2027 Lake City Ice Festival Update

- We have an Ice Friends working group that includes Town admin, Town parks & rec, DIRT, residents and business owners, and regional partners.
- Conducted a poster and logo contest
- Chosen the artwork of Linda Downs for the 2027 ice festival poster
- Reviewed the logos, talked about what liked from each one
- Business sponsorship slide deck is on website; outreach ongoing
- Festival will begin Friday night, February 5th - movie “Nobody & Goliath” will be shown at the Mountaineer Theatre with a mixer (DIRT has applied for special liquor license); featured speaker Joshua Noll Director and Producer.
- "Nobody & Goliath: A Navy Seal and a Scientist Found a Cheat Code to Reach Rock Climbing's Upper Echelon" feature in Outside Magazine, https://www.outsideonline.com/outdoor-adventure/climbing/wanish-vaill-goliath/
- Festival day of February 6th - Ben is talking to potential food trucks; Packer's will provide beer garden; outreach for other vendors occurring (similar to previous years)
- Registration fee dropped to $35, with perhaps a $5 pre-registration benefit
- Discussions continue with slackliners & adaptive sports
- New this year; a self-timed endurance climb
- Saturday, February 6th - awards / mixer at the Arts Center (after ice climbers eat at restaurants), so possibly dessert - late evening event
- Jon Bernhard emcee at Festival and award night, invite Mayor to also be present