAL
Income	
45000 Non-Operating Revenue	
45030 Interest	976.80
Total 45000 Non-Operating Revenue	976.80
Total Income	\$976.80
GROSS PROFIT	\$976.80
Expenses	
65000 Operating Expenses	
62000 Contractual Expenses	
63000 Administrative Expense	4,561.58
Total 62000 Contractual Expenses	4,561.58
Total 65000 Operating Expenses	4,561.58
Total Expenses	\$4,561.58
NET OPERATING INCOME	\$ -3,584.78
NET INCOME	\$ -3,584.78

Trust For Cultural Resources of the County of Onondaga

Balance Sheet

As of May 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
100 Trust for Cultural Resources fo	102,820.34
105 M&T Savings	185,294.57
110 Petty Cash	21.49
Total Bank Accounts	\$288,136.40
Total Current Assets	\$288,136.40
TOTAL ASSETS	\$288,136.40
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
600 Accounts Payable	0.00
600.2 Mileage Reimbursement	48.66
600.3 OED Contract	27,831.70
Total 600 Accounts Payable	27,880.36
Total Accounts Payable	\$27,880.36
Total Current Liabilities	\$27,880.36
Total Liabilities	\$27,880.36
Equity	
31500 Reserved for Contracts	101,605.00
31600 Equity - Unreserved	-101,605.00
32000 Unrestricted Net Assets	337,686.32
Net Income	-77,430.28
Total Equity	\$260,256.04
TOTAL LIABILITIES AND EQUITY	\$288,136.40

THE TRUST FOR CULTURAL RESOURCES OF
 THE COUNTY OF ONONDAGA
 PAYMENT OF BILLS - SCHEDULE #60
 June 12, 2024

GENERAL EXPENSES

1.	<u>NEW YORK STATE BLUES FESTIVAL, INC.*</u>	\$	35,000.00
	2024 NYS Blues Festival Grant		
2.	<u>HARRIS BEACH PLLC**</u>	\$	210.00
	General Corporate, Inv#8968675		
3.	<u>GROSSMAN ST. AMOUR CPA'S PLLC</u>	\$	4,000.00
	2023 Audit, Inv#89646		
TOTAL		\$	39,210.00

*Ratification of check dated April 10, 2024
 **Ratification of check dated April 24, 2024



Trust for Cultural for Cultural Resources of the County of Onondaga

c/o Onondaga County Department of Economic Development

Program Support Application

Program Support Guidelines

MISSION AND PURPOSE

1.1 Mission of the Cultural Resource Trust

As set forth in Article 20 and 22 of the Arts and Cultural Affairs Law of the State of New York, the mission of the Trust for Cultural Resources (Trust) is to support, promote and protect the major cultural institutions that provide cultural, educational and recreational opportunities to the people of Onondaga County and New York State, and improve the viability and growth of these organizations.

1.2 Purpose

Program support awarded by the Trust is intended to be used to support major cultural organizations by:

- Developing and improving cultural facilities.
- Assisting projects that will bring regional, national or international recognition to our arts and cultural community or otherwise deemed significant cultural events.

DEFINITIONS

2.1 The term “cultural organization” means:

- An entity that is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code; and
- Exists primarily for the purpose of producing, promoting or presenting the arts, heritage and humanities to the public or organized primarily for identifying, documenting, interpreting and preserving cultural resources.

2.2 A “major” cultural organization is an organization that exhibits or has more than one of these attributes:

- Wide breadth of support
- Established community presence
- Fiscal soundness
- Recognized regionally, nationally, or internationally as a significant cultural asset
- Is the primary or premiere organization in the County offering this cultural resource or asset

SUPPORT PROGRAMS

3.1 Program Descriptions

Eligible major cultural organizations can apply for the following:

- a. **Capital Project Support**
 - Capital Project grants are intended for use in constructing, rehabilitating, restoring, stabilizing, renovating improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations.
- b. **Highly Significant Project Support**
 - Cultural opportunities deemed highly significant and desirable for the community.
- c. **Critical Need Support**
 - Critical need of a major cultural organization.

PROGRAM ELIGIBILITY GUIDELINES

4.1 Organizations deemed to be major cultural institutions must satisfy the following program eligibility guidelines:

a. Capital Projects

- The project support funds must be for use in constructing, rehabilitating, restoring, stabilizing, renovating, improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations; and
- The organization must either own or have (or will purchase or receive with proceeds) a legal interest in the property; and
- The project must have potential for a significant or long-term beneficial impact on the community; and

b. Highly Significant Projects

- Must provide compelling evidence that establishes that the cultural opportunity will impart a significant benefit to the residents of the County and/or New York State.

c. Critical Need Projects

- The request for funding must support a critical need of a major cultural organization.
- The applicant should describe in detail how the lack of program support will adversely affect the organization.

APPLICATION PROCESS

5.1 How to Apply

Applicants are strongly encouraged to discuss projects in advance of submission with Trust staff. Applications should only be submitted if there is a reasonable match between the applicant, its request, and the Trust's mission and eligibility requirements.

To be considered for a grant, the Applicant must submit the formal grant application which should include:

- Proof of IRS 501(c) (3) designation; and
- A project description of no more than three (3) pages (**see details below**); and
- The most recently approved Annual Report of the Organization; and
- For capital projects, organization must either own or have a legal interest (or will purchase or receive a legal interest with grant proceeds) in the property.

5.2 Application Project Description

In addition to satisfying the eligibility guidelines of section 4.1, each application should also include a project description that provides the Board with a thorough understanding of the project and its impact on the residents of the county/state.

The required information on *all* project description applications must include:

- Description of the project and its core activities and its goals.
- Number of persons and geographic distribution to be served directly by the project.
- How the project's goals align with the priorities of the IDEAS Collaborative.
- Detailed description of ***all*** sources and uses of funding required to complete the project and also identify the funds that have already been committed.

5.3 Evaluation of Applications

Once deemed eligible, the application will be further evaluated based on:

- **Access:** The likelihood of the project to increase the accessibility of cultural resources to the residents of the county/state.
- **Preservation:** The likelihood of the project to preserve the cultural heritage of the county/state by recovering, preserving or protecting historic assets.
- **Appreciation:** The likelihood of the project to broaden the public knowledge, understanding or appreciation of the arts and culture generally, and/or the county/state's cultural, educational and recreational assets.
- **Project Personnel:** The project personnel are qualified.

5.4 Application Period

Applicants' will receive written notice of the Board's decision within 60 days of application deadline.

5.5 Submission of Applications

- Applications and attachments may be submitted to the Trust by mail or by e-mail. To submit an application by mail, please send 1 copy of the grant application and attachments to:

The Cultural Resources Trust of Onondaga County
Office of Economic Development
335 Montgomery Street, 2nd Floor
Syracuse, NY 13202

PDF documents of executed applications and attachments may be submitted electronically to:
natestevens@ongov.net

- Electronic submission of the Application and Annual Report is encouraged. Attachments other than the Annual Report of the organization are discouraged.
- A qualified organization may only submit one application per year.
- Please call the Trust at 315-435-3770, if you have questions about the application process or the availability of funding.

OTHER CONSIDERATIONS

- 6.1 The Trust has a very limited pool of funds that it can dedicate. Applications may be returned to the Applicant and/or not considered by the Board solely due to the lack of available funding.
- 6.2 Please note that Article 6 of the Public Officers Law declares that all records in the possession of the Trust (with certain limited exceptions) are open to public inspection and copying. If the Applicant feels that there are elements of the Project which are in the nature of trade secrets which, if disclosed to the public or otherwise widely disseminated, would cause substantial injury to the Applicant's competitive position, this Applicant may identify such elements in writing and request that such elements be kept confidential. In accordance with Article 6 of the Public Officers Law, the Trust may also redact personal, private, and/or proprietary information from publicly disseminated documents.
- 6.3 The Board of the Trust reserves the sole right to determine the eligibility of an organization.

Onondaga County Trust for Cultural Resources

Program Support Application

To apply applicants should submit:

1. A signed application.
2. Proof of IRS 501(c)(3) designation.
3. A project description of no more than three (3) pages including:
 - a. Description of the project and its core activities and goals.
 - b. Number of persons and geographic distribution to be served directly by the project.
 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: Festival Latino

Organization Website: www.festivallatino.org

Mailing Address: 920 Park Avenue

City/State/ZIP: Syracuse, NY 13204

Contact Person/ Phone Number: Fanny Villarreal (315) 480-1082

Email Address: fvillarreal@ymail.com

Executive Director/President: Fanny Villarreal (volunteer position)

Executive Director/President's Email: fvillarreal@ymail.com

Title of Proposed Project: Festival Latino

Estimated Project Start Date: August 17, 20024 12noon

Estimated Project End Date: August 17, 2024 9pm

Total Project Budget: \$28,725

Funding Requested: \$5,000

Use this page to describe the project and the specific nature of what the requested funds will be used for within the broader context of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

The Latino Americano Festival Inc was born in the Near Westside as a community festival more than twenty years ago.

Its mission is " to educate the community at large about the Latino culture in Central New York".

This year Festival's committee is working hard to put together an event that not only provides food and music, but education as well. Our goal is to send proceeds from the Festival to the Central New York Community

Foundation, where we created our " Aurelia Crespo & Carlos Lavezari" Latino Americano Scholarship.

Today, we have helped 15 Latino high school students to fulfill their dream to attend a university and/or trade schools and become a successful professional. Education is the key to success, and it's our intention to promote this value to our new generations in the years to come. Please, see attached.

Primary Purpose of Requested Funds:

The funds we are requesting are to pay local and international artists, as well as logging, transportation, food, lights, sound system.

Please see attached budget,

☒

I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.

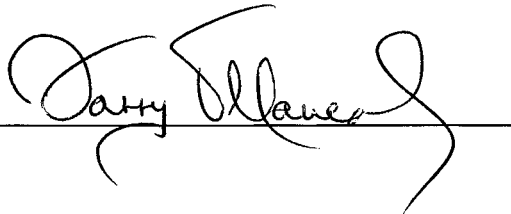
☐

Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature:

Date: May 30, 2024



History

The Syracuse Latino Americano Festival (Festival Latino de Syracuse) was created by leaders of the local Latino/Hispanic community in September of 1992 as a Hispanic Heritage Month celebration. The Hispanic and Latin community in Syracuse wanted an outlet to showcase their cultures. It started as a community event at Seymour School, with music, hot dogs and hamburgers, free and open to all. During the late '90 early 20', The Latino Festival become, for a few years, one of the most attended Festivals in downtown Syracuse. The festival was 3 days in a row and raised a lot of funding and support with more than \$80,000 budget. The mission of the festival is "to educate the community at large about the Latino culture in Central New York".

And in the spirit of education the committee members decided to open a Scholarship. The scholarship was opened at Central New York Community Foundation (CNYCF) and because it was the first minority scholarship, CNYCF double the initial endowment. Since then, the festival has been providing 15 Scholarships to Latino youth ready to go to a higher education.

The Syracuse Latino Americano Festival was organized and managed by different members of the Latino community and local not for profit including The Spanish Action League and Southwest Community Center to name a few. During the 31 years of its establishment, the Syracuse Latino Americano Festival was canceled 4 times. That cancelation generated a total of 10 years of not having this celebration. In 2017, However, it was reinvented by Fanny Villarreal and Ofelia Anamaria, two of the festival original founders. In 2018 The Festival was established as a not-for-profit. In 2019 with the assistance of Hugo Acosta the festival brought more than 3,000 attendees during the one-day festivities. During 2020, the festival was ready to celebrate its 20th Anniversary but due to the Corona Virus it was canceled. In 2022, the organizers and all volunteers dedicated their time and talent to outreach to different business and requesting support

from past sponsors. Unfortunately, due to COVID 19 some of our supporters have closed their business and others are not in the capacity to help. However, with your support we came back to celebrate our 20th Anniversary. We had more people than expected! The food trucks sold out and the merchandise vendors did that as well. We had about 10 Latino countries on display, and attendees learned about them. In 2023, was a total success. We finally had the opportunity to bring the 2020-2023 Scholarship winners and recognized them at the Latino Festival with our Aurelia Crespo and Carlos Lavezarry Latino Scholarship. The main attraction came directly from Naguabo, Puerto Rico, “Charlie Cruz”, an incredible upcoming and well know Salsa singer, 2023 Grammy nominee!

Importance/Need:

The Festival Latino Americano allows individuals to broadcast their background and put on display their cultural roots. The festival is important because it’s a way of reinventing and recreating itself into a dynamic that represents a healthy, friendly, and peaceful representation of the Hispanic and Latin individuals in Syracuse. The festival isn’t just a celebration of diverse cultures coming together, but it emphasizes the importance of the values behind family, education, and health. This cultural public family event is open to the public, and it is free of charge. It has musical entertainment, food, and merchandise for the local Latino community in Syracuse. Without the support of the community, local businesses, vendors, and other individuals involved the festival wouldn’t be a success. Unfortunately, due to COVID 19 some of our supporters have closed their business and others are not in the capacity to help.

The Festival Latino Americano is a bridge between the community at large and the Latino/Hispanic community. It has two major goals: 1) open the opportunity to learn and

understand the culture Latinos/Hispanics bring to our city and county. And 2) send proceeds from the Festival to the Latino Scholarship at Central New York Community Foundation.

Celebration of the 22nd Anniversary in 2024

The Festival Latino Americano will take place on August 17th from 12noon to 9pm, at Clinton Square, Downtown Syracuse. This year we are expecting to increase the festival's attendance once again! We will bring guests from all over the upstate region including Buffalo, Rochester, Albany, and surrounding areas.

The festival's committee is working hard to put together an event that not only provides food and music, but education as well. Our goal is to send proceeds from the Festival to the Central New York Community Foundation, where we created our "Aurelia Crespo & Carlos Lavezarri" Latino Americano Scholarship. Education is the key to success, and it is our intention to promote this value to our new generations in the years to come.

Through the use of this grant, we will be able to have a successful Festival and will allow the opportunity to promote local businesses and vendors to broadcast themselves and reach out to the community at large.

Festival Latino Americano 2024

Income/Expenses

Income

Onondaga County	\$5,000
NY State Dep. Of Health	\$2,500
DOT	\$3,000
Syracuse City Arts grant	\$10,000
Jose Perez	\$ 500
4 Food kiosks	\$1,200
3 arts and crafts	\$ 300
Informational tables (10@60 each)	\$ 600
Educational tables (3@\$150/each)	\$ 450
2023 funding	<u>\$5,500</u>
	\$29,050

Expenses:

Moron Graphics (printing)	\$ 300
CNY Community Foundation	\$1,000 (Scholarship)
Permit for tent	\$ 10
Parks and Recreation	\$ 800
Food/drinks (VIP)	\$1,000
Insurance	\$ 820
Pen and Trophy	\$ 280
Decoration	\$ 300
Party Rental Center	\$5,455
Sound system	\$2,000
Antonio Hernandez Ortiz	\$3,500
Antonetti's Band	\$3,000
Airline tickets	\$1,800
CNY Uniforms (table clothes)	\$ 700
Hotel rooms	\$ 800
Facebook promo	\$ 60
Edgar Pagan	\$ 400
Merengue/Bachata (DR)	\$3,500
Banda Light	\$2,000
La Joven Guardia Youth Group	\$ 500
Música De Vida	<u>\$ 500</u>
	\$28,725



Trust for Cultural for Cultural Resources of the County of Onondaga

c/o Onondaga County Department of Economic Development

Program Support Application

Program Support Guidelines

MISSION AND PURPOSE

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b. Highly Significant Project Support

- Cultural opportunities deemed highly significant and desirable for the community.

c. Critical Need Support

- Critical need of a major cultural organization.

PROGRAM ELIGIBILITY GUIDELINES

4.1 Organizations deemed to be major cultural institutions must satisfy the following program eligibility guidelines:

a. Capital Projects

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b. Highly Significant Projects

- Must provide compelling evidence that establishes that the cultural opportunity will impart a significant benefit to the residents of the County and/or New York State.

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- The applicant should describe in detail how the lack of program support will adversely affect the organization.

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- **Appreciation:** The likelihood of the project to broaden the public knowledge, understanding or appreciation of the arts and culture generally, and/or the county/state's cultural, educational and recreational assets.
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OTHER CONSIDERATIONS

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Onondaga County Trust for Cultural Resources

Program Support Application

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 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: Galaxy Media Partners

Organization Website: www.galaxymediapartners.com

Mailing Address: 235 Walton Street

City/State/ZIP: Syracuse, NY 13202

Contact Person/ Phone Number: Carrie Wojtaszek, 315-559-6650

Email Address: carrie@galaxymediapartners.com

Executive Director/President: Carrie Wojtaszek, COO

Executive Director/President's Email: carrie@galaxymediapartners.com

Title of Proposed Project: Moonlight Movie Series

Estimated Project Start Date: July 15, 2024

Estimated Project End Date: July 29, 2024

Total Project Budget: \$120,000

Funding Requested: ~~\$15,000~~ \$5,000 (CW)

Use this page to describe the project and the specific nature of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

The Moonlight Movie Series at the Lakeview Amp provides residents the opportunity to come together, under the stars, and enjoy a free family-friendly evening. The classic movies scheduled will unite both young and old as they create memories that will last a lifetime while the free admission and free accessible parking will allow all to experience the panoramic views of Onondaga Lake.

Approximately 4,000 people from Onondaga County came out to enjoy the Moonlight Movie Series last year- we are excited to bring this back as a three-week series this summer!

Primary Purpose of Requested Funds:

The funds from the grant will be used to underwrite the cost of the event. Costs to produce the event include:
- licensing fees to show the films, security, sound, labor, venue cleaning, advertising and coordination.

The three week movie series is scheduled to run weekly from Monday, July 15th to Monday, July 29th.

☒ I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.

☐ Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature: _____

Date: 5/20/24



Week 1: Monday, July 15- gates open at 5:30
 Feature 1: starts at 6pm
 Feature 2: starts immediately after feature 1

Week 2: Monday, July 22- gates open at 5:30
 Feature 1: starts at 6pm
 Feature 2: starts immediately after feature 1

Week 3: Monday, July 29- gates open at 5:30
 Feature 1: starts at 6pm
 Feature 2: starts immediately after feature 1

Expenses (estimated based on 2023)

Swank Motion Pictures, Inc.	\$4,050.00
Sponsor Food & Drink	\$600.00
Security	\$2,000.00
Lakeview Amphitheater	\$3,750.00
Onondaga County Parks (Rangers & Staff)	\$3,165.00
Amex - movies	\$150.00
Labor	\$3,000.00
Sound	\$2,000.00
Signage	\$200
Advertising	\$100,000.00
	\$118,915.00

Funding (some pending)

\$5,000- Bill Rapp of Syracuse- confirmed
 \$2,500- Skippy's Ice Cream- confirmed
 \$5,000- Drakos Pediatric (2023 sponsor)- pending
 \$2,500- Wegmans (2023 sponsor)- pending
 \$5,000- Onondaga County Trust for Cultural Resources- waiting on approval
 \$100,000- "in-kind" advertising donation from Galaxy

Advertising Breakdown (2023)

Syracuse

WKRL – 317, WTKW – 291, ESPN-FM – 801, ESPN-AM – 87, WZUN – 577, plus hundred of live reads

Utica

WKLL – 347, ESPN – 583, WUMX - 341



Trust for Cultural Resources of the County of Onondaga

c/o Onondaga County Department of Economic Development

Program Support Application

Program Support Guidelines

MISSION AND PURPOSE

1.1 Mission of the Cultural Resource Trust

As set forth in Article 20 and 22 of the Arts and Cultural Affairs Law of the State of New York, the mission of the Trust for Cultural Resources (Trust) is to support, promote and protect the major cultural institutions that provide cultural, educational and recreational opportunities to the people of Onondaga County and New York State, and improve the viability and growth of these organizations.

1.2 Purpose

Program support awarded by the Trust is intended to be used to support major cultural organizations by:

- Developing and improving cultural facilities.
- Assisting projects that will bring regional, national or international recognition to our arts and cultural community or otherwise deemed significant cultural events.

DEFINITIONS

2.1 The term “cultural organization” means:

- An entity that is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code; and
- Exists primarily for the purpose of producing, promoting or presenting the arts, heritage and humanities to the public or organized primarily for identifying, documenting, interpreting and preserving cultural resources.

2.2 A “major” cultural organization is an organization that exhibits or has more than one of these attributes:

- Wide breadth of support
- Established community presence
- Fiscal soundness
- Recognized regionally, nationally, or internationally as a significant cultural asset
- Is the primary or premiere organization in the County offering this cultural resource or asset

SUPPORT PROGRAMS

3.1 Program Descriptions

Eligible major cultural organizations can apply for the following:

a. Capital Project Support

- Capital Project grants are intended for use in constructing, rehabilitating, restoring, stabilizing, renovating improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations.

b. Highly Significant Project Support

- Cultural opportunities deemed highly significant and desirable for the community.

c. Critical Need Support

- Critical need of a major cultural organization.

PROGRAM ELIGIBILITY GUIDELINES

4.1 Organizations deemed to be major cultural institutions must satisfy the following program eligibility guidelines:

a. Capital Projects

- The project support funds must be for use in constructing, rehabilitating, restoring, stabilizing, renovating, improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations; and
- The organization must either own or have (or will purchase or receive with proceeds) a legal interest in the property; and
- The project must have potential for a significant or long-term beneficial impact on the community; and

b. Highly Significant Projects

- Must provide compelling evidence that establishes that the cultural opportunity will impart a significant benefit to the residents of the County and/or New York State.

c. Critical Need Projects

- The request for funding must support a critical need of a major cultural organization.
- The applicant should describe in detail how the lack of program support will adversely affect the organization.

APPLICATION PROCESS

5.1 How to Apply

Applicants are strongly encouraged to discuss projects in advance of submission with Trust staff. Applications should only be submitted if there is a reasonable match between the applicant, its request, and the Trust's mission and eligibility requirements.

To be considered for a grant, the Applicant must submit the formal grant application which should include:

- Proof of IRS 501(c) (3) designation; and
- A project description of no more than three (3) pages (**see details below**); and
- The most recently approved Annual Report of the Organization; and
- For capital projects, organization must either own or have a legal interest (or will purchase or receive a legal interest with grant proceeds) in the property.

5.2 Application Project Description

In addition to satisfying the eligibility guidelines of section 4.1, each application should also include a project description that provides the Board with a thorough understanding of the project and its impact on the residents of the county/state.

The required information on *all* project description applications must include:

- Description of the project and its core activities and its goals.
- Number of persons and geographic distribution to be served directly by the project.
- How the project's goals align with the priorities of the IDEAS Collaborative.
- Detailed description of ***all*** sources and uses of funding required to complete the project and also identify the funds that have already been committed.

5.3 Evaluation of Applications

Once deemed eligible, the application will be further evaluated based on:

- **Access:** The likelihood of the project to increase the accessibility of cultural resources to the residents of the county/state.
- **Preservation:** The likelihood of the project to preserve the cultural heritage of the county/state by recovering, preserving or protecting historic assets.
- **Appreciation:** The likelihood of the project to broaden the public knowledge, understanding or appreciation of the arts and culture generally, and/or the county/state's cultural, educational and recreational assets.
- **Project Personnel:** The project personnel are qualified.

5.4 Application Period

Applicants' will receive written notice of the Board's decision within 60 days of application deadline.

5.5 Submission of Applications

- Applications and attachments may be submitted to the Trust by mail or by e-mail. To submit an application by mail, please send 1 copy of the grant application and attachments to:

The Cultural Resources Trust of Onondaga County
Office of Economic Development
335 Montgomery Street, 2nd Floor
Syracuse, NY 13202

PDF documents of executed applications and attachments may be submitted electronically to:
natestevens@ongov.net

- Electronic submission of the Application and Annual Report is encouraged. Attachments other than the Annual Report of the organization are discouraged.
- A qualified organization may only submit one application per year.
- Please call the Trust at 315-435-3770, if you have questions about the application process or the availability of funding.

OTHER CONSIDERATIONS

- 6.1 The Trust has a very limited pool of funds that it can dedicate. Applications may be returned to the Applicant and/or not considered by the Board solely due to the lack of available funding.
- 6.2 Please note that Article 6 of the Public Officers Law declares that all records in the possession of the Trust (with certain limited exceptions) are open to public inspection and copying. If the Applicant feels that there are elements of the Project which are in the nature of trade secrets which, if disclosed to the public or otherwise widely disseminated, would cause substantial injury to the Applicant's competitive position, this Applicant may identify such elements in writing and request that such elements be kept confidential. In accordance with Article 6 of the Public Officers Law, the Trust may also redact personal, private, and/or proprietary information from publicly disseminated documents.
- 6.3 The Board of the Trust reserves the sole right to determine the eligibility of an organization.

Onondaga County Trust for Cultural Resources

Program Support Application

To apply applicants should submit:

1. A signed application.
2. Proof of IRS 501(c)(3) designation.
3. A project description of no more than three (3) pages including:
 - a. Description of the project and its core activities and goals.
 - b. Number of persons and geographic distribution to be served directly by the project.
 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: Jubilee Home of Syracuse, Inc.

Organization Website: www.jubilee-homes.org

Mailing Address: 119 South Ave

City/State/ZIP: Syracuse, NY 13204

Contact Person/ Phone Number: Walter Dixie, Executive Director 315-428-0070 Office/315-395-3040 Cell

Email Address: waltdixie@jubilee-homes.org / ddixie@jubilee-homes.org

Executive Director/President: Walter Dixie

Executive Director/President's Email: waltdixie@jubilee-homes.org

Title of Proposed Project: Jubilee Homes Southwest Showcase Sundays

Estimated Project Start Date: June 16th, 2024

Estimated Project End Date: August 18th, 2024

Total Project Budget: \$24,184.50

Funding Requested: 14,184.50

Use this page to describe the project and the specific nature of what the requested funds will be used for within the broader context of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

Jubilee Homes of Syracuse is presenting its 27th edition of our Southwest Showcase Sundays this year. Our event is a series of live musical bands from the CNY and surrounding areas

Additionally, we feature community agency awareness, emphasize and promotion on local small businesses and delicious food from our local food trucks.

This event also features our community's assets and the love and appreciation its residents have as they work together to see it prosper.

SWSS this event is designed to not only highlight local talent but to also provide an expanded client base for local minority and women owned businesses as they network with an integrated audience. We also provided information from community agencies around health, employment, education and other social services, while providing a family fun atmosphere.

Primary Purpose of Requested Funds:

Funds will be used to pay for our entertainment (bands/performers, bounce houses, activities), portable toilets, marketing, bandwagon rental, show coordinator, sound, ect.. (See attached budget)



I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.



Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature: Walter Dixie

Date: 5/23/2024

Jubilee Homes of Syracuse is presenting its 27th edition of Showcase Sunday this year. Our event is a series of live musical bands from the region and local. Additionally, we feature community agency awareness, emphasize on grassroots community businesses and delicious food from our local food trucks. We will highlight our sponsors and partners from the stage through giveaways to our audience. This event additionally features our community's assets and the love and appreciation its residents have as they work together to see it prosper.

Outcomes are:

- Expand client base for the local minority and women owned businesses as they network with an integrated audience.
- Assist community agencies to outreach offering necessary services to our community residents.
- Connect our communities through a celebration of culture.
- We provide information about employment opportunities.
- Promote a family atmosphere as we aim to build relationships with our police officers and fire fighters.

The first date of the event always starts on Juneteenth weekend as we try to keep the momentum of celebrating black history month. Showcase Sunday's, weather permitting, offers five events throughout the summer with a makeup day in September, if we should need it. Events are all at the Spirit of Jubilee Park located at 161 South Ave., Syracuse, NY 13204.

Our 2024 edition schedule: **June 16th, July 7th, July 21st, August 11th and August 18th from 4-7 PM at the Spirit of Jubilee Park.**

JUBILEE SOUTHWEST SHOWCASE SUNDAYS BUDGET	2024
Date: June 16th- Fathers Day Kickoff	
Blacklites	\$ 1,600.00
Onkee Jazz Band	\$ 8,500.00
Bandwagon stage rental/Parks and Rec/ chairs	\$ 620.00
Sound-Mike A.	\$ 600.00
Show Coordinator and MC - Per show	\$ 250.00
Bounce House per show	\$ 350.00
Porta Potties	\$ 175.00
DJ- 40 the DJ (Calvin Odom)	\$ 250.00
Marketing-FaceBook/Google/Instagram Ads	
Flyers	\$ 550.00
Total per show	\$ 12,895.00
Jubilee Admin Fee 10%- W9s, checks, scheduling, setup	\$ 1,289.50
Total Cost	\$ 14,184.50

SHOWCASE SUNDAYS

FREE SUMMER CONCERT SERIES

SPIRIT OF JUBILEE PARK

161 SOUTH AVE
SYRACUSE, NY 13204

4:00PM-7:00PM

JUBILEE-HOMES.ORG

(315) 428-0070

JUNE 16

40 THE DJ
BLACKLITES
ON KEE JAZZ BAND EXPERIENCE

JULY 21

JUST US
SOUL KEYZ
THE MEDITATIONS

JULY 7

STEVE WOLF
TRUMPTIGHT 315

AUGUST 11

DASHÉ & MP3
UAD SHOW GROUP

LIVE MUSIC, FOOD VENDORS, FAMILY FUN
ACTIVITIES, LOCAL SHOPS & MORE!

SPONSORS: SYRACUSE CULTURAL FESTIVAL FUND, CNY ARTS GRACE
GRANT, TRUST FOR CULTURAL RESOURCES OF THE COUNTY OF
ONONDAGA, AND SOLVAY BANK