

City of Bangor, Commission on Cultural Development
January 8, 2015
8:30 a.m.
Council Chambers, City Hall

1. Welcome & Introductions
2. Approval of Previous Meeting Minutes
3. Grant Applications
 - a. Bangor Symphony Orchestra
 - b. Penobscot Theatre Company
 - c. Maine Science Festival
4. Self-Employment Taxes and Tax Issues Workshop Update
5. Governance Policy Update
6. Other Business

Future Commission Meetings (8:30 a.m. in Council Chambers):

2015

February 12

March 12

April 9

May 14

June 11

July 9

August 13

September 10

October 8

November 12

December 10

City of Bangor, Commission on Cultural Development
Minutes
December 11, 2014
8:30 AM
City Council Chambers

Commissioners Present: George Kinghorn (Chair), Judy Boothby (Vice Chair), Tom Avila, Jamie Ballinger, Mary Budd, Emily Burnham, Uli Guthrie, Kat Johnson, Kierie Piccininni, Elissa Young, and Caitlin Brooke (staff)

Guests: Anna Hepler, Chris Roberts

1. Welcome and Introductions

2. Approval of Previous Meeting Minutes

A motion was made by Kierie and seconded by Uli to approve the previous meeting minutes. The motion passed by a unanimous vote.

3. Review Grant Application from Anna Hepler

Eastport, Maine artist Anna Hepler applied for an Individual Artist Grant and presented her project in summary to the Commission. The application would, in part, fund the construction of a floating sculpture in the Kenduskeag Stream. The exact location of the sculpture would be near the footbridge that crosses to the UMaine Art Museum's entrance.

Anna explained that the tidal characteristic of the Kenduskeag is ideal. The sculpture will almost be a secret during low tide and more obvious to passersby during high tides. The material will be primarily fiberglass, same as a boat's hull, and brightly colored. It will coincide with an exhibition of the artist's work that will be on display at the UMaine Art Museum from June through September 2015. Caitlin noted that she and Anna have connected with the City's Environmental Coordinator to address any environmental concerns and work closely with the necessary organizations throughout the process.

Mary asked how the artwork will relate to the works in the exhibition? Anna explained that her work is both 2 dimensional and 3 dimensional—etchings, prints, sculpture.

Jamie asked if Anna is concerned about damage to the sculpture if it beaches on the rocks in the Stream at low tide? Anna said she is not. It will be the same durability of a boat hull and she knows it won't be pristine afterwards. Ideally, she'd like to move the piece to the Eastport waterfront in October.

Tom asked how the general viewers will figure out the connection to the UMMA show. Also, how will the process move forward since it's the first time the artist has worked with these materials? Anna answered that she intended for passersby to be curious and mystified by the sculpture's presence. She will work with consultants and other resources to develop workplans, etc. Caitlin noted that she has had experience working with Anna at the Portland Museum of Art and that the artist was receptive to the needs of the institution and openly communicated at every point of that process.

Uli asked how the public will be able to understand what is going on? Anna said that she hopes the sculpture will be more of a surprise for the general public while the connection will be more obvious for museum visitors. It isn't the artist's intention for the audience to interact with the piece in a specific way; there will be enough organic conversation because of the piece's abstraction. George did note that the piece will be described in the Museum's didactic material. He also commented that the Commission should note that the Commission funding would only cover a portion of the material cost.

Tom noted that the Commission should remember that these are public funds that are being utilized so the public should be served by what is being put forth.

Elissa asked if the image provided was the final design? Anna said she may choose a simpler form.

Commissioners voiced excitement about the project, its originality, and how it speaks to the Commission's interest in promoting the creation of more public art.

Mary made a motion to approve the funding of the grant at the amount requested (\$1,000), Kierie seconded. Six "yeses" with George and Kat abstaining from the vote.

A conversation was entered into that looked at the Individual Artist Grants. George gave a bit of background on how the grant was developed and some of the elements of the conversations that molded the grant into how it is presently. He noted that the reason individual artists have not applied to this grant, prior to Anna Hepler, is because it is not consistent with other individual artist grants from other organizations. It only deals with funding an artist's materials in the form of a reimbursement. He suggested the Commission look at reformatting the Individual Artist Grants to look at the artist's prior history of excellence and to base decisions on their past work—consistent with ways in which other grants and funding opportunities are evaluated.

Emily asked what the process was to change the language in the grant. Caitlin noted that the Commission would have submit suggested changes to the Business and Economic Development Committee for approval that would then go to City Council for final approval. Tom noted that it is important to keep in mind that these are public funds and that the Commission needs to come up with ways to evaluate artist's experience and integrity with facts. Uli asked about compensating artist's time and Josh said that the reason we, as a City Committee, cannot do that is because of labor restrictions. Caitlin suggested adding a requirement of a resume submission and integrate questions about an artist's experience and past funding into the line of questioning during the grant review. Mary also suggested an interim reporting requirement. Elissa asked if there was a requirement for signage with a piece of artwork that utilizes funding from the Individual Artist Grant? George said there is none at this time but, if the Commission thinks this should happen, it should happen as the group expands the criteria for the grants. Jamie asked if this is required by other granting organizations? Tom noted that in the acceptance letter to the artist we could stipulate any crediting requirements. George suggested that the Commission tackle this in the New Year.

4. Project Grants from Maine Artist Commission (MAC)

After meeting with Julie from the Maine Arts Commission, George received an update that MAC has expanded their criteria to include municipalities as applicants in some grants.

5. Committee Reports (Arts and Cultural Policy)

Kierie and Uli have sent out invitations and a press release for the January 7 Self-Employment Taxes and Tax Issues Workshop at the Bangor Public Library. They've also listed the event in community calendars throughout the region. They are now focusing on February's grant writing workshop. Kierie asked George or Caitlin to forward the name of someone at the Maine Arts Commission who would be a good resource on grant writing.

Kierie attended the December meeting of Bangor Arts and the group overwhelmingly supported the workshops. It was suggested that the workshops be scheduled at different times of day to accommodate varying schedules. Meg Shorette (Central Gallery/Launchpad) offered to host a workshop. Caitlin will create a Facebook event for the taxes workshop.

Elissa and Emily met to begin outlining strategies for the goals in the Marketing section of the Arts and Cultural Policy. They hope to update and clarify the language on the individual artist grants, and to utilize the Bangor Arts website and Facebook page more consistently to push information about arts in Bangor. They also would like to: create a monthly events calendar; utilize in a more efficient way the platforms to which the Commission has access; create a Cultural Commission email address (Caitlin to find out if that is okay); and initiate a “call to artists” campaign for workshops, grants, and ways to learn more about what the Commission on Cultural Development does.

It was requested that a final copy of the Arts and Cultural Policy be sent to Commissioners via email.

6. Election of Chair and Vice Chair

The slate provided on the agenda was from the nominations made at the November meeting: Jamie Ballinger (Chair) and Mary Budd (Vice Chair). George noted that he would encourage the new Chair and the City Liaison, in consultation with the other Commissioners, to write “job descriptions” for the Chair and Vice Chair and move forward with creating a “board orientation” for newly appointed Commissioners.

George opened the floor for other nominations for the Chair. Being none, nominations were closed. George opened the floor for other nominations for the Vice Chair. Kat nominated Kierie.

(Caitlin stepped out of the meeting for a brief period of time to determine who the Ex-Officio members of the Commission were. The Ex-Officio members are non-voting members unless appointed to vote by the Chair in the absence of a voting member. She found that Uli and Elissa are the 2014 Ex-Officio members.)

Before voting began, Mary withdrew her nomination. The new slate of officers is Jamie Ballinger, Chair, and Kierie Piccinnini, Vice Chair. Kat made a motion to elect the slate of officers, Judy seconded, and all were in favor.

Thanks were given to George and Judy for their efforts leading the Commission for the past year.

7. Other Items

The Commission reviewed previous signage designs for the “Continuity of Community” statue on the Waterfront. The signage was originally proposed in 2013 and approved by the Commission, but the process was waylaid. Emily made a motion to spend Commission’s funds to purchase signage for the statue, Jamie seconded, all were in favor. Emily noted that the sign should be proofread before being brought before the Business and Economic Development Committee.

Commissioners scheduled a workshop on January 14 at 5:30 p.m. to review the Individual Artist Grant Application. The location is TBD.

Kierie encouraged everyone to attend the public forum at Husson University that evening regarding the development and future plans for the Broadway traffic corridor.

The Commission requested information and an update about the Optional Investment Fund for the January meeting.

To watch a full version of the Commission on Cultural Development’s December 11 meeting, please visit: <http://bangormaine.pegcentral.com/player.php?video=bbd431be2d8f87d0e3609c2d47c7aad7>



COMMISSION FOR CULTURAL DEVELOPMENT GRANT APPLICATION

Our Mission is to promote the development of Bangor as a regional arts center that nurtures the artistic and cultural expression of its diverse peoples.

APPLICATION INSTRUCTIONS

- Applications are reviewed quarterly and must be postmarked by **January 1st, April 1st, July 1st, or October 1st** for consideration.
- **Only 501(c)3 Organizations are eligible to apply for grants**
- **Large grant applications** (Over \$2,000) will only be accepted on January 1st and July 1st. *NOTE for large grants collaborations is very heavily weighted in the evaluation process.*
- **Small grant applications** (\$2,000 or less) will be accepted on January 1st, April 1st, July 1st and October 1st.
- **Match requirement-** Applicants must demonstrate how City of Bangor funds will be leveraged. Funds should be matched by a minimum of 50% through other means of fundraising (grants, donations, in-kind)
- Eligible organizations may submit only one application per calendar year.
- The decision process on each application will take a minimum of six weeks from the end of the application deadline.
- The Bangor City Council gives final approval on all Commission recommendations.
- Funds granted are intended to be used within 12 months and a final report is required of all successful applicants.
- Applicants will be given the opportunity to speak on behalf of their organization, both with the Commission and with the Council

CHECKLIST OF ITEMS DUE WITH GRANT REQUEST

Please provide **5 hard copies AND 1 electronic copy** of the following:

- Grant Application Form
- Proposal Narrative
- Budget supporting this proposed project

Please provide **1 hard copy** of the following:

- Signed Assurances Form
- List of officers and board members
- Copy of IRS Federal Tax Exemption Determination Letter 501(c)

Materials and questions should be addressed to:

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

(207)992-4234 • caitlin.brooke@bangormaine.gov

- Operating income and expense budget for current fiscal year
- Capital budget
- Description of any capital campaign which you are planning or have in process
- List of current and proposed funding sources for your organization
- Most recent annual report including financial statement (Audited, if available)

GRANT APPLICATION

Organization Information

Applicant name Bangor Symphony Orchestra	Phone 207-942-5555	Email brian@bangorsymphony.org sarah@bangorsymphony.org
Organization Bangor Symphony Orchestra		Name of project for funding BSO On the Town
Mailing address PO Box 1441 Bangor, ME 04402-1441		Physical address (if different) c/o Husson University Quirk House 891 Broadway, Bangor, ME 04401
Year organization was established: 1896		Number of employees: 1 full-time, 1 part-time, 110 independent contractors
Organization named in 501(c) letter: Bangor Symphony Orchestra		Total operating expenses, past fiscal year: \$633,516
Mission Statement: The Bangor Symphony Orchestra (BSO), founded in 1896, is pledged to provide Maine audiences with powerful, enriching, and diverse musical experiences through live concert performances and education programs of the highest quality.		
General description of the organization, its purpose, and goals: The Bangor Symphony Orchestra has a rich history as one of the oldest continuously operating orchestras in the country. Today, the BSO is a dynamic organization committed to keeping classical music vital in the life of our community through concerts, outreach, and educational programming that connects with audiences of all ages in and out of the concert hall. The current edition of the BSO boasts 65 contracted musicians led by Grammy Award-winning Music Director and Conductor Lucas Richman, who recently made Bangor his permanent home and is the first Music Director to do so in over 50 years.		

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

To accomplish the goals set forth in its mission, the BSO annually presents five classical concerts, the *Nutcracker* with the Robinson Ballet and Bangor Area Children's Choir, a Pops concert, the Bangor Symphony Youth Orchestras (BSYO), the BSO Maine High School Concerto Competition, the Dr. Maurice P. King Master Class, Music and Wellness at Acadia Hospital, and young people's concerts.

The BSO is proud of its core programs and activities:

- **Education programs:** the Bangor Symphony Youth Orchestras (BSYO); master classes funded by the Dr. Maurice P. King Master Class Endowment Fund; the BSO Maine High School Concerto Competition to encourage and recognize the outstanding talents of Maine's high school instrumentalists; the *Know Your Orchestra!* voucher program, which encourages children to become acquainted with classical music and allows families to attend orchestra concerts for less than the cost of a night at the movies; and annual Young People's Concert performances for students from around the state.
- **Concert programs:** Classical concerts showcasing our great orchestra and a variety of talented soloists, including guitarist Ana Vidovic and violinist Midori; Disney in Concert, a family-friendly program pushing the orchestra into new technological territory with live HD projections; and three *Nutcracker* performances with the Robinson Ballet and Bangor Area Children's Choir. Patrons are also invited to attend pre-concert talks prior to each classical concert program.

The Bangor Symphony Youth Orchestras, an education program of the Bangor Symphony Orchestra, gives qualified middle and high school students the opportunity to work with BSO musicians and gain performance experience in an encouraging and motivating environment. The BSYO seeks to fill a gap in music education provided in the region by providing students with this advanced level music making opportunity. Currently, over 100 students are participating, a new record. During the 2014-15 season, BSYO members will work closely with the world-famous violinist Midori.

The BSO has surpassed budget expectations for five seasons in a row, as well as retired a staggering amount of debt. For the 2014-15 season, the BSO has 625 subscribers, a 33% increase from just two seasons ago. During the current season, the BSO board, staff, and musicians are conducting a comprehensive strategic planning process to chart a fiscally responsible and artistically exciting and engaging future for the organization.

Materials and questions should be addressed to:

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Funding Request Summary

Amount Requested \$5,000.00	Date Needed Prior to 6/30/2015	Organization's Fiscal Year 7/1 - 6/30
Total fundraising goal for this project (in cash and in-kind): \$6,000.00	Total funding already raised for this project and description of the source(s): \$1,000.00 (Maine Association of Non Profits and St. Joseph Healthcare)	

Briefly state the purpose of the request, and time frame of the planned expenditures:

The purpose of this request is to continue and expand the BSO's "On the Town" performances, which add vibrancy to the city's cultural landscape by featuring BSO musicians at community events, often in exciting, accessible venues.

Proposal Narrative

Provide the following information in this order. Do not use more than 5 single-spaced pages, exclusive of attachments. Please staple; do not bind your application.

Describe your project:

1. What community and/or agency needs will this effort address?
The continuation of the BSO's "On the Town" performances will address efforts by the Commission for Cultural Development and the City of Bangor at large to bring cultural vibrancy to our community. "On the Town" performances add new life to existing cultural events and also act as events unto themselves. They serve to surprise and delight passersby or community event attendees not expecting to hear live classical music in Bangor while also attracting BSO fans to different events throughout the city that they might not otherwise have attended. The benefits are shared by the hosts of performances, by nearby businesses, and other arts groups presenting events in Bangor. Further, as the Commission for Cultural Development plans to implement its new strategic plan and seek funding from the Maine Arts Commission in the form of a CED grant, BSO "On the Town" performances may serve as evidence of existing efforts by the city to fuel an arts revival in Bangor. The BSO benefits greatly from the exposure to new audiences at "On the Town" performances and from the ability to provide more paying gigs to local BSO musicians piecing together their livelihood as performers in Bangor.
2. Capacity: complete description of program or capital campaign including strategies that will be employed to implement the proposed project:
 - goals and objectives
The objective of this program is to have a quartet of BSO musicians perform monthly at community events and a variety of locations throughout Bangor. The goals of this project are to play an integral role in the Commission on Cultural Development's new strategic plan by contributing to Bangor's cultural vibrancy, while also increasing awareness of the Commission's activities and evidence of its efforts for future funding opportunities. For the BSO, the goal is to reach new

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audiences, be perceived as an active arts ensemble in Bangor, and provide more performance opportunities for its musicians.

- timetable for accomplishing stated goals and objectives
Our proposal is to have an ensemble performance every month for 10 months during the second half of the BSO's 2014-15 season and the first half of the 2015-16 season, from March to December 2015.
- program methodology
The Juniper Quartet of the BSO is an existing ensemble with a variety of repertoire to play at events appropriate for all ages. Events will be targeted to reach a variety of different audiences, and will include performances at the Bangor Mall, the Bangor International Airport, the Maine Discovery Museum, the Downtown Bangor Arts Collaborative Artwalk, the Bangor Farmers Market, KahBang Central Gallery, the Penobscot Theatre Scenes and Songs, and the market at the Cool Sounds Summer Concert series.
- staffing and volunteer support
Having previously implemented this program the BSO is prepared to do so again. The Juniper Quartet is comprised of Lynn Brubaker, Amanda Cushman, Tim Garrett, and Linda Theriault. Events will be staffed by executive director Brian Hinrichs and director of development Sarah McCarthy. The BSO has a volunteer board of 19 members and a roster of 20 to 30 active volunteers at any point in the season.

3. How does your project address these needs?

The project directly addresses the BSO's need to reach new audiences by performing, for FREE, outside of the concert hall at events throughout the community. Such performances bring exposure that traditional marketing efforts cannot. The performances also directly address the City and the Commission's efforts to create an arts-friendly city. Free classical music performances, sometimes in surprising places, will add vibrancy and provide the type of positive associations that inspire people to return to Bangor for events, dining, shopping, and more.

4. How will City of Bangor funds leverage additional funds to support this project?

With each "On the Town" performance, the Juniper Quartet of the BSO gains more exposure and brings in new requests to perform, often at corporate functions. The additional funds earned from performances at such corporate or private functions go back in to the BSO's outreach budget, furthering the life of this and other outreach programs at the BSO.

5. What population does this project serve?

The citizens of Bangor, as well as visitors to our community are the target population of this program.

6. What results do you expect to have achieved by the end of the funding period?

By the end of the funding period, we expect to have inspired new audiences to recognize the BSO and to consider making classical music a greater part of their lives. We also hope to foster the image of Bangor as a city that embraces the arts, and for the city to consider the BSO a partner in its revitalization efforts.

Materials and questions should be addressed to:

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Budget

1. Include a detailed budget supporting this project
Please see attached. Although \$5,000 is requested, partial funding would result in fewer ensemble performances during the year and/or performances by duos and trios on occasion instead of a full quartet.

Evaluation

2. What are your indicators for success with this project? (i.e. increased participation, leverage additional fund via grants or donations, etc)
 - New requests for BSO ensemble performances at functions in Bangor.
 - Heightened awareness of the BSO's role in Bangor's arts scene, and the participation of the BSO in important conversations about the future of the arts and the economy in Bangor.
 - Increased redemption of the BSO's "Know Your Orchestra!" vouchers at Masterworks Concerts, which will be available and distributed at all community events.
3. How will you measure (in quantifiable terms) the effectiveness of your activities?
 - Following the funding period, the number of new, paid ensemble performances at events in Bangor will be totaled.
 - The Collins Center for the Arts Box Office tracks redemption of "Know Your Orchestra!" vouchers at each concert; those distributed at "On the Town" performances will have a tracking code on them.
 - Many people write or comment to the BSO when they see us out in the community. Though not always quantifiable, we can anecdotally measure the "buzz" around the BSO's activities on social media and from such responses.

Collaborations: *NOTE for large grants this section is very heavily weighted in the evaluation process.*

1. Describe all partners and their roles in the project.
The following are either performances currently in the planning stage, performance partners from last season that will be approached again this year, or ideas for locations that have been previously discussed with partners but for which planning is funding dependent.
 - Maine Science Festival: Quartet performance and presentation on the science of acoustics, March 22, 2015.
 - Maine Discovery Museum: Concert and instrument petting zoo as part of Kids Central Fest, Spring 2015.
 - Maine Troop Greeters: Last year, the BSO fielded and was unable to meet a request for the Troop Greeters. This year, we would like to provide a Brass Quartet to perform at an event of their choosing.
 - Downtown Bangor Arts Collaborative: Quartet performances at the Spring, Summer, and Fall artwalks at locations TBD but likely including KahBang Central Gallery and Bagel Central.
 - Bangor Mall: The BSO has collaborated with the mall on a youth orchestra music-a-thon and would like to present the Quartet in a "pop up" performance before a concert.

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- Bangor International Airport: The BSO has collaborated with the Airport on the *Know Your Orchestra!* voucher program and on the airport's community art wall and would like to present the Quartet in a "pop up" performance before a concert.
 - St. Joseph Healthcare: St. Joseph has newly begun bringing live music to their lobby. The BSO would like to provide the Juniper Quartet for one such occasion.
 - Penobscot Theatre Company: The BSO will again provide musicians to play in the lobby of PTC's annual, free event "Scenes and Songs" in August 2015.
 - Bangor Public Library: At an appropriate storytime of BPL's choosing, the Juniper Quartet will present a special children's themed program.
2. How do you collaborate with other organizations independent of this proposed project? Describe your formal and informal relationships with other organizations.

The Juniper Quartet was formed out of a partnership with Acadia Hospital and the launch of our Music and Wellness Program at the hospital last year. The Quartet makes monthly visits to inpatient and outpatient adult and pediatric groups at Acadia.

The Collins Center for the Arts at the University of Maine handles ticket sales for the BSO. The BSO worked with the Waterfront Concert Series to bring Pops to the Bangor Waterfront in 2010 and is in ongoing discussions for similar future projects. The BSO works closely with the Kingfield Pops on their annual Pops performance in Kingfield and does at least one educational outreach program with them each year. BSO staff sit on grant review panels and volunteer committees with the Maine Arts Commission. The BSO was featured in the Maine Performs! first publication run of 55,000 copies that were distributed widely to promote Maine arts to visitors. The BSO has worked on cross-marketing campaigns with the Maine Discovery Museum and the Penobscot Theatre to increase exposure of events.

The BSO continually works with other like-minded organizations to extend the arts to a broader audience in Maine, and staff and musicians already collaborate with a number of nonprofit organizations both in our region and state. The BSO distributes *Know Your Orchestra! (KYO!)* vouchers to many Maine schools, libraries, social service organizations, local music studios, and other nonprofit arts and culture groups. Some of those organizations include the Bangor Public Library, the Robinson Ballet, the Maine Discovery Museum, the Penobscot Theatre, and the BSYO, which disseminate *KYO!* vouchers as well as information about upcoming concerts and events.

The BSO is a founding member of Bangor Arts. Additionally, BSO musicians teach and staff periodically speak at Husson University School of Business and the University of Maine Honors College and School of Performing Arts.

Sustainability

Materials and questions should be addressed to:

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1. How will your project be sustained after the exhaustion of grant funds?
The BSO is committed to performing in Bangor regularly, beyond the time period of this proposal. The BSO will continue to seek individual, corporate, and foundation support to have the ability to continue to offer this program. As stated earlier, one of the expected outcomes of the project is increased awareness of the BSO's Juniper Quartet and our ability (and flexibility) to perform outside our concert hall, which it is anticipated, will lead to more requests to perform regularly around Bangor. Examples of this include recent invitations to perform a private St. Joseph Healthcare event and a private Maine Association of Non Profits event.

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Bangor Symphony Orchestra
"On the Town" Budget

Expenses

Description	Amount
BSO quartet performances in various Bangor locations - \$500/quartet*10 performances (inclusive of musicians' fees and travel reimbursement)	\$5,000
Expenses total	\$5,000

Revenue

City of Bangor Cultural Commission Grant - \$500/quartet*10 performances	\$5,000
Revenue total	\$5,000

GRANT APPLICATION
Organization Information

Applicant name	Phone	Email
Penobscot Theatre Company	(207) 947-6618	bari@penobscottheatre.org
Organization	Name of project for funding	
Penobscot Theatre Company	Mainstage production of END DAYS	
Mailing address	Physical address (if different)	
115 Main Street, 4 th Floor, Bangor, ME 04401		
Year organization was established:	Number of employees:	
1973	10	
Organization named in 501(c) letter:	Total operating expenses, past fiscal year:	
Penobscot Theatre Company	\$990,722	

Mission Statement:

The mission of Penobscot Theatre Company is to produce high-quality, professional theatre works and programs that inspire the imagination and cultivate a lifelong passion for the art form.

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

Our primary work involves the production of professional, mainstage theatrical shows--innovative, handcrafted stagings of plays and musicals, new and classic. The season extends from early fall to late spring with each production running for three consecutive weeks and employing professional theatre artists and technicians. Beyond the theatre's mainstage season, our diverse educational and outreach programming includes school-based workshops, student matinees, summer and after-school programs, and adult classes. Through our educational programs, we not only teach the craft, but use theatre as a vehicle to develop effective communication and leadership skills; empathy, compassion, and understanding; and appreciation for the performing arts.

Brief description of current programs and activities:

Since 2005, Penobscot Theatre Company has expanded its mainstage audience by nearly 30%, filling more than 27,000 seats last season; and the number of education program attendees has increased 38%. In nearly every area, the theatre is experiencing percentages of growth measured in double and triple digits. Between 2011 and 2014, subscribers increased 20%, education registrations increased 82%, donors increased by 103%, advertisers increased 250%, sponsors increased by 10%, and foundation grants increased by 14%. Financially, PTC has never been healthier. We are currently operating debt-free; and our most recent audit showed no material findings. These developments speak to the strength of the organization, the quality of our offerings, and the palpable need for our work. The City of Bangor has been a crucial partner. Continued support will deepen our impact, serving the citizens of Bangor and strengthening the community at large.

Materials and questions should be addressed to:

Caitlin Brooke, City of Bangor, 73 Harlow Street, Bangor, ME 04401 (207)992-4234
caitlin.brooke@bangormaine.gov

Funding Request Summary

Amount Requested	Date Needed	Organization's Fiscal Year
\$2,000	March 1, 2015	September 1-August 31

Total fundraising goal for this project (in cash and in-kind):	Total funding already raised for this project and description of the source(s):
\$20,941 cash	Corporate sponsorship (cash): \$2,000 (Farrell, Rosenblatt & Russell); \$250 (Acadia Hospital) University of Maine Humanities Council grant: \$1,000

Briefly state the purpose of the request, and time frame of the planned expenditures:

Penobscot Theatre Company respectfully requests a grant of \$2,000 to support the production of Deborah Zoe Laufer's *End Days*, a Maine premiere, running March 12-29, 2015, at the Bangor Opera House. We chose this play to coincide with and enhance the inaugural Maine Science Festival, happening March 20-22. Through the story of a family coping with the stress and uncertainty of life after the September 11, 2001, terrorist attacks, Laufer examines, as one critic describes, "the place where science and religion bump uncomfortably close against each other." Compelling, often humorous, and supremely relatable, *End Days* presents and explores ideas that have long challenged and often divided society.

Grant funds would help defray the costs of the dramatic rights; professional wages for the director, five-person cast and four-person design team; and production materials. Funding would also support additional programming that leverages the play as a "jumping-off point" for facilitated discussions and consideration of Laufer's themes. Our goals are to engage an audience broadly representative of the community (aged 12 and up), to deepen understanding of pertinent health and cultural issues in our post-9/11 world, and to promote tolerance and empathy.

Materials and questions should be addressed to:

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Proposal Narrative

Provide the following information in this order. Do not use more than 5 single-spaced pages, exclusive of attachments. Please staple; do not bind your application.

Describe your project:

1. What community and/or agency needs will this effort address?

Through our production of *End Days*, we seek to address the need in our community for

- Deeper understanding and greater tolerance of diverse ideas
- Recognition of the common ground that exists in a pluralist society
- Constructive ways to cope with tragedy and risks beyond our control

2. Capacity: complete description of program or capital campaign including strategies that will be employed to implement the proposed project:

- goals and objectives
- timetable for accomplishing stated goals and objectives
- program methodology
- staffing and volunteer support

Penobscot Theatre Company is proud to produce *End Days* in collaboration with the inaugural Maine Science Festival (MSF), March 20-22, 2015, in Bangor. 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 enterprises in Maine. Modeled on successful science, art, and music festivals across the country, the MSF will offer area residents and visitors of all ages diverse activities to pique their curiosity, delight their senses, and underscore the notion that *science is everywhere*. Distinguishing itself from other state science festivals, the MSF will leverage the arts to engage the public and deepen understanding of science. In this way, it promises to bridge divisions – both real and perceived – between “left- and right-brain thinkers” and their respective realms.

With these goals in mind, the theatre’s Producing Artistic Director Bari Newport selected *End Days* for the slot in the 2014-2015 season coinciding with the festival.

This deeply thought-provoking, contemporary work by acclaimed playwright Deborah Zoe Lauffer examines “the place where science and religion bump uncomfortably close against each other.” Through the story of a family coping with the stress and uncertainty of the modern world, Lauffer asks whether faith and logic are compatible, and how hope (entirely intangible) can survive and sustain. Compelling, often humorous, and supremely relatable, *End Days* presents and explores ideas that have long challenged and often divided society. By addressing these ideas head-on and using them as a jumping-off point for facilitated discussions, we aim to heighten understanding, build empathy, and strengthen our community.

Pre-production is well underway for this Maine premiere, which Newport will direct. Dan Bilodeau, chair of the University of Maine School of Performing Arts, is designing the set and he will be joined by our resident costume and sound designers, Kevin Koski and Brandie Rita respectively. Newport has engaged lighting designer Jonathan Spencer, an experienced, extraordinarily gifted artist from New York City; he will be in Bangor to support the project March 5-15. The cast is composed of some of our strongest local

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talent, both seasoned and emerging: Doug Meswarb, A.J. Mooney, Zachary Robbins, Megan Ward and Charlie Hanscom.

The production run will include 14 performances from March 12 through March 29 and at least one facilitated panel discussion involving scholars, faith leaders, a mental health professional, and others. As a nonprofit, the theatre relies on the generosity of our community to keep ticket prices affordable, and accessibility is of special concern for this production. Through the science festival and by highlighting the production's timely themes, we seek to extend our reach to new theatre-goers and the uninitiated. Tickets to preview performances will be available at especially accessible price points (the first preview is planned as a "pay what you wish" offering); the student rush price will be \$10; and regular ticket prices will range from \$24 to \$37 per person, well below the cost of comparable offerings at for-profit performing arts venues.

In addition to welcoming students from the University of Maine who will be studying *End Days* as part of their coursework next semester, the theatre will conduct targeted outreach to local educators to highlight the relevance of the production and encourage young adult attendance.

3. How does your project address these needs?

At its best, theatre cultivates connections, deepens understanding, and fuels imagination. *End Days* is an opportunity for Bangor to experience contemporary theatre at its best.

4. How will City of Bangor funds leverage additional funds to support this project?

City funding is uniquely powerful in reflecting the values of our locally elected officials and by extension our community, and thereby leveraging additional support. By partnering with Penobscot Theatre Company to produce *End Days* and related programming, the City of Bangor would not only endorse this particularly worthy project, it would underscore its commitment to maintaining a robust and widely accessible professional nonprofit theatre in the heart of the community.

Over its 41-year history, the theatre has earned a national reputation for quality and innovation as its offerings have expanded and audiences have grown. City funding would recognize the theatre's unique place and significant value in fostering a vibrant cultural community and as an employer and economic driver. Indeed, according to a 2013 analysis by economist Todd Gabe of the University of Maine, our annual economic impact on Bangor's downtown is approximately \$2 million. The continued health of the organization and the ripple effect of our success requires community and city-based support.

5. What population does this project serve?

The theatre's patrons come from all 16 counties in Maine and beyond, though the majority live in the Greater Bangor region; and they have diverse economic circumstances, educational levels, and cultural backgrounds. This production is generally suitable for ages 12 and up.

Apart from our audience, this project would support the theatre's role as an employer. We currently employ 10 people on a year-round or ten-month seasonal basis, as well as 100+ local and visiting actors, designers, craftspeople, and educators each year through limited-term contracts.

We rely on a team of volunteers dedicated to maintaining professional theatre in the Bangor community, and this project would engage them as well. Theatre volunteers enjoy interacting with our

professional staff, local and visiting artists, and theatre patrons. Volunteer opportunities related to *End Days* will be available in the areas of administration, costume and set construction, lighting, publicity, and ushering.

6. What results do you expect to have achieved by the end of the funding period?

Through this project, we expect to achieve the following results:

- At least 75% capacity, on average, at mainstage performances
- Increased attendance/participation of first-time theatre-goers
- Positive feedback regarding program quality and impact, as measured by participant surveys
- At least one post-show talk-back session for a general audience

Budget

1. Include a detailed budget supporting this project

End Days Production Expenses

Actor salaries	\$5,850
SDC pension/health	\$891
Designer salaries	\$4,200
Travel and lodging (visiting artist)	\$500
Crew	\$350
Production expenses	\$2,900
Royalties	\$3,000
<i>Subtotal – Production Expenses</i>	<i>\$17,691</i>

End Days Marketing Expenses

Playbills	\$1,300
Postcards (distribution 7,500)	\$350
Posters (distribution 175)	\$200
Billboards	\$200
Postage	\$1,200
<i>Subtotal – Marketing Expenses</i>	<i>\$3,250</i>

Total Expenses **\$20,941**

Evaluation

2. What are your indicators for success with this project? (i.e. increased participation, leverage additional funds via grants or donations, etc)

Please see the description of anticipated results above.

3. How will you measure (in quantifiable terms) the effectiveness of your activities?

The theatre will measure the project’s effectiveness in terms of box office data (e.g., sales, patron demographics, history of attendance), the number of participants at the talk-back session(s), results from formal patron and participant surveys, critical reviews, and informal feedback via patrons’ letters and email.

Collaborations: NOTE for large grants this section is very heavily weighted in the evaluation process.

1. Describe all partners and their roles in the project.

Kate Dickerson, director of the Maine Science Festival, has been an active partner since the project's inception. By inviting the theatre to participate in the festival, she inspired the selection of a thought-provoking play that would engage our audience in exploring issues and ideas in the scientific realm. Festival organizers continue to support the project, and they will play an increasingly active role in promoting *End Days* as the event approaches, likely attracting new patrons to the theatre.

As corporate sponsors of *End Days*, Farrell, Rosenblatt & Russell have invested \$2,000 to help offset the costs of this production. Acadia Hospital has contributed \$250 to support a panel discussion involving David Prescott, Ph.D., director of psychology and clinical research at Acadia. Among Dr. Prescott's areas of focus is the treatment of anxiety and depression, and he will speak specifically to these issues with reference to the play. Discussions are unfolding with other prospective panelists, including Rabbi Darrah Lerner, who is eager to participate and to promote the production among her congregation.

The theatre will receive \$1,000 from the University of Maine Humanities Council Maine to support the cost of a unique research project centered around *End Days*. Designed by Jordan P. LaBouff, Ph.D., assistant professor of psychology and honors, in collaboration with Sarah Harlan-Haughey, Ph.D., assistant professor of English and honors, and Mary Budd, executive director of the theatre, the project will investigate the power of humanities-based, community-focused explorations of the central questions of science and philosophy. Specifically, this work will support panel discussions with the creative team behind the production, local faith leaders, and UMaine science and humanities researchers; a team of UMaine undergraduate researchers who will work to measure changes in attitudes about science and the humanities in both the cast/creative team as well as in community members who attend the performance; and the increasing development of cooperative relationships between UMaine and Penobscot Theatre Company.

2. How do you collaborate with other organizations independent of this proposed project? Describe your formal and informal relationships with other organizations.

As a nonprofit organization, guided by a philosophy of collaboration and civic leadership, the theatre relies on individual donors, foundations, and our partners in the business community for about 40 percent of our revenue, with the remainder derived primarily from ticket sales and program registration fees. Over the past 41 years, we have cultivated a group of loyal supporters who appreciate our work and recognize the value of professional theatre in an economically and culturally vibrant community. The theatre has been proud to supplement its mainstage offerings as opportunities have arisen with panel discussions, lectures, cultural/artistic demonstrations, film screenings, and book discussion sessions relating to source material and key subject matter in our productions; and the proposed programming around *End Days* represents a continuation of this effort. The generous support of various community-based partners has allowed the theatre to offer these programs and events to the public free of charge. These offerings have helped foster community dialog and inspire greater understanding and deeper appreciation for the subjects, themes and style of theatre on our stage. Likewise, by providing a venue for other arts organizations and groups aligned with our mission, through rentals and programmatic partnerships, we offer a place of community gathering and cultural accessibility.

Sustainability

1. How will your project be sustained after the exhaustion of grant funds?

Though focused on the specific purposes outlined herein, grant funds would advance the theatre's long-term sustainability by underlining the city's recognition of the integral role of theatre in community-building. The production of *End Days* and related programs, a limited-term project, will be fully funded through a combination of earned revenue, corporate sponsorships, and grant monies as detailed above.

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**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 it's 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):	Total funding already raised for this project and description of the source(s):
\$132,000	\$82,800; in-kind, grants, sponsor money, donations

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

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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