



MANCHESTER 2017 SESQUICENTENNIAL EVENTS

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Fiscal Agent: Manchester Area Historical Society

**Total amount granted from 5HF:
\$ 1,500.00**

**Total expenses paid with 5HF funds*:
\$ 1,500.00**

* If full amount of the grant was not necessary to provide the approved services, a check from the fiscal agent must be enclosed for any unused funds over \$100-Please make check payable to 5 Healthy Towns Foundation- Include a Final Expense Report

Intervention start date:
July 15, 2017

Intervention end date:
August 30, 2017

Date funding received:
October 2017

Element:
Move More, Connect with
Others

Continuing Intervention (only complete this slide if this is a continuing intervention)

Funding
Intervention also funded in:

- Plan 1: Enter amount funded
- Plan 2: Enter amount funded
- Plan 3: Enter amount funded
- Plan 4: Enter amount funded
- Plan 5: Enter amount funded

- Has the intervention made any improvements/changes from past year(s)?

- Yes
- No

Please explain

- If the amount requested has changed from the previous year please explain.

Please explain

Key Evaluation Data

Please record and include the key evaluation data collected for this intervention

Units of Engagement (no units of engagement for infrastructure)

- **Events were Gazebo Concert, Parade/Street Dance, Baseball Game/Street Festival/Heritage Arts and Main Street Dinner.** 280 participants (x) 2 hours at concert, 500 (x) 1 hour at parade, 150 (x) 1 hour at street dance, 250 (x) 2 hours at baseball game, 300 (x) 2 hours at festival/heritage arts, and 350 (x) 1.5 hours at Main Street Dinner.
- $560 + 500 + 150 + 500 + 600 + 525 = 2835$ units of engagement

Other measures may include, but are not limited to:

- Number of gazebo concert programs printed and distributed.
- Parade registrants
- Baseball game visitor head count
- Heritage arts head counts
- Main Street Dinner ticket sales
- Number of event mailers distributed

For each goal provide the following information:

Goal 1: Bring together as many people as possible (local and out-of town)

<p>Did the intervention meet specific goals listed on the intervention table?</p>	<p>Yes, all four ticketed events were sold out – many out-of-town attendees as measured by email contact and direct statements. Out-of-town participants were specifically measured in the Facial Hair Competition and Historical Society events, and met expectations.</p>
<p>State what you tried to accomplish</p>	<p>Encourage persons who grew up in Manchester and moved away, to return and reconnect with friends and family that weekend. Encourage MHS alumni to return that weekend through direct marketing.</p>
<p>How did you measure progress towards the goal?</p>	<p>Tracked e-mail commitments and comments from out-of-town persons. Tracked registration and visitors' lists/logins where their home location was asked for. Measure hotel room block reservations vs. room commitments.</p>
<p>Was the goal attainable?</p>	<p>Yes, we achieved a good response to this marketing campaign.</p>
<p>Describe how the goal was relevant to the coalition and community wellness related needs</p>	<p>Connecting with Others was a focal point of these outdoor activities, and to resume friendships/acquaintances.</p>

For each goal provide the following information: * exclude depending on # of goals

Goal 2: Boost community awareness of Manchester's various social clubs and organizations

Did the intervention meet specific goals listed on the intervention table?	Large increase in awareness of the Manchester Area Historical Society, large increase in requests for historical information. Active participation by Manchester Lions, Manchester Ladies Society, Riverfolk/CAS aided the success of various events.
State what you tried to accomplish	Get people aware of the role of these organizations in developing, promoting and participating in community events that draw people together and connect.
How did you measure progress towards the goal?	Participant counts, requests for further information about events and specific items like historical research.
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Both getting people out and moving (Art Walk) and connecting with others (FHC, Main Street Dinner, Ag Tour, etc)

For each goal provide the following information: * exclude or add slides depending on # of goals

Goal 3: Boost awareness of Manchester’s history among younger generations	
Did the intervention meet specific goals listed on the intervention table?	Yes, we held one event specifically for second-grade class. We tracked approximate numbers of youth attending specific events, and youth attending planning meetings for the Sesquicentennial.
State what you tried to accomplish	Engage youth in becoming interested in learning more about local history, and in working on projects related to history.
How did you measure progress towards the goal?	Counts of youth participating, level of interest in specific activities, interest in a future project (historic geocaching, time capsule).
Was the goal attainable?	Yes, activities occurring during the Sesquicentennial time period showed good interest. Future follow-through on the geocaching and time capsule projects to be determined.
Describe how the goal was relevant to the coalition and community wellness related needs	Getting youth involved in outside community activities, reduce screen time.

Overall were there any major accomplishments?

Yes!

No

Sesquicentennial activities were widely praised by both local participants and visitors. Ticketed activities all sold out. We believe our goals of connecting with others and moving more were amply achieved during this week long event. We did get many youth involved in these activities.

Setbacks

Were there any setback encountered during the implementation of this intervention?

- Yes
- No**

If yes, please describe setbacks and how they were addressed below:

Setbacks or issues identified	How they were addressed

How will you improve or avoid these issues in the future?

- XXX

Media

- Provide the following documentation:
 - The 5HF contribution was covered in various promotional brochures, the continually updated Planning Document, banners (such as the Main Street Dinner, and The Manchester Mirror).
 - The 5HF contribution will be prominently displayed in a sponsorship page to be included in the Sesquicentennial Commemorative Book, published November 2017. This will include many photographs of the activities covered by this intervention.

Please include an itemized expense report (not budget) that demonstrates how the grant funds were used

- The \$1,500 5HF grant was allocated among the following Sesquicentennial activities, which were all funded by general Sesquicentennial funds obtained from approximately 40 sponsors.
- Gazebo Concert August 3 – Dodworth Saxhorn Band - \$ 300
- Sesquicentennial Parade/Street Dance August 4 - \$ 100
- Historic Baseball Game August 5 - \$ 200
- Main Street Dinner August 6 - \$ 600
- Promotional costs (concert program, mailers) - \$ 300

End of Coalition Presentation

Please complete information for the entire slide deck (slides 1-18). The slide deck will be used as your intervention evaluation report for the 5 Healthy Towns Foundation. Please use your intervention table as a reference when completing the slide deck.

For the Coalition meeting you will only need to present on slides 1-11*

*Note: You do not need to complete slide 2 if this was the first year you implemented your intervention using 5HF funds. Slides 4-7 will also vary depending on the number of goals you had for your intervention.

Intervention Information

Manchester 2017 Sesquicentennial Events

- I. Conduct a week-long series of events commemorating Manchester's 150th anniversary as a Village in the State of Michigan. The events will bring people together to learn, celebrate and enjoy a variety of topics related to Manchester's history. The Foundation's mission statements of "Moving More" and "Connecting with Others" were a focus of the specific activities supported by Foundation funding.
- II. We utilized Foundation funding to specifically support a historic band concert, the Sesquicentennial parade and historic street dance, a historic baseball game, the Main Street Dinner, and various promotional costs (concert program, mailers).
- I. The target population was all age groups, both in-town residents and returning Manchester alumni and former residents, with a special focus on engaging youth.

Please include the key evaluation data collected for this intervention

- Survey templates and combined results
- Program evaluations and reports from coordinators, volunteers, instructors, teachers, facilitators, etc.
- Testimonials
- * If you plan on bringing copies of these materials to the coalition meeting when you present you can exclude this slide

Collaborations

Did your intervention involve collaboration with any other organizations

- Yes** Village of Manchester, Chamber of Commerce, Riverfolk/CAS, Manchester Ladies Society, Manchester Lions Club, Manchester Farmers Market, Manchester District Library

Please comment on the value of the collaboration

The multi-faceted Sesquicentennial celebration was greatly improved by the willing and skilled people and programs of these organizations.

Collaborations

Will the collaboration continue if the intervention continues?

- N/A

Are there additional collaborators you could work with in the future?

- N/A

Fiscal Agent

- The Manchester Area Historical Society was the fiscal agent for this intervention, as well as for the Sesquicentennial Celebration as a whole.

Sustainability

- Does your intervention have a sustainability plan?
 - Yes
 - No
- What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?
 - Not applicable.