

Neighborhood Ice Cream Social

Coordinated by Community Outreach of Our United Villages

Community Outreach of Our United Villages has coordinated an Ice Cream Social in the Boise Neighborhood since 2004. This is an annual event that takes place on the hottest day of the year. We share this “how to” manual in hopes that it will be used as a community-building concept in neighborhoods citywide. This document is like a tool chest, take from it whatever works best for achieving your own neighborhood or community goals.

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HISTORY & PURPOSE

In 2003, Boise neighbors began to see rapid changes on N. Mississippi Avenue with the influx of new businesses. There were mixed feelings about the change. Some folks liked it while others felt left out. Business owners had expressed a desire to connect with the Boise community to create stronger ties with neighborhood residents. An opportunity to build positive relationships between new businesses and surrounding neighbors was illuminated. Community Outreach went to the Historic Mississippi Business Association (HMBA) to present an idea: Host a free ice cream give-away for the neighborhood on one of the hottest days of the year. The businesses loved the idea. Our United Villages agreed to “provide support” to help establish the event by taking a leading role in coordinating it until it could take on a life of its own. Every year since, the Boise Neighborhood Ice Cream Social has taken place. In one hour, thousands of scoops of ice cream are served, compliments of Boise businesses.

There are no outside sponsors or grants used for this event. The Boise Neighborhood Ice Cream Social is self-sustained through Boise business participation. The goal is to have 100% participation of businesses, whether by scooping ice cream for one hour, hanging posters, delivering maps, or making a financial contribution. Some businesses choose to provide a cash donation instead of scooping ice cream to cover the cost of:

- Non-profits that want to participate
- Printing Ice Cream Maps and Posters
- Temporary Restaurant Application

The values that are the foundation for the Ice Cream Social are:

- For neighborhood businesses to give back to community and express thanks
- To sponsor an activity that fosters inclusive, respectful community
- To create a tradition that residents will look forward to every year
- To have social interaction between residential and business neighbors
- That it is free and open to everyone in the neighborhood

COORDINATION DETAILS

Businesses set up an ice cream station on the sidewalk. An ice cream map is delivered to every address within the neighborhood that shows the businesses that are participating and what flavor they will serve. Neighbors get their pick of 50+ flavors up and down the street. Individual businesses pay for their ice cream order and then it is given away for free to neighbors. The Boise Neighborhood Ice Cream Social continues to grow each year. In 2008, there were 66 businesses that participated in the Ice Cream Social to serve more than 4,500 scoops of ice cream in one hour!

How is the Ice Cream Social self-sustained?

In 2008, 62 businesses ordered ice cream. The Ice Cream Social cost \$2,250. Each business pays for their own ice cream and supplies. Each business paid an average of \$36.00 in order to participate. Individual businesses give donations to support non-profits that would like to participate.

What money is spent on:

| | |
|----------------------------------|-----------|
| Temporary Restaurant Application | \$50.00 |
| Ice Cream Supplies | \$950.00 |
| Ice Cream | \$1150.00 |
| Printing | \$100.00 |

Is there a coordinator and/or committee to take on responsibility?

We have learned that it is helpful to have one coordinator keeping track of the ice cream orders and timelines. You will also need to have a committee or volunteers to help get the word out, deliver ice cream maps, and clean-up.

What are the requirements for health code?

The coordinator completes a Temporary Restaurant Application and obtains a Food Handler's Card. Each station where ice cream is served needs to have a hand-washing station including a 5-gallon bucket with spigot, soap, and paper towels. People serving ice cream wear gloves while serving. A *Temporary Restaurant Operator's Checklist* and a *Temporary Food Event Coordinator's Checklist* for Multnomah County is available at: <http://www.co.multnomah.or.us/health/mchealthinspect/tempfood.html>.

TIMELINE

PRE-PLANNING

Select a day

- The Boise Neighborhood Ice Cream Social is on the hottest day of the year (usually the first week in August), on a Tuesday night from 6:00pm-7:00pm
- When selecting a date, research city wide and neighborhood events, communicate with businesses about their schedules and availability, and identify a time when businesses are still open and neighbors will be home

Contact Ice Cream Supplier

- We coordinated with Sunshine Dairy
- Request a list of their current flavors and pricing for 3 gallon and novelty ice cream flavors
- Create a master list of flavors that businesses will use to select a flavor (in order to not have duplicate flavors)

Contact Health Department

- Fill out Temporary Restaurant Application online at <http://www.co.multnomah.or.us/health/mchealthinspect/tempfood.html>
- Submit cash or check for \$50.00 to pay the Temporary Restaurant Application fee
- Due *no later than* 14 days before the event

Food Handler's Card

- Study guide available online at <http://www2.co.multnomah.or.us/FoodHandlerCard/Manuals.aspx>
- Register online at <http://www2.co.multnomah.or.us/FoodHandlerCard/>
- Take test online
- Pay \$10 with credit card

Get Organized

- Create an Ice Cream Order Sheet for businesses to fill out
- Identify where to purchase ice cream supplies (bowls, spoons, cones, etc.)
- We coordinated with Cash and Carry, New Seasons, and online orders for compostable bowls
- Identify all of the neighborhood businesses (use online resources such as the business association website and/or map out the businesses by walking around the neighborhood and taking notes)
- Make a list of all of the businesses including a contact person and email address

Get the Word Out

- Identify the languages spoken in the neighborhood
- Create a flyer
- Translate the flyer into the identified language
- Bring flyers to local schools, community centers, the Neighborhood Association, and the Business Association
- Give presentations about the Neighborhood Ice Cream Social at the neighborhood and business association meetings
- Draft and mail a letter of introduction/explanation and mail or hand-deliver to all the businesses in the neighborhood

Get Ice Cream Orders

- Select a date that Ice Cream Orders are due (e.g. Sunshine Dairy needed at least one week notice)
- Email the Ice Cream Order Sheet and to every business you have identified
- Do follow-up calls or visits to get ice cream orders

3 WEEKS BEFORE THE EVENT

Make a draft of the Ice Cream Map

- Start with a template of the streets
- Add the name of the businesses and their flavor
- Include a Thank You section for donations and volunteers

Make the Ice Cream Poster

- Include photos of the neighborhood. For example, during the 2nd annual ice cream social, use pictures of the 1st annual ice cream social
- Include an estimate of the number of flavors and the number of scoops served in one hour (i.e. 60+ flavors)
- Make sure that FREE is prominent on the poster
- We printed the ice cream poster in color on glossy photo paper to make the readable and durable.

Deliver/Post Ice Cream Posters

- Hang Posters in strategic locations throughout the neighborhood
- Bring Posters to churches, schools, laundry mat, etc.

2 WEEKS BEFORE THE EVENT

Invoices

- Create an Ice Cream Social Invoice for each participating business
- Print the Invoice (it will be stapled to their ice cream supply bag)
- Email the invoice to the participating businesses

Submit the Ice Cream Order

- Make last minute calls or 1:1 visits to check-in with businesses about ice cream
- Sunshine Diary requests ½ of the total amount due at the time you place the order

Order Bowls & Spoons

- We ordered compostable bowls and spoons online.

Complete the Ice Cream Map

- Include all of the businesses who are scooping, or donating time/money
- Print enough for each participating business to get a stack of 20 and for each residential neighbor to get a map (you can check with the person who distributes the neighborhood newspaper to get an estimate for how many residential addresses are in the neighborhood)

1 WEEK BEFORE THE EVENT

Submit Ice Cream Supply Order

- Total the number of supplies you need (e.g. cones, scoops, hand-washing buckets, gloves, paper towels, soap)
- We coordinated with Cash and Carry; you can call the manager one week in advance, give them the item numbers, and they will put together your supplies for pick-up (try to get as many cases instead of individual boxes of supplies as they are cheaper in bulk)

Deliver Ice Cream Maps

- A group of volunteers brings an Ice Cream Map to every residential address
- You can find a neighborhood map online; circle a section of the neighborhood for each volunteer
- You can put the maps on the porch, in the screen door, under the doormat; you *cannot* put the maps in the mailbox

Go to each participating business

- Create a “Free Ice Cream Served Here” sign for each participating business
- Create a FAQ or schedule for the day of the ice cream social
- Deliver the materials to businesses and answer any last minute questions about participating

Prepare Ice Cream Supply Bags

- Staple an invoice to each brown bag with handles

I DAY BEFORE THE EVENT

- Pick up the ice cream supplies
- Divide up the cones, bowls, spoons, garbage bags, gloves, soap, and paper towels
- Label the hand-washing buckets
- For the businesses who are using compostable bowls & spoons, make sure they have a (1) compostable garbage bag; (2) cardboard box, and (3) a “compostable bowls and spoons only” sign
- Organize the packaged supplies in terms of pick-up or delivery

THE DAY OF THE EVENT

4 hours before event:

- Pick up the ice cream
- Sunshine Dairy loads the large ice cream freezers onto a trailer for you OR the ice cream can be delivered; however picking up the ice cream is cheaper than having it delivered
- Label each cooler with (1) the flavor AND (2) which businesses it belongs to

3 hours before event:

- Draw ice cream cones and arrows on the streets in chalk

2 hours before event:

- Deliver OR have businesses Pick-Up their ice cream/supplies
- We found that having businesses pick up their ice cream worked better; we had a 2-hour block where businesses would come and pick up their ice cream, supplies, and pay for their order.

1 hour before event:

- One of the most successful outreach methods that we have experienced is catching people on the day of the event as they are on their way home from work, getting their mail, or sitting on their porch. Most people will already know about the event (as they received the announcement in the neighborhood newspaper and an ice cream map) and this serves as a last minute reminder that is it tonight and happening now!
- You can ride a bike, walk, or zip around on a scooter announcing the free ice cream
- We played the a’cappella version of the Ice Cream Song to draw attention

During the event:

- Be prepared to give the Health Department a tour of the event (ensure they have your cell phone number)
- Walk up and down the street; bring additional supplies to anyone that needs them
- Respond to calls (e.g. move stations to the shade and/or deliver a chunk of dry ice from the cooler)
- Take photos of businesses serving ice cream to neighbors

Following the event:

- Help clean-up
- Sort the compost bins (any garbage or recycling items in the compost make it unusable)
- Take down the Ice Cream Posters

THE NEXT DAY

- Return OR have the coolers picked up
- Collect the money from the people who haven’t paid yet
- Send out a thank you email requesting feedback about the event
- Talk to neighbors about the event

SAMPLES OF MATERIALS

Ice Cream Social Order Sheet

8

This is what each participating business filled out when they placed their order.

The Scoop about the Social

9

This is an introductory letter that was sent to each business explaining the purpose of the event and how they could be involved.

Ice Cream Map

10

This ice cream map (5.5 x 17 double-sided) was delivered door-to-door to every address in the neighborhood by a group of volunteers.

Boise Neighborhood Ice Cream Social Poster

12

This is the poster (11 x 17) that was displayed around the neighborhood.

Ice Cream Social Invoice

13

An invoice was emailed to every business that participated.

Free Ice Cream Served Here Sign

14

This sign (11 x 17) was posted in the window of each business that was scooping ice cream. The ice cream cone was drawn by two neighborhood kids; over the last five years we have used the same drawing.

FAQ and Schedule

15

At the same time that each business received the "Ice Cream Served Here" sign, we brought them this final sheet that hopefully answered their last minute questions and gave the schedule for the day.

5th Annual Boise Neighborhood Ice Cream Social

Tuesday, August 5th 6:00pm-7:00pm

How would you like to participate in the Ice Cream Social? Check all that apply.

- We will serve ice cream.
- We would like to make a donation. We will contribute \$_____.
- We would like to volunteer to help out.
 - We have extra staff who can be volunteer scoopers for small businesses that want to participate.
 - We can help pass out the ice cream maps to every address in the Boise Neighborhood.
 - We can help hang posters around the neighborhood.

Ice Cream Orders must be in _____.

Please check one:

- I want to order ice cream from Sunshine Dairy.
- I will purchase and pick up my own ice cream. Flavor/type:_____

Sunshine Dairy Ice Cream

First flavor choice: _____

Second flavor choice: _____

How many 3-gallon buckets total? _____

How many packs of SUGAR Cones (100 in a pack): _____

How many packs of CAKE Cones (100 in a pack): _____

Supplies

Do you have a hand-washing bucket? YES / NO

Do you have a scooper? YES / NO

To stay in compliance with health code, every station gets soap, paper towels, gloves, and garbage bags.

Name of Organization _____

Contact Person _____

Email _____

Phone _____

We will send an email with your payment amount when all the orders are in.

You can pay with cash or check when your ice cream is delivered between _____ - _____ pm or drop off the payment early to _____. Please make checks payable to _____.

If there are duplicate flavors, I will be in contact to arrange an alternate flavor.

Return orders to _____.

5th Annual Boise Neighborhood Ice Cream Social

Tuesday, August 5th 6:00pm-7:00pm

Dear Mississippi and Williams Businesses,

You are invited to participate in the 5th Annual Boise Neighborhood FREE Ice Cream Social on Tuesday, August 5th from 6:00-7:00. The Ice Cream Social is an opportunity for businesses to give back to our neighbors and say thank you, and for new businesses to get to know their neighbors in Boise. Last year we served 3,680 scoops of ice cream for FREE to Boise neighbors in one hour!

To participate, you:

1. Select an ice cream flavor from Sunshine Dairy by Monday, July 28th
2. Make a check payable to _____ after you receive your invoice
3. The ice cream is delivered to you between 4:30-5:30 on Tuesday, August 5th
4. Set out a table in front of your place of business around 5:30/5:45 with 1-2 staff/volunteers
5. Scoop ice cream for neighbors between 6:00-7:00 (or until the ice cream runs out!)

The coordination of this community effort is supported by a committee that takes care of:

- Ordering and picking up the ice cream and supplies
- Delivering the ice cream to the businesses
- Collecting payments
- Hanging posters around the neighborhood
- Delivering "Ice Cream Served Here" posters to all the participating businesses
- Going door-to-door with Ice Cream Maps to every address in Boise

Last year we had 49 flavors! We do not want any duplicate flavors- so the available flavors change everyday. If needed, I will be in contact to arrange an alternate flavor.

If you are unable to serve ice cream, you can also participate by giving a **donation** (which allows non-profits to participate and pays for printing); everyone who makes a financial contribution will be listed on the Ice Cream Maps. We also welcome **volunteers** to help distribute posters/maps or to be a volunteer scooper for a small business.

If you have any questions about the 5th Annual Boise Neighborhood Ice Cream Social, please contact _____.

We hope you are able to participate!

To participate, please fill out the order sheet and return it to _____.



You are invited to the
**5th Annual FREE
Boise Neighborhood
Ice Cream Social!**

¡Gratis Helados Para Todos!
Thank you Neighbors!

Tuesday, August 5th 6:00-7:00pm
(or until the ice cream runs out)

| SKIDMORE ST. | Chocolate Ice Cream <i>John Palmer House</i> |
|---|---|
| Chocolate Chip Mint <i>Vintage Real Estate</i> | Strawberry Fruit Bars <i>Mississippi Avenue Lofts</i> |
| Orange Sherbet <i>Casa Naranja</i> |  4,500+ scoops in 1 hour! |
| Homemade Ice Cream <i>Lovely Hula Hands</i> | |
| Lychee Ice Cream <i>Tita's Pista</i> | Dairy-less Ice Cream <i>Black Rose Collective</i> |
| Vanilla with Sauvie Island Fresh Berries <i>Moxie Rx</i> | Creme de Menthe <i>Hovel</i> |
| Coffee Ice Cream <i>Fresh Pot & Mississippi Records</i> | Chocolate Chip Cookie Dough <i>Mississippi Ballroom</i> |
| Bubblegum Ice Cream <i>Sameunderneath</i> | Tofutti Cuties <i>Porch Light</i> |
| Pistachio Pecan <i>Nu-Rite Way Market</i> | Nestle Crunch Bars <i>Gypsy Chic</i> |
| Drumstick Cones <i>Gravy</i> | Fudgesicles <i>Black Wagon</i> |
| Marionberry Pie <i>Lupa Wine</i> | Carnation Sandwiches <i>Phlox Clothing Boutique</i> |
| Cows in Brownie Batter Ice Cream <i>North Portland Bike Works</i> | Non-Dairy Treats <i>Video Verite</i> |
| Chocolate Peanut Butter Ice Cream <i>Mississippi Studios & Station</i> | German Chocolate Cake Ice Cream <i>Miss Delta</i> |
| Caramel Butter Pecan <i>RC Belt Construction, Inc.</i> | Orange Cream Bars <i>Flutter</i> |
| Coconut Ice Cream <i>Sunlan Lighting</i> | Strawberry Shortcake Bars <i>Blue Sky Wellness Studio</i> |

MISSISSIPPI AVE.

FAILING ST.



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| Coffee Ice Cream <i>Fresh Pot & Mississippi Records</i> | Chocolate Chip Cookie Dough <i>Mississippi Ballroom</i> |
| Bubblegum Ice Cream <i>Sameunderneath</i> | Tofutti Cuties <i>Porch Light</i> |
| Pistachio Pecan <i>Nu-Rite Way Market</i> | Nestle Crunch Bars <i>Gypsy Chic</i> |
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MISSISSIPPI AVE.

FAILING ST.

Peppermint Candy
Pistils Nursery

Oregon Strawberry
Lorenzo's

Blueberry Cheesecake
Laughing Planet

Ice Cream Sandwich
Blue

Popsicles
Blue Gardenia

Peanut Butter Banana
Crunch Doggie Treats
Salty's Dog Shop

Raspberry Sorbet
Mississippi Chiropractic

Vanilla Bean with Oak
Smoked Gourmet Salt
The Meadow

Rainbow Sherbet
CD/Game Exchange

Caramel Toffee Crunch
Belle Epoque

Butter Brickle
Our United Villages

Banana Split &
Almond Mocha Fudge
The ReBuilding Center

Mudslide & Wild
Mountain Blackberry
Grand Central Bakery

Coffee Almond Fudge
The Inner Bling

Rootbeer Float
Kinder Village Childcare

Maple Nut
The Liberty Glass

FAILING ST.

**Thank you for
your generous
donations:**
Pin Me Apparel
Amnesia Brew Co.
Terra Firma
Salty's Dog Shop
5th Quadrant
Crow Bar

**Thank you for
helping to pass
out Ice Cream
Maps:**
Moxie Rx
Blue Sky

MISSISSIPPI AVE.

Cappucino Ice
Cream
*Gumbo Gifts &
Gallery*

Caramel Pecan
Praline
Muddy's Coffee House

Udderly Chocolate
& Peaches n' Creme
Mississippi Pizza

Mango Sorbet &
Lemon Sorbet
¿Por Qué No?

Rocky Road &
Espresso Mocha
Altura Furniture

FREMONT ST.

Real Milk Soft Serve
(Van, Choc or Twist)
Flavour Spot



Cookies n' Cream
SCRAP

Manic Panic-Chocolate
and Peanut Butter
Pix Patisserie

FAILING ST.

Oregon Black
Cherry
*Natural Burial
Company*

Black Walnut
Screw Loose Studio/
Soap Box Theory

WILLIAMS AVE.

Mountain
Huckleberry
Ink & Peat

Tin Roof Sundae
Yoga Shala

Twin Pops
Nutshell

**Call
(503) 546-7499
for questions.**

Peppermint Candy
Pistils Nursery

Oregon Strawberry
Lorenzo's

Blueberry Cheesecake
Laughing Planet

Ice Cream Sandwich
Blue

Popsicles
Blue Gardenia

Peanut Butter Banana
Crunch Doggie Treats
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Salty's Dog Shop
5th Quadrant
Crow Bar

**Thank you for
helping to pass
out Ice Cream
Maps:**
Moxie Rx
Blue Sky

MISSISSIPPI AVE.

Cappucino Ice
Cream
*Gumbo Gifts &
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Caramel Pecan
Praline
Muddy's Coffee House

Udderly Chocolate
& Peaches n' Creme
Mississippi Pizza

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¿Por Qué No?

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Espresso Mocha
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Real Milk Soft Serve
(Van, Choc or Twist)
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WILLIAMS AVE.

Mountain
Huckleberry
Ink & Peat

Tin Roof Sundae
Yoga Shala

Twin Pops
Nutshell

**Call
(503) 546-7499
for questions.**



5th Annual Boise Neighborhood Ice Cream Social

**FREE
ICE CREAM**

Tuesday, August 5th

6:00 - 7:00pm

(or until the ice cream runs out)

4,500+ SCOOPS
OF ICE CREAM
IN ONE HOUR

50+
FLAVORS!

N. Mississippi Ave. -between Fremont and Skidmore- and the corner of N. Williams Ave. & N. Failing St.



The 5th Annual Boise Neighborhood Ice Cream Social

Tuesday, August 5th
6-7pm (or until the ice cream runs out)

BUSINESS NAME - KIND OF ICE CREAM

| | |
|--|----------|
| Ice Cream: | \$ |
| 100 Sugar Cones: | \$ 6.46 |
| 100 Cake Cones: | \$ 4.93 |
| 100 Bowls/Spoons: | \$ 13.97 |
| Supplies: | \$ 3.50 |
| (Soap, paper towels, gloves, garbage bags) | |
| Ice Cream Scooper: | \$ 8.38 |
| Hand-washing bucket: | \$ 22.38 |

Total due: \$

ICE CREAM DELIVERY

Between 4:00-5:30 the Driving Department will deliver your ice cream.

PAYMENT

You can pay with cash or check. Please make your check out to _____.

You can mail or the payment to _____.

GETTING THE WORD OUT

We will drop of “Free Ice Cream Served Here” signs a few days before the event to post in your windows on Tuesday. We will hang Ice Cream Social posters around the neighborhood. Also, volunteers are going door-to-door to pass out the Ice Cream Map to the neighbors 1-3 days before the event. The more people we have to volunteer, the more we can get the word out to our neighbors; please email _____ if you or someone in your business can volunteer.

HEALTH CODE

In order to stay in compliance with the Temporary Restaurant Application guidelines, every station needs to have a five gallon bucket with hand washing spigot, soap, and paper towels.

Thanks again for your participation!

5th Annual Boise Neighborhood Ice Cream Social

Tuesday, August 5th 6:00-7:00pm

(OR UNTIL THE ICE CREAM RUNS OUT)

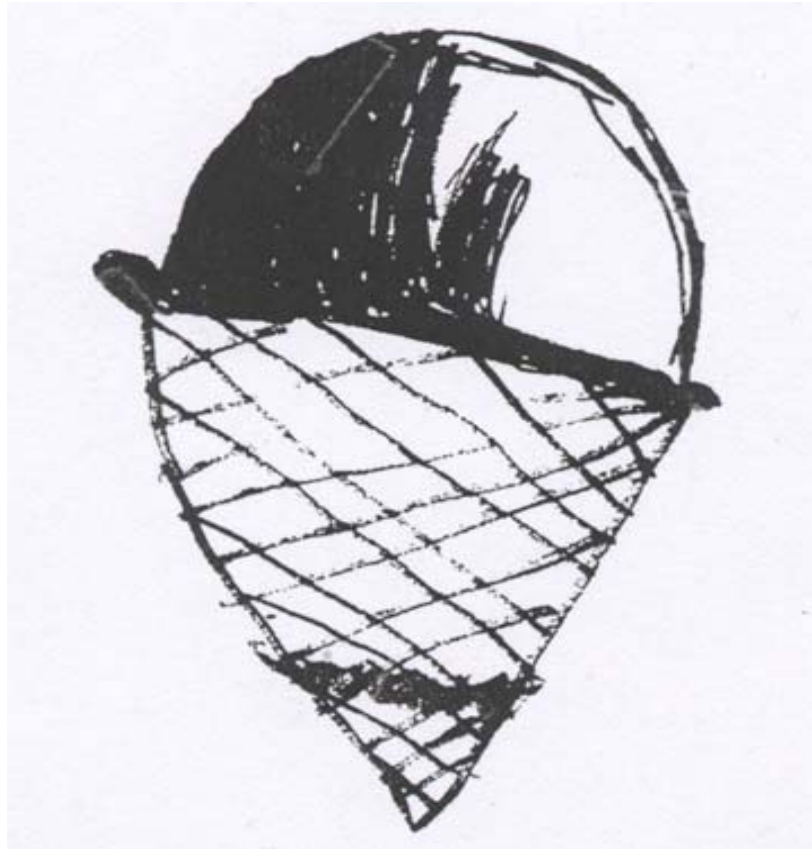


Illustration by Honda and Lucinda

Free Ice Cream Served Here!

THANK YOU NEIGHBORS!

THANK YOU SUNSHINE DAIRY FOR THE ICE CREAM!

5th Annual Boise Neighborhood Ice Cream Social Tuesday, August 5th

Schedule of Events:

ANYTIME: Place your “Ice Cream Served Here” sign in your window

2:30-4:00: Supply Delivery (bags, buckets, cones, maps, etc.)

4:00-5:30: Ice Cream Delivery (ice cream)

The volunteers will be running your ice cream in!

5:30-5:45: Set up your station (outside, in front of your location)

6:00-7:00: Start serving ice cream! Serve until 7:00 or it runs out ☺

Please wear gloves while you are serving ice cream.

AFTER: Please help by cleaning up your station and the surrounding block.

COMPOST: Every person that ordered bowls & spoons will also get a compostable bag AND a sign that says “your bowls & spoons are compostable, please place →”.

Following the event, please take your full bag to _____. We will double check that the compost is sorted correctly and Cloudburst has agreed to pick it up!

NEXT YEAR: Save your scoop and bucket for next year. Send any suggestions or ideas for the 6th Annual Ice Cream Social to _____.

KEEPING IT ALL COLD: It is different for 3 gallon buckets/novelty items—

3 gallon buckets of ice cream: Keep it OUT of a cooler/freezer for 45 min – 1 ½ hour in order for it to be ready/soft-enough to be served.

Novelty ice cream: Keep it IN a cooler/freezer at all times.

Sunshine’s advice: Get it out of the sun. Adding ice cubes actually warms up the ice cream. They suggested putting ice cubes in the bottom of a cooler, setting a shelf/bucket/cookie sheet in the cooler, and setting the novelty ice cream items on top of that. Please work together...Can you put ½ of your ice cream in the nearest restaurants’ freezer? If you have melting ice cream, you can call _____ for a piece of dry ice from the Sunshine freezers.

To stay in compliance with health code, every station gets Soap, paper towels, gloves, and garbage bags.

Your hand-washing station should look like this:

