



Marty Gear
**Costuming Arts
& Sciences Fund**
The International Costumers' Guild

Grant Application

Instructions

Please provide all the information requested. Edit the document header to provide a title for your grant application and the submission date. Feel free to use additional space for your responses, and to provide any supporting materials.

This application is confidential. Its contents will not be disclosed by the Fund Committee or by the panel that evaluates it except that awarded grants will be announced per §2.4.7 of the Fund Governing Document.

The application will be evaluated objectively on its own merits, and not in relation to any other past or pending applications. The evaluation will not discriminate based on factors including but not limited to: race, national origin, religion, gender, sexual orientation, gender identity, age, and disability.

The evaluation process takes into account (1) the quality of the proposed project or activities, (2) its impact on the intended audience, (3) the qualifications of the applicants, (4) whether the deliverables and benefits can be adequately measured, and (5) the likelihood that the project or activities will substantially achieve its objectives within the stated time period.

All those named in this application must be members in good standing of the ICG and agree to remain members throughout the term of the grant. An individual may have only one active grant at a time. A new grant involving any individual can only be awarded after the current grant involving that individual has been completed.

Submit your application by sending this original document file or a PDF rendition to 'icg-grants@costume.org' with the subject line "Grant application." Your submission will be acknowledged within 72 hours. If you do not receive an acknowledgment within that time, you may send a follow-up message stating when the original message was sent and asking for confirmation.

If a grant is awarded, we will notify you of the amount, reporting requirements, and restrictions or limitations.. Awardees must submit a completed U.S. IRS [Form W-9](#).

1. Applicants

List the applicant(s) for this grant. Include all those who will work on the project.

Name: **Betsy R. Marks**

Address: **PO Box 1393**.....

City: **Greenbelt**..... State: **MD**.....

Country: **U.S.**..... Postal code: **20768-1393**.....

Email: **<ccinfo@costume-con.org>**..... Telephone: **301-922-1865**.....

Primary chapter: **Silicon Web**..... Membership expires: **03/2023**.....

Do you have a current ICG grant? Yes **No** Grant completion: **NA**.....

Name: **Karen Schnaubelt (Costume-Con Service Mark Holder)**.....

Address: **PO Box 1**.....

City: **Beallsville**..... State: **PA**.....

Country: **USA**..... Postal code: **15313**.....

Email: **<janusaries55@gmail.com>**..... Telephone: **412-632-3242**.....

Primary chapter: **NJ/NY Costumers' Guild**... Membership expires: **08/2022**.....

Do you have a current ICG grant? Yes **No** Grant completion: **NA**.....

2. Description of Project or Activities

Provide a detailed description for the project or activities that this grant will help fund. Be sure to identify how it reasonably relates to the goal of the Fund to, "promote the art and science of costuming, either in a specific locale or the community as a whole."

The event known as Costume-Con (CC) (with variations either without a hyphen or with no spaces) is an event that takes place annually at various locations throughout North America, most notably in the United States and Canada. The Costume-Con Archives (CCA) -- not to be confused with the Pat and Peggy Kennedy Memorial Archives (colloquially known as the ICG Archives) -- is dedicated to preserving the history of CC.

At present, the online version of the CCA is hosted on Costume-Con.org, a WordPress.org-driven website. The analog (hard-copy) paper and video archival materials are stored in analog, video, and digital form at the home of Karen Schnaubelt, with portions of the CCA located at the home of Betsy Marks, CCA Archivist.

The CCA represents 40 years of content that includes program books, fashion folios, Whole Costumer Catalogs, and other ancillary content, as well as videotape and digital recordings of most main tent events. Some videos of panels taken during select CCs throughout our history, select abandoned competition documentation, bid materials, and other print and digital collateral on CD and floppy discs are among the materials stored in the CCA, along with an uncataloged number of physical print photographs.

The online version of the CCA consists of over ten thousand images, competition rules, participant lists, statistics, and other content derived from scans of the hard copy content, replicated content from individual CC websites, miscellaneous notes, competition award and run lists, and other details.

The website is split between a Data Archive that houses an overview, summary of publications, participants and panels, competition rules, additional historical information, and links to our Visual Archive, which houses all of the scanned and labeled photographic collateral for the site.

The CCA's Visual Archive is displayed via a free WordPress plugin called "NextGEN Gallery" by Imagely.com. The free version of the plugin software is limited in its functionality. The professional plugin is designed to supply a robust e-commerce platform structure for photographers to sell their works, which we are not interested in using, but NextGEN Pro also has a rich search function, and additional display options for the images housed within the database that make it attractive to purchase a fully functional Pro version of the software.

The CC Service Mark Holder and CC Archivist would like to request purchase of a professional lifetime subscription for NextGEN Gallery to support the photo content of the website. The cost of this Pro version of the plugin is normally \$349 but may be as low as \$209. Hence this Marty Gear Costuming Arts and Sciences Fund Grant Request.

3. Benefit to Intended Audience

Describe whom the project or activities will benefit, and the specific benefits and deliverables it will provide to its intended audience.

The CCA provides CC conference committees (concoms) with an active, searchable historic reference that can be used for building competition rules. Access to photos

gives concons the tools to help advertise their events ahead of their conferences. Historians interested in a costumer's participation over time can use the existing system to build a set of images that show work over time.

Access to a more robust and option-rich searching function will assist with research on the site. Access to historic data can help with setting realistic expectations for what fulfills the requirements of a CC as determined in the ConStitution (the guiding document by which all CC concons must abide when producing their conferences.

In addition to this content, the Costume-Con.org website now hosts the Cat Devereaux & Fran W. Evans Fashion Design Center, which contains reference information for all Fashion Folio competitions as well as croquis (illustration assistance guides) for creating designs that include people who use orthotics, prosthetics, wheelchairs and other accessibility-enhancing devices, and who are not traditional "fashion" shapes. Additionally, the RUNACC online reference and resource for concons will be coming online in the near future, hosted as a subdomain on the Costume-Con.org webserver.

In short, the Costume-Con.org website provides as complete a snapshot of Costume-Con's 40-year history as can be accomplished via hindsight with the volunteer time and resources available. This online archive of resources is and will remain free to access and free of paid advertising.

Given the ICG's long term symbiotic relationship with CC, it is our hope that the ICG will consider this Grant request as beneficial to its members at large and will grant our request for the funds.

4. Qualifications and Contributions of Applicants

Describe the qualifications and contributions of each of the applicant(s) to the project or activities that this grant will help fund. Be sure to identify and describe special qualifications of any of the applicants on which successful completion critically depends. Also indicate whether the applicants will play a significantly unequal role.

Karen Schnaubelt is the acknowledged "mother" of Costume-Cons. As registered service mark holder, she is responsible for determining the eligibility of a given CC Bid committee and setting expectations for what a CC should provide to its members and to the CCA.

Betsy Marks is the founding web designer and CC Archivist, having converted the website for the CC in which she served as Chair (CC Fifteen or CCXV). The CCA website now located at Costume-Con.org was launched shortly after the conclusion of CCXV and has subsequently been redesigned several times. The latest redesign was completed shortly after 2016, and the new online CCA launched in full just prior to CC40 in March 2022. Together, Ms. Schnaubelt and Ms. Marks provide the guidance and management team for the CCA and all of its collateral.

5. Duration and Milestones

Provide a schedule for the project or activities that this grant will help fund, including expected start and end dates, and a list of identifiable milestones that can be used to measure its progress.

**Within one month of receipt of the requested funds, the funds will be used to procure a lifetime subscription as noted here on the software's marketing page:
<https://www.imagely.com/pricing/>**

Once procured, the installation of required subscription license(s) will be achieved and within two months of receipt, updated searching, gallery displays, and other enhancements will be added to the Costume-Con.org website and made live.

As this is a one-time expense, there will be no extended requirements but the CCA will provide a report that shows what was done with the funds, and provide a copy of any and all receipts and paperwork required for proof of use of the funds as stated.

6. Budget

Provide a budget for the project or activities that this grant will help fund, showing the estimated cost, the amount or range of amounts for the grant you are requesting, and additional sources of funding that you will rely on. If you specify a range of amounts, please show how you will complete the project or activities if your award is at the lower and upper end of the range. Specifying a range gives the evaluation panel more flexibility in considering grant awards.

With regard to the CC website, the site is fully funded out of Ms. Schnaubelt's personal funds. There is no additional funding source to cover the cost of the site. For legal and accounting reasons, CC does not now and will not ever hold a non-profit status, as all income and expenses from each of the various CCs resides with their respective concoms. Licensing of the CC name is outlined in the CC ConStitution and procedural documents that describe bidding for a CC.

7. Results

In assessing the results of your project or activities, it is important to consider how to measure success. Describe the expected results and impact of the project or activities that this grant will help fund. How will those results be assessed, and how can their impact be measured?

We are happy to provide the ICG with whatever measures they deem appropriate, up to and including a user survey that requests feedback which addresses the usefulness of the software we deploy as a result of this grant request. It is as much in our own best interests to ensure that our users can find the data stored on the site in an easy, obvious way, on whatever device or browser they choose to use.

This feedback benefits both the ICG (satisfying measurable requirements) and the CCA.

8. Reporting

You will be responsible for making periodic progress reports and a final report on the project or activities. Please describe how you will report on progress, how frequently progress reports will be made, and what will be included in the final report when the project or activities is completed.

We are happy to provide whatever reports are required, particularly with regard to the usefulness of the selected plugin software, as it replaces a previous system that was not maintained.

According to the NextGEN and WordPress.org websites (<https://wordpress.org/plugins/nextgen-gallery/>), there are well over 700k installations of the software, which leads us to believe that the plugin will remain updated and active, thus reducing the risk of hacking due to outdated PHP software.

9. Additional Information

Please include any additional information that the Fund may have requested in connection with this application, or any additional information you would like the evaluation panel to consider in evaluating this application.

As we have just completed the upload of CC40 (and CC38) data, we are hoping that the Grant Committee's decision will be quick and favorable so that we may purchase, install, and deploy the software as soon as possible. For any questions related to the technical aspects of this request, please contact Betsy Marks at the numbers above or by phone at 240-755-8105 or by email to ccinfo@costume-con.org.

Many thanks for your consideration. We look forward to hearing from you soon.