



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting
Wednesday, August 19, 2020

Agenda Item

Item 7. A. - 2020 Metro Children's Water Festival

Prepared By

Linda Loomis, Administrator

Summary

This item was on the July 2020 agenda and was tabled by the Board. The Board wanted additional information regarding the expected cost to make a virtual event. Below is a table with a rough estimate of anticipated expenses. Since this is the first time they have moved ahead with a virtual event the costs are somewhat unknown. The cost of a virtual event is estimated to be slightly higher than an in-person event. They are hoping to be able to reduce the videographer costs.

Budget Information. We need as much information as you can provide.

List all expenses by category. Categories may include such things as operational costs (postage, printing, student travel, meals and lodging), or direct costs (in a scholarship project, this would be the costs of the scholarships).

Presenters	\$7,000
Professional videographer services	\$20,000
Metro Conservation District's Admin fees	\$4,000
Total	\$31,000

The 2020 Budget included \$1,650 for this event.

Information that was attached to the July 2020 Executive Summary for this item is attached this month.

Attachments

2020 Metro Children's Water Festival Sponsorship Letter
2020 Metro Children's Water Festival Sponsor form

Recommended Action

Motion to authorize sponsorship of the Virtual Metro Children's Water Festival

June 2020

Dear Metro Area Children's Water Festival Partner,

The **Metro Area Children's Water Festival (CWF)** planning committee decided to cancel the 2020 in-person festival due to the COVID-19 pandemic and deliver the 23rd festival via online platforms – providing the ability the opportunity to educate even more 4th graders about our water resources!

We hope that you will join us by being a sponsor for this unusual year. Since 1998, this festival has educated and inspired nearly 30,000 students and over 1,000 teachers. We are proud to continue this education collaboration to celebrate and protect our most precious resource—water.

What is the Children's Water Festival?

Traditionally, the CWF takes place each September at the Minnesota State Fair Grounds and provides engaging, hands-on water education to about 1,800 fourth grade students free of charge. With scores of stations, students learn about many aspects of water: measuring water quality, where the water goes when the toilet gets flushed, how tiny bugs serve as indicators of water quality, the importance of wetlands, and basic water science and much more. The Children's Water Festival strives to not only increase knowledge about our essential water resources, but also to connect youth to water, and inspire them to take action in conserving and protecting water. In 2020, we hope to offer the same engaging presentations in September, but the delivery will be online. Many presenters are interested in delivering their learning station in one or more format: live on the festival day (September 30), video, lesson plan, or other creative delivery method.

Why sponsor the Children's Water Festival

- Help educate metro-area (and beyond) 4th graders on water resources
- Inspire students (and teachers) to increase their water literacy and protect water for the future
- Assist schools in meeting state science standards with fun and engaging content
- Be part of the largest and longest-running water education program in Minnesota
- Be recognized as an entity that supports water and environmental learning. Sponsors will be recognized at the online festival, in the festival booklet, on www.metrocwf.org, and through press releases and promotion. Sponsors will also receive a certificate of sponsorship and can use the CWF logo on their website.

How will funds be used?

Funds are needed to create virtual content and general program expenses, such as the CWF website. We hope to keep the cost to a minimum, but we want to offer a high-quality virtual festival to engage students. Any unused funds will be carried over to the 2021 event.

How to sponsor

Please fill out and return the enclosed sponsor form. Thank you for supporting this event that gives so much to the children of Minnesota and identifies the metro area as a national leader in environmental stewardship.

Thank you for your consideration,

Ann White Eagle

Metro Children's Water Festival

651-266-7271 or ann.whiteeagle@ramseycounty.us

Metropolitan Conservation Districts



2020 METRO CHILDREN'S WATER FESTIVAL SPONSOR FORM

Sponsors will be recognized on the website, in promotional materials and will receive a certificate of sponsorship.

_____ We would like to be a Festival sponsor by funding educational materials, presenters and facility rental: *(Please circle one.)*

\$250

\$500

\$1000

\$2000

Other \$_____

If you have any questions about the Children's Water Festival, or where your contribution may best fit, please call: Ann White Eagle (651-266-7271)

Please make check payable to: Metro Conservation Districts

CONTACT NAME _____ DATE _____

COMPANY _____
(Please print this exactly as you wish it to appear in the program.)

ADDRESS _____
(Street, City or Town, Zip)

PHONE _____

FAX _____

E-MAIL _____

PLEASE RETURN TO:

Ann White Eagle
Ramsey County Parks & Recreation
2015 Van Dyke Street
Maplewood, MN 55109

*"Water Connects Everyone
and Everything on Earth!"*



www.metrocwf.org