



2010 JETS Downtown Proposal

The Cortland Downtown Partnership (CDP) is pleased to present this initiative to the Common Council for consideration of the appropriation of some of the City's Miscellaneous Fund. As the hub for the City's commerce and culture, Historic Downtown Cortland is a primary attraction for visitors to the community. The lessons learned from our first experience with NY JETS Training Camp coupled with an anticipated dramatic increase in attendance to this year's training camp are the basis for this proposal.

The first proposed improvement is to provide \$4,000 to contract local musicians to perform live music on downtown street corners for the 18-20 days of scheduled training camp practices. Musicians will perform at highly visible locations during the break between morning and afternoon practice sessions. Targeting this time period will create a welcoming, friendly environment for our out of town visitors. Shopping, dining and celebrating in the downtown will help facilitate a bond between a long time favorite sports team and a new favorite community. Funding will allow the CDP to schedule and provide over 60 hour-long performances.

The second proposed improvement is to provide \$300 to acquire and apply 20 cubic yards of mulch for the Main Street and parking lot flowerbeds. Paul Bunyan Products for the second year has agreed to donate 5 yards to the CDP. In addition to purchasing the 15 yards needed to properly cover all the downtown beds; City's support will include DPW pick up and application of the mulch. Coupling the City's resources with the volunteers who plant and maintain the flowerbeds will result in a significant improvement to the environment of the central business district.

2010 JETS Downtown Request

Main Street Musicians	\$4,000
Flower Beds Mulch	\$300
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CDP Request	\$4,300

Best,

Adam Megivern
Executive Director
Cortland Downtown Partnership

Cortland Main Street Music Series 2010.
 Estimated Income/Expense
 Shows - 7/16, 23,30, 8/6

Expenses (* based on 09)

Production: \$2,500 with extra colored lights (\$200) \$2,700/show	\$10,800
Performers Individual <u>fees confidential</u>	\$12,000
Hotels 7/16 \$65/night for 6 rooms + 7/23 \$85	\$475
Hospitality 35/night for food \$150 buy out dinner 7/16	\$300
Marketing (\$1,860 from County Occupancy Tax for out of town advertising.)	\$5,223*
Website \$800	
WXHC* \$1,200	
Cayuga Radio* \$1,400	
Cortland Standard* \$757	
Myspace and photos* \$400	
Banners* \$150	
Poster Art Contest \$525	
Supplies	\$850*
Beverages*	\$6,500*
Fees, Tax Postage	\$1,793*

Estimated expenses: \$ 37,941

Estimated income: \$42,031

Donations	\$9,500.00*
Cash on hand	\$14,671.00
Sales	\$16,00.00*
Grant	\$1,860.00
	\$42,031.00

Estimated ending balance 2010 \$4,090

The CMSMS board would like to help provide a show while the Jets are here. Next year we will shift the start date to cover this period, with two shows in July and two in August.

Unfortunately, we have \$0 to contribute for a 5th show.. Our average cost/show this year is estimated at \$9,500. If the City would like CMSMS to provide a 5th show, we would need \$5,500. This was arrived at by estimating \$1000 for local/regional talent (\$2,000 less than the average for talent this year) and subtracting the average cost/show of \$1,625 for beverages and \$500 for one time fees.

CMSMS show's budgets are based on what is left over from the prior year. We project only \$4,000 left over this year based on 2009's donations and sales. We started this year with \$14,671, \$10,671 more.

We are working harder on fundraising and expect to do better than last year. However, we could do worse. If the council is interesting in helping CMSMS continue into the future, contributing to this year's series gives us more money next year.

If a 5th show isn't an option, please consider contributing \$3,000 funding for this year. This would cover one shows production cost (Stage, sound lights) of \$2,700, porta johns- \$200 and garbage removal-\$100.

We need help with grunt work. One of the reasons we went to 4 shows is exhaustion. At the end of the night a handful of the same people stick around to help. We need help for all shows for set up and clean up. Anything that the Common Council can do to help make people more aware of our need for volunteers would be appreciated.

Sincerely,

Howard Lieberman, treasurer CMSMS
Cell 607 423 5173