



**COMMISSION FOR CULTURAL DEVELOPMENT GRANT
APPLICATION**

Organization Information

Applicant name Kate Dickerson	Phone 207-478-9548	Email kdickerson@mainesciencefestival.org
Organization Maine Discovery Museum (for the MSF)	Name of project for funding Maine Science Festival	
Mailing address 74 Main St	Physical address (if different)	
Year organization was established: MSF = 2012; MDM = 1998	Number of employees: MSF = 0.5; MDM = 5	
Organization named in 501(c) letter: Eastern Maine Children's Museum	Total operating expenses, past fiscal year: MSF = NA; MDM = \$689,923	

Mission Statement:

The mission of the Maine Science Festival is to stimulate interest in science among the general population, to heighten awareness of the impact of science on everyday life, and to demonstrate the diversity of scientific enterprise in Maine.

General description of the organization, its purpose, and goals:

The Maine Science Festival (MSF), with its inaugural festival to be held in March 2015 in Bangor, is committed to showcasing and highlighting the remarkable science that happens throughout Maine everyday. The Maine Discovery Museum is acting as the fiscal sponsor for the MSF (attached).

Brief description of current programs and activities. Emphasize major achievements of the past two years.

Detailed planning for the MSF has been going on for over two-and-a-half years, drawing active support from key leaders in Maine's scientific, education and civic communities. Included among our partners and collaborators are the premiere, nationally renowned science organizations in Maine, who have come together for the first time to support the Maine Science Festival, including The Jackson Laboratory, MDI Biological Laboratory, Bigelow Laboratory, multiple departments and divisions of the University of Maine, and the Maine Mathematics and Science Alliance (MMSA). In addition to these nationally recognized organizations, the MSF has received the support and assistance prominent state organizations representing a wide range of scientific research; formal and informal education; and policy areas in science, including Hurricane Island, Husson University, Maine School of Science and Math, Penobscot Theatre Company, Maine Discovery Museum, Downeast Institute for Applied Marine Research & Education, the Gulf of Maine Research Institute, and the Maine Writing Project. The current list of over 65 partner organizations is enclosed. In addition to these partners, the MSF has been successful in garnering sponsorships (both in-kind and cash), enabling all events at the MSF (with the exception of the Saturday headliner) to remain free to all.

Much of the planning has focussed on ensuring that the MSF will emphasize and celebrate Maine's long-standing history as a place of innovation and exploration, and the MSF will highlight the many ways in which Maine continues to lead in scientific endeavors. By engaging, and planning with, diverse organizations in demonstrating the many practical applications of scientific discovery, the MSF will illuminate the integral role of science in society, deepen understanding, and dispel the sense of intimidation that commonly surrounds scientific study. We have already seen productive collaborations begin among Maine's many scientific, educational, and artistic organizations and help eliminate the divisions in our culture between science and the arts and expect that to continue far beyond 2015.

Funding Request Summary

Amount Requested	Date Needed	Organization's Fiscal Year
\$2,500	1 March 2015	Jan-Dec

Total fundraising goal for this project (in cash and in-kind): \$132,000	Total funding already raised for this project and description of the source(s): \$82,800; in-kind, grants, sponsor money, donations
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Briefly state the purpose of the request, and time frame of the planned expenditures:
 By raising the necessary funds to run the first science festival north of Cambridge, MA, we will be able to keep the costs to festival attendees as low as possible, with only materials costs (if needed) for some events, and tickets for our headliner (\$10/students, \$15 adults) the only expense. We will be spending the money raised from January - March 2015

Materials and questions should be addressed to:

Caitlin Brooke • City of Bangor, 73 Harlow Street, Bangor, ME 04401
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Proposal Narrative

Project Description

Maine is a rural state with a small, dispersed population, where many residents feel the loss of traditional industries and are struggling economically. The state is exceptionally rich in natural resources, however, and its beauty has attracted and held generations of highly creative citizens who have adapted to the remote and rugged landscape through ingenuity and innovation. In addition to this innovation and ingenuity, Maine has a long-standing appreciation of the arts, and has touted its “creative economy” as a competitive advantage for years. Less well known, however, is its long history of scientific achievement. Indeed, Maine is home of the Stanley Steamer, wind research, innovative research using wood as a source of sugar and biofuels, algae sea research, and lobster research, to name but a few. The continued development of the Bangor region and Maine is dependent upon recognizing and capitalizing on the scientific advances happening throughout the state.

The first annual **Maine Science Festival (MSF)** will be held in the City of Bangor from March 20-22, 2015, with events Friday afternoon and evening, and all day Saturday and Sunday. The focus of the MSF is to highlight and celebrate the science that happens every day throughout *all* of Maine. Modeled on successful science, art, and music festivals across the country, the MSF has representation from each region of Maine, both on the Board of Advisors and with our partners and collaborators, to help insure that we include all Maine science. As the first such effort in the state, the Maine Science Festival will contribute to Bangor’s standing as a uniquely attractive destination – an intellectually and culturally vibrant place where scientific exploration, information sharing, and entertainment unite. In addition, uniting area organizations around a worthy common cause will have a galvanizing effect on the community, strengthening existing relationships and encouraging new collaborations, and will positively impact the region’s economy by attracting new visitors to downtown Bangor.

The MSF will engage Maine residents and visitors of all ages in celebrating science and embracing the fact that *science is everywhere*. More broadly, the festival will foster productive collaboration among Maine’s many scientific, educational, and artistic organizations and help eliminate the divisions in our culture between science and the arts. Illuminating the intersections of art and science will help bridge divisions – both real and perceived – between “left- and right-brain thinkers” and their respective realms. By breaking down these silos, we will reach a broad general audience who will learn about science in a whole new way, one that will help them better understand the complex scientific research and development that is impacting our lives at every level.

The powerful synergy created through the collaboration of diverse organizations and individuals will ensure the achievement of the four key goals: (1) scientific demonstration, (2) awareness, (3) impact, and (4) relationship with the arts. The state offers an abundance of scientific opportunities, and by highlighting the potential for continued growth in this sector, the MSF will not only achieve its four programmatic goals, it will spur general economic development statewide. In addition, the strong partnerships and collaboration already unfolding with nationally renowned, Maine-based organizations will allow the MSF to illuminate the integral role of science in society, and will ensure the MSF’s relevance well beyond its inaugural year.



We anticipate having 7,500-10,000 people of all ages for the inaugural festival in March 2015, with participation from all parts of Maine and points beyond. The Greater Bangor Visitors and Convention Bureau has been instrumental in promoting the MSF for the region, and are working with us to have a “MSF hotel rate” for those visitors who will be traveling to Bangor. The MSF is also being promoted by our partners who have connections throughout the state, including the Eastern Maine Development Corporation, Maine Campus Compact and the University of Maine Cooperative Extension. Best of all, by having the MSF in a central location that is easily accessible to both rural and urban populations, the MSF will engage many typically underserved audiences, especially those in the K-12 population who rarely, if ever, have an opportunity to have large scale science programming available to them. Given the Commission’s mission to “promote the development of Bangor as a regional arts center that nurtures the artistic and cultural expression of its diverse peoples”, having the MSF located in Bangor not only makes sense as a central location for the state, it also aligns perfectly with the Commission’s stated goal for the region.

The essence of a science festival is to have festival goers explicitly involved in one way or another. To that end, the MSF will have a variety of different events that will attract audiences of all types, including school-aged children and families; professionals who work in science or engineering field; and the “general public” audience that is interested in learning more about science in a way that is has not been typical. The use of workshops, hands-on activities, panel discussions, and talks, hosted by collaborating businesses and organizations, allows for wide ranging engagement by the audience. In fact, the engagement opportunities are only limited by the desires and needs of the individual audience members. These many different types of events throughout the weekend will ensure wide appeal across virtually all ages and inclinations. MSF events will be happening throughout Bangor’s downtown corridor from the Cross Insurance Center to the Bangor Public Library and will include:

- The exhibit *Global Change and the Dance of Contingencies*, running from January – March which will highlight science in art at the University of Maine Art Museum. In addition, UMMA will be hosting events during the MSF, including a Nature Art Illustration Workshop run by Chuck Carter, an illustrator who has been working in the artistic end of the science and entertainment industries for more than 30 years.
- Projects from high school scientists in the Maine State Science and Engineering Fair at the Cross Insurance Center.
- The Maine premiere of *End Days* at Penobscot Theatre Company, planned in collaboration with the MSF.
- Hands-on exhibits and demonstrations on both Saturday and Sunday (from different partners each day) at the Cross Insurance Center that will include robotics, wireless sensing, 4H student-scientists, clam research, and a crime scene investigation.
- A panel discussion of Climate Change in Maine, where our panel of scientists will discuss the ways that the change in global climate has impacted Maine (in ways large and small), and the steps that can be taken to lessen those impacts.
- A poetry reading with science as the core topic.



- A discussion for middle and high school students with college students who are currently studying in a science field, explaining how they got interested in science and what it's like to be studying science in college.
- A workshop discussing and demonstrating the science of brewing beer.

Finally, one of the primary ways we are planning to bridge the science and art division is through our headliner event: Academy Award winner Tony DeRose, Senior Scientist and lead of the Research Group at Pixar Animation Studios. There are few, if any, organizations in the world today that better encapsulate the marriage of science and art than Pixar.

We are offering all of the MSF's events (except the headliner, and materials fees for some workshops) free of charge to the public, which will help ensure that Mainers of all economic backgrounds can take part in MSF events. Fundraising for the MSF, via grants and sponsorships, has been ongoing for over a year, and we have received the enthusiastic support of a number of inaugural sponsors, with both in-kind and monetary support. (The list of current sponsors is attached.) The additional support of the Cultural Commission will help the MSF begin to break down the boundaries between the arts and sciences, and allow us to showcase the science all around us in Maine in a celebratory and innovative way.

The MSF has enlisted the support of a number of volunteers for the weekend itself, including presenters, moderators, staffing for information and feedback "booths," local businesses, and others who have asked to be involved in any ways necessary. This is in addition to the full team of volunteers who have been involved in the planning of the MSF for over two years, all of whom have dedicated themselves to ensuring the success of the 2015 Maine Science Festival.

Following are the tasks to be executed between now and March 20, 2015:

- Marketing plan implemented.
- Schedule of programs released online and in print.
- Continue recruiting additional festival collaborators and exhibitors at all levels.
- Continue to recruiting and assign volunteers.
- Outreach to K-16 educators throughout the state.
- Evaluation plan in place.
- Final adjustments to the budget to reflect actual funds raised and expenses.

Budget

The inaugural Maine Science Festival will take place from March 20-22, 2015. Although we have not yet held a science festival, we've put together a budget based on local expenses and the cost of similar-sized science festivals around the country. The expected budget for the 2015 Maine Science Festival is approximately \$132,000, and a budget table is attached.

Evaluation

In addition to an attendance of at least 7,500 attendees, the MSF expects that by the end of the festival we will have:



- engaged at least 80 businesses, nonprofits, and community-based organizations as participants/partners in the inaugural festival, March 2015; and
- at least 75% percent of attendees reporting a greater understanding of science as a result of the MSF.

The MSF will formally survey partners and collaborators about their specific roles in the MSF to help identify challenges and successes in both planning and implementation. During the MSF, we will ask festival attendees about their experience at feedback stations, and will contact them for follow-up surveys if possible. We will have attendance counters and are also determining the feasibility of having QR codes that would allow us to track what events are most popular. The MSF will also tap into the resources and expertise of our partner organizations (including the University of Maine) to conduct evaluations both during and after the Maine Science Festival, perhaps as part of student project or internship; those conversations are still ongoing.

Understanding and appreciating scientific processes and development throughout Maine is increasingly important to the state's economic growth, and the MSF will contribute by providing an inviting and accessible forum for scientific demonstration, and increasing awareness of the impact of science, its relationship with the arts, and its relevance to everyday life. Not only will we have a more scientifically literate society, we expect that Mainers will be better able to identify, and take pride in, the remarkable, world-leading research that is happening on a daily basis in Maine. We plan to start measuring the increase in scientific knowledge and understanding both during the inaugural MSF via surveys, feedback and online forms, and in subsequent years.

Collaborations:

The MSF is focused on two specific areas: first, fostering massive collaboration among the many scientific, educational, industrial and artistic organizations throughout the state who are coming together in one place to highlight and celebrate the common theme of science in Maine. Secondly, to help breakdown the artificial silos that have been built up between the science and the arts. The nature of the event requires extensive collaboration, and the MSF has received the support and commitment of over 65 different organizations to date. The current list of partner organizations is attached.

As the first of its kind event in Maine, we have secured the participatory commitment of the premiere science organizations in Maine, who have come together for the first time to support the MSF: The Jackson Laboratory, MDI Biological Laboratory, Bigelow Laboratory, multiple departments and divisions of the University of Maine, and the Maine Mathematics and Science Alliance (MMSA). In addition to these nationally recognized organizations, the MSF has received participatory commitments from prominent state organizations representing a wide range of scientific research; formal and informal education; and policy areas in science, including Hurricane Island, Husson University, Maine School of Science and Math, Penobscot Theatre Company, Maine Discovery Museum, Downeast Institute for Applied Marine Research & Education, the Schoodic Institute, and the Maine Writing Project.



Additional collaboration is provided by a network of science festival colleagues around the country. While the MSF is the first science festival for both Maine and Northern New England, there are now over 30 other science and technology festivals being held throughout the country, many of them fostered and supported by the Science Festival Alliance (SFA) a professional association of independent science and technology festivals. The SFA, based in Cambridge, MA, is dedicated to encouraging and supporting both new and existing festivals. The MSF is a member of the SFA, and has been able to take advantage of the experience and expertise of both the SFA and the other festivals who are members of the alliance.

In addition to our partners and collaborators, we are thrilled to have the public support of Sen. George Mitchell, something that we are sure will help get people excited about the MSF. We believe that the strong partnerships and collaboration unfolding will allow the MSF to illuminate the integral role of science in society, and will ensure the MSF's relevance well beyond its inaugural year. Not only will we have a more scientifically literate society, we expect that Mainers will be better able to identify, and take pride in, the remarkable, world-leading research that is happening on a daily basis in Maine.

Sustainability

The MSF Board of Advisors (BOA) and our six different planning teams (education; finance and development; logistics; marketing; programing; and volunteers) are composed of business and community leaders who are deeply committed to the festival's mission and have extensive experience and broad professional networks, including in the fields of science and engineering. The work and guidance of the BOA and the team members has been instrumental in ensuring the planned events and execution of the MSF achieves our mission: to stimulate interest in science among the general population, to heighten awareness of the impact of science on everyday life, and to demonstrate the diversity of scientific enterprise in Maine. This commitment extends well beyond our inaugural year: we have already begun planning for 2016, with the enthusiastic support and encouragement of our team members and partners, and have been told by some sponsors that they would like to be involved in coming years as well. The strong partnerships that have continued to grow will help ensure the MSF's relevance well beyond its inaugural year.



Estimated Budget – Maine Science Festival

Categories	Estimated Cost
Administration	\$7,500
Speakers Fee	\$15,000
Headliner	\$25,000
Support for arts partners	\$9,000
Main Event Direct Costs (Including Venue)	\$8,000
Competitions & Awards	\$500
Fundraising, Sponsor/VIP-Related Expenses	\$4,000
Marketing/Promotions Consultant & Support	\$8,500
Festival Director	\$12,500
Social Media and digital media	\$6,000
Graphics / Branding	\$2,000
Web Design / Maintenance	\$1,500
Printing / Signage / Giveaways / Distribution / Documentation	\$10,000
Photography	\$2,500
Evaluation	\$5,000
Travel	\$12,500
Other	\$2,500
Total	\$132,000