

# Ironclad Vintage Base Ball Festival - Wellness Coalition | Plan Year 7

<b>NAME OF THE INTERVENTION</b>	Ironclad Vintage Base Ball Festival
<b>5HF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)</b>	Move More & Connect with Others in Healthy Ways
<b>Fiscal Agent</b>	Monitor Base Ball Club of Chelsea, MI
<b>Tax I.D</b>	37-1774803
<b>Implementation Contacts (2 or more required)</b>	Jon Van Hoek; Sara Wedell
<b>Contact phones and emails</b>	248.930.6130; chelseamonitorbbc@gmail.com
<b>Date Funding Required</b>	June 21, 2018
<b>Implementation Date</b>	July 21, 2018
<b>Estimated Completion Date</b>	July 21, 2018
<b>Total Amount Requested from 5HF</b>	1,000.00

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b></p> <p><i>Typically one paragraph (3-5 sentences)</i></p> <p><i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Ironclad Vintage Base Ball Festival is a one-day celebration of baseball played by the rules of 1860, with an emphasis on fellowship, sportsmanship and community. 2018 will be the third Ironclad hosted by Chelsea’s clubs, the Monitors and Merrimacks. Approximately 8-10 mens and ladies clubs from around Michigan and Ohio will participate.</p> <p>The festival is a community event open to the public and free of charge. It provides a unique and family-friendly local attraction that is engaging to visitors of all ages. In addition to the baseball matches, the event aims to be a showcase for the community of Chelsea and a forum for other wellness initiatives locally. In 2015 and 2016, among the added attractions were live music from CHO, demonstrators from the Wellness Coalition, Chelsea District Library, City of Chelsea, Waterloo Historical Society and several vendors from the Farmer’s Market.</p> <p>In addition to the Ironclad Festival, an essential part of the general mission of the Monitors &amp; Merrimacks at all their matches/practices is to create a unique community “happening” that emphasizes healthy activity and connection with others. Weekly practices are held throughout the summer, open to anyone interested, and at least five other local matches will</p>

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	<p>be held at Timbertown park—all free and open to the public. While any funding from the Wellness Coalition would go towards covering the costs of the Ironclad Festival, the Coalition would also be supporting this inclusive summer-long initiative of this community group.</p>
<p><b>2. How does this intervention address the needs identified by your community and the coalition?</b>  <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>The Friends &amp; Family Wellness Coalition strives to “bring people together – by offering wellness programs and community events that people want and need, and by organizing ourselves in a connected way.” This mission is very much in synch with the goals of the Monitors &amp; Merrimacks, both at the Ironclad Festival and at all their matches &amp; practices. Specifically, the clubs are in line with the Coalition’s visionary domains of “Connect With Others” and “Move More.” We feel that the unique and dynamic pastime of vintage base ball has the ability to be a healthy, inter-generational, local, affordable and accessible source of connection to local residents.</p>
<p><b>3. What are the specific goals for the intervention?</b>  <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals</i></p> <ul style="list-style-type: none"> <li>• <i>State what you are trying to accomplish,</i></li> <li>• <i>How you will measure progress toward and accomplishment of your goal</i></li> <li>• <i>Who is responsible for collecting the data?</i></li> <li>• <i>Why you think the goal is attainable</i></li> <li>• <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i></li> <li>• <i>What is the timeframe for achieving the goal?</i></li> <li>• <i>See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></i></li> </ul>	<p>Goal #1 – To provide a family-friendly, free event (Ironclad Festival) centered around the pastime of vintage base ball, which promotes exercise, sportsmanship and enjoyment, in addition to connection with fellow community members.</p> <ul style="list-style-type: none"> <li>• Our goal is to host an event that draws 100-200 community members.</li> <li>• Measurement: The primary means of measurement will be estimated attendance. As the event will be free of charge and open to the whole public, we will work hard to gather crowd estimates throughout the day. Members of the Monitors/Merrimacks and volunteers will assist in this task.</li> <li>• Attainability: The pastime of vintage base ball is a unique and engaging spectacle. It is a thrill to watch, inspires people who do not consider themselves “elite” athletes to participate, and one glimpse of a match will make most spectators want to see more. The Monitors &amp; Merries have been an activity that a good size chunk of this community has rallied behind, that continues to grow every year through word-of-mouth.</li> <li>• Relevance to the Coalition: friends, families and neighbors come together via this pastime.</li> </ul> <p>Goal #2 – To continue the same essential goals of the Ironclad Festival at all our local matches &amp; practices. Inclusive, affordable and engaging entertainment &amp; exercise. We make a special effort to reach out to area senior residents to come enjoy a local attraction that harkens back to a simpler time.</p> <ul style="list-style-type: none"> <li>• 50+ matches and 100+ practices held locally our first seven years; 100+ active</li> </ul>

	<p style="text-align: center;">participants (ladies and men) and many more spectators.</p>
<p><b>4. What key data will be collected, analyzed, and used to evaluate the intervention?</b>  <i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <p><i>Might also include survey data, and other measures such as number of participants, pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>The key data for the intervention will be attendance and anecdotal feedback from participants/spectators.</p>
<p><b>5. What are the estimated Units of Engagement for the intervention?</b>  <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i>  <i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>For Ironclad Festival only: Units of Engagement = 300 x 2 hrs x 1 event = 600</p> <p>If factoring all local vintage base ball events (six other matches scheduled in Chelsea for 2018, plus weekly open practices), many more Units of Engagement</p>
<p><b>6. Who (specifically) will be responsible for what aspects of intervention implementation?</b>  <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• <i>Obtaining all required permits and permissions and all other communication required</i></li> <li>• <i>Deciding on dates, times, locations</i></li> <li>• <i>Marketing – both developing and distributing marketing materials</i></li> <li>• <i>Recruiting necessary volunteers</i></li> </ul>	<p>Members of the Monitors/Merrimacks will be responsible for all organizational aspects of the intervention, including its schedule, set-up/break-down, marketing, recruitment of volunteers and evaluation of the intervention.</p> <p>We will again seek to have as many community wellness groups as possible in attendance in our central gathering area (the tennis court pavilion at CHS). Coalition interventions will be invited to be on hand, demonstrators &amp; re-enactors if possible, and a free live music performance. These groups will be responsible for their set-up, with assistance from club members.</p>

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<ul style="list-style-type: none"> <li>• <i>Developing tools to collect data and pictures</i></li> <li>• <i>Analyzing data collected</i></li> <li>• <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i></li> <li>• <i>Preparing and presenting presentations and reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>We will also be working to have several food/beverage vendors on site at the Festival, to afford spectators a chance to purchase refreshments—however, there will be NO entrance fee to the Festival itself, nor expectation/obligation to make any purchases.</p>
<p><b>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</b>  <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>Yes. As the Ironclad Festival will be played at Chelsea High School, approval from Chelsea Schools is necessary. The reservations for the Ironclad Festival on July 21, 2018 are in place.</p>
<p><b>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability).</b>  <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Members of the Monitor and Merrimack clubs will be primarily responsible for the implementation of the program. Additional funding via sponsors will be sought, in order to cover expenses – the Ironclad Festival, as with the Monitor &amp; Merrimack clubs in general, is a not-for-profit endeavor. Additional sponsors of the 2015-16 Ironclads included: Chelsea Milling Co., Marcia White Homes, Chelsea Alehouse Brewery, the Common Grill, Chelsea Comfort Inn, Chelsea Pharmacy, the Purple Rose Theatre and the Chelsea Wellness Foundation. We anticipate several of these same sponsors or local groups like them will help sponsor the Ironclad in 2018.</p>
<p><b>9. If this is a continuing intervention:</b>  A. How many years has this intervention been funded by the coalition?  B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF?  <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i>  C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more</p>	<p>2018 would be the third year of funding from the Coalition. The 2015 and 2016 Ironclad intervention evaluations were presented to the Coalition at the conclusion of the funding cycle.</p> <p>While the essential structure and goals of the Ironclad Festival in 2018 remain the same as in 2015-16, improvements we seek to make include a further reach of marketing and inclusion of more wellness-based community groups at the Festival.</p> <p>The Monitors and Merrimacks are asking for the same amount (\$1,000) from the Coalition in 2018 as in 2016. At our initial festival (2015) the amount requested was slightly higher</p>

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<p>year of funding).  D. Has the amount requested from the coalition increased or decreased? Why?  E. How many more years will this intervention request funds from the coalition?</p>	<p>(\$1,500), but we are able to re-use much of the equipment/signage purchased for 2015 in subsequent festivals.</p> <p>The clubs will evaluate on a year-by-year basis the success of the Ironclad Festival, in hopes of making it an annual or semi-annual community event.</p>
<p><b>10. Does your intervention have a sustainability plan?</b>  <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>We will seek additional outside funding (sponsorships from local businesses) to help defray the cost of the Ironclad Festival, if the Coalition does not grant funding. Some scaling back of the scope of the event would need to occur, but the basic framework of the event is in place and is achievable at different funding milestones.</p>
<p><b>11. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>The pastime of vintage base ball boasts over 300+ clubs nationwide, nearly 40 in Michigan. Various festivals and tournaments are hosted around the state and the country. In Michigan these include the Greenfield Village World Tournament, Vintage Baseball at Historic Fort Wayne in Detroit, the Sidney Cup, and in 2018 the Michigan Tournament of Vintage Base Ball in Frankenmuth. The model of a more community-minded festival of vintage base ball, more geared toward fellowship and sportsmanship comes in part from the Ohio Cup in Columbus OH and the Mayor’s Cup in Upper Sandusky OH.</p> <p>There is also a vintage base ball club in Dexter (Union BBC), and while they do not have their own festival, we have played 4 matches (Monitors v. Union) as part of Civil War Days at Gordon Hall. Additionally, the local scene of vintage base ball continues to grow, as a new club in Manchester is launching fulltime in 2018.</p>

~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions\*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

\* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

Also provide the information in the two tables below

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Budget Summary	Amount	Percentage
Amount of funds from Coalition	<b>\$1,000</b>	<b>40</b>
Total funds from other sources	<b>\$1,500</b>	<b>60</b>
Marketing/Advertising	<b>\$500</b>	
Compensation – to one or more people	<b>0</b>	
Infrastructure (structure that lasts 5 years or more)	<b>0</b>	
Other expenses	<b>\$2,000</b>	

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1				
Year 2				
Year 3				
Year 4	<b><u>\$1,500</u></b>	<b><u>\$1,450</u></b>		<b><u>\$50</u></b>
Year 5	<b><u>\$1,000</u></b>	<b><u>\$1,000</u></b>		