

**Summer Street Fair
June 15**

PC	Planning Committee
VC	Volunteer Coordinator
FS	Fundraising Supervisor
AS	Activity Supervisor
VS	Vendor Supervisor
ES	Entertainment Supervisor
MS	Marketing Supervisor
SS	Site Supervisor (Production)

PLANNING				
When	What	How	Who	Done
5-Jan	Start street fair plans	Key planners meet for first time, update outline & guidelines or create first time		
5-Jan	Set planning committee (PC) meeting schedule	Establish agendas for planning meetings	Chair	
15-Jan	Planning Committee outreach starts	Recruit people first by walking around, then email & phone	& volunte	
31-Jan	Solicit donated food for PC meetings	Ask local restaurants, bars, cafes	PC	
1-Feb	Planning committee first mtg	PC, Volunteers, Businesses, Clubs, Neighborhood & Business Associations	PC	
15-Feb	Develop outline, budget & theme	Propose to association board or others	PC	
1-Mar	Confirm budget	Update based on last year or research costs	PC	
15-Mar	Volunteer Coordinator selected	Cajole committee member	PC	
30-Mar	Volunteer job descriptions	Update or write based on needs	PC	
15-Apr	VIP invitations	Email official's schedulers	PC	
ongoing	Share fair planning information	attending & get updates, Report on activities within one week of planning meetings	Chair	

VOLUNTEERS				
When	What	How	Who	Done
1-Feb	Update or create volunteer registration forms & post	Use Google docs & online registration sites	PC	

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1-Feb	Get outreach forms translated	Spanish & other languages of your community	PC	
6-Feb	Make potential volunteer lists	Collect contact info from planning committee connections	VC	
15-Feb	Neighborhood outreach	Attend neighborhood, church, schools & other community group's meeting	PC	
8-Mar	Schedule community service crews for clean up	Email or call County contact	VC	
1-Apr	Recruit day-of-event volunteers	Post on websites, social media, email community groups in area	PC	
Ongoing	Msg #1: Confirm each volunteer shift	1st time: within 1 week of registration. Use auto response function on electronic registration	VC	
Ongoing	Msg #2: Mail volunteer postcard	Mail a postcard with volunteer shift, time & basic fair information	VC	
15-Apr	Order volunteer t-shirts	Check supporters & sponsors for In-kind design & print services available	PC	
15-May	Msg #3: Email picture of t-shirt	Email all registered & potential volunteers a picture of t-shirt & that more info is coming	VC	
20-May	Msg #4: Invitation to volunteer party	Email all volunteers & potential volunteers details about pre-fair party	VC	
5-Jun	Create volunteer packets	Volunteer task, nametag, fair program (or schedule), maps, coupons, contact lists, first aid, radio instructions, parking info	PC	
6-Jun	Msg #5: Confirmation details	Confirm shift time, location, contact person & short description of duties	VC	
13-Jun	Volunteer training party	Sign liability waivers. Give out t-shirts, volunteer packets (to long-titme volunteers), games, prizes, food & beverages	PC	
14-Jun	Msg #6: Volunteer reminder	Email all volunteers shift & check-in info. Call those who didn't attend volunteer party.	VC	
15-Jun	Volunteer Check-in	Alphabetize lists, volunteer packets, t-shirts, maps, water, radios	Vols	
22-Jun	Thank you sent out after event	Hand-written cards, certificate, pictures, links to rewards	PC	
21-Jun	Evaluation form email	Email a link to evaluation form or embed in email	VC	
Day of Event Volunteers				

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Types	Safety/Security	Directing traffic, money handling, connection to police		
	Stage hands	Help set up, greet performers, maintain refreshments, provide payments, take-down		
	Activity areas	Help set up, greet participants, provide contact info, take-down		
	Litter patrol	Keeping it clean		
	Set Up	Close street, set up equipment, rentals, garbage, decorations		
	Take Down	Remove equipment & decorations, Return rentals, Clear garbage, Open street		

FUNDRAISING				
When	What	How	Who	Done
5-Jan	Confirm budget	Based on event outline & goals	PC	
30-Jan	Confirm fundraising strategy	Set goals for fundraising strategies	FS	
30-Jan	Set fee rates	Set fees for entry, vendors & activity participation	PC	
30-Jan	Set sponsor rates	Develop sponsorship levels & benefits	FS	
ongoing	Manage information	Keep track of sponsors, deadlines, all contacts & notes in database	FS	
Sponsor Program				
When	What	How	Who	Done
28-Feb	Develop sponsorship	Update or create ask letter, benefits & recruitment lists	FS	
1-Mar	Sponsor outreach starts	Divide lists, email, call & make appointments	Vols	
7-Mar	Create sponsor registration	Draft online payment forms & invoices	FS	
Mar-Apr	Thank sponsors	Send email receipt (with tax id number) immediately upon receiving sponsorship funds	FS	
1-Apr	Solicit in-kind sponsors & donations	Look for equipment, marketing sources, volunteer & entertainment refreshments, prizes	Vols	
30-Apr	Sponsorship deadline	Confirmations needed from all major sponsors	FS	
7-May	Print deadline	Deadline for logos from all sponsors to be included in print-related materials	FS	
10-May	Email invoices	Send email invoices for uncollected sponsor funds	FS	
30-May	In-kind donations deadline	Finalize all contributions	FS	

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ongoing	Sponsor recognition	Include sponsor recognition in all event-related materials according to benefit level (signage, event programs, ads, etc.)	FS	
1-Jun	Cross-check sponsor's benefits	Make sure all commitments are honored	FS	
2-Jun	Make signs	Copy large thank you signs for stage & entry areas		
5-Jun	Sponsor banners	Collect banners from sponsors. Provide to site supervisor or hang banners where appropriate	FS	
6-Jun	Sponsor recognition	Write sponsor thank you script for MC	FS	
15-Jun	Greet sponsors	Meet all sponsors who plan to attend fair. Direct them to their location & make sure they have everything needed	Vols	
15-Jun	Sponsor recognition	Thank sponsors from performance stages	Vols	
30-Jun	Thank sponsors again	After event, ask them for an evaluation & to sign up again for next year	FS	
Co-op Advertising Program				
When	What	How	Who	Done
1-Mar	Outline co-op advertising program	Outline adv. opportunities, adv. sizes, prices (Online, print, radio or TV media_)	PC	
15-Mar	Confirm media support	Meet with media reps., design co-op adv & pricing	Vols	
ongoing	Solicit co-op adv. participation	Promote benefits & exposure to businesses	Vols	
15-May	Co-op adv. deadline	Finalize all participants	Vols	
1-Jun	Co-op advertisement	Save copies of adv. for future sales	Vols	
Grants				
When	What	How	Who	Done
Aug	Research grant opportunities	Look for grant opportunities & set deadlines	PC	
Sept	Develop grant documents	Write case stmt: mission, services, problem solved	Vols	
Oct	Develop grant documents	Write: goals, work-plans	Vols	
Deadline	Develop grant documents	Apply for grant	Vols	
Sales				
When	What	How	Who	Done
1-Mar	Review previous year's sales	Look at what sold, what didn't & why	PC	

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15-Mar	Research sale items	Get 3 bids, including local retailers, ask for sponsorship or donations	Vols	
1-Apr	Add logo or name	Request design help to make products unique	Vols	
10-May	Order items	Pay for products when received if possible	Vols	
30-May	Deadline for sales items	Receive sale items 1-2 weeks before	Vols	
1-Jun	Promote items online	Make sure beneficiary is clearly articulated	Vols	
5-Jun	Make signage	Include price, quantity discounts, beneficiary	Vols	
Raffle/Contest Program				
When	What	How	Who	Done
1-Mar	Plan raffle or contest outline	Make sure beneficiary is clearly articulated	PC	
Mar-Apr	Solicit raffle items & prizes	Consult fundraising guidelines, deadlines & lists	Vols	
ongoing	Manage information	Keep track of donations, contacts & notes	Vols	
30-May	Deadline for contest items	before	Vols	
ongoing	Send thank you	Email thanks immediately upon receiving items	Vols	
1-Jun	Promote items online	Make sure beneficiary is clearly articulated	Vols	
5-Jun	Make signage	Include ticket price, quantity discounts, time & date of winner announcement, beneficiary	Vols	
15-Jun	Promote raffle	Announce raffles & contest from stages	Vols	
20-Jun	Promote raffle winner	Send PR to relevant media about raffle outcome, include winner, amount raised & beneficiary	Vols	
30-Jun	Thank donors again	year	Vols	

Entertainment				
When	What	How	Who	Done
1-Feb	Schools & Church outreach	Email secretaries or contacts for bands & choirs, suggest performance times	ES	
Mar-Apr	Performer outreach	Email, use social media & ask community for suggestions for buskers, singer songwriters, bands, choirs, theater troupes, etc.	PC	
15-Mar	Book sound technicians		ES/SS	
30-Apr	Schedule performers	Get contact names, fees, numbers, equipment needs, signed MOU or contracts if needed	ES	
ongoing	Confirm performers	Email performance time, location, stage manager name, load-in & parking instructions	ES	

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1-May	Site arrangements	Order tent, sound, instruments, power arrangements		
7-May	Print deadline	Deadline for main acts to be included in print-related materials	ES	
15-May	Confirm equipment needs	Clarify each performer's equipment needs: number of mics, drum kit?	ES	
31-May	Entertainment confirmation	Send reminder performance schedule with details	ES	
1-Jun	Promote entertainment	Post schedule online, promote using social media	Vols	
2-Jun	Make signs	Copy large performance schedule signs for stage & entry areas	ES	
10-Jun	Performer payments	Prepare checks for all performers	ES	
15-Jun	Stage areas set up	Tents, stages, sound, refreshments, water	Vols	
15-Jun	Sound check	Usually in AM after tent & sound is set for all performers		
15-Jun	Performer recognition	Thank all entertainers from performance stages	Vols	
30-Jun	Thank performers	After event, ask them for an evaluation	ES	

ACTIVITIES

When	What	How	Who	Done
1-Mar	Recruit organizations for activities	Email community orgs. & ask to help or host	AS	
1-Apr	Service agencies invitation	Invite Police Fire & other service providers	AS	

Hosted Activities

When	What	How	Who	Done
1-Mar	Recruit hosts	Coordinate with group for interests, goals		
30-Mar	Check equipment needs	Find out equipment needs & budget available		
1-Apr	Confirm hosts	Invite to planning meetings		
7-May	Print deadline	Deadline for activities to be included in print-related materials		
30-Apr	Confirm activities	Email activity time(s), location, name & setup/tear down information		
30-May	Prize solicitation	Help get prizes, rewards or other items needed for activities		
13-Jun	Materials distributed	Distribute prizes or materials to activity coordinators as needed		

15-Jun	Activity set-up	Meet scheduled groups at designated areas while setting up		
15-Jun	Signage	Hang signs at activity areas & directing traffic to areas		

Food Demo Stage

When	What	How	Who	Done
Mar-Apr	Recruit food presenters	Check local restaurants & food manufacturers, check food magazines & news for popular topics & presenters		
ongoing	Confirm presenters	Email performance time, location, stage manager name, load-in and parking instructions		
15-May	Confirm equipment needs	Cooktop, electricity, barbecue, coolers, serving needs?		
31-May	Confirmation reminder	Send reminder performance schedule with details		
7-May	Finalize performance schedule	Deadline for main acts to be included in print-related materials		
15-Jun	Presenter recognition	Thank all presenters from stages		
15-Jun	Stage areas set up	Tents, stages, sound, refreshments, water		
30-Jun	Thank you & eval	Send to presenters & volunteers		

Barbecue Competition

When	What	How	Who	Done
1-Feb	Secure food permit	Apply to Health Dept for temporary restaurant license		
1-Mar	Recruit contestants	Use online tools (or email form) to contestants		
ongoing	Confirm contestants	Email competition time, location, activity manager name, load-in & parking instructions		
30-Mar	Order equipment	Hand-washing station, grey water disposal, tent		
1-Apr	Recruit judges	Look to local celebrities, VIPs, previous award winners		
15-May	Order equipment	Judging tent, table, chairs, serving needs		
15-May	Make score sheets	Categories can vary		

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15-May	Secure awards	Purchase or make fun trophies & gift certificates form area businesses		
30-May	Confirm registration	Require County Dept of Health License, food handlers cards, registration form & payment		
1-Jun	Confirm contestant needs	Check equipment needs, electricity, trash removal & ice		
15-Jun	Areas set up	Tents, stage, mic & PA, water		
15-Jun	Activity greeting	Meet scheduled groups at designated areas while setting up		
15-Jun	Winner announcement	Thank all contestants from stages		
15-Jun	Signage	Hang signs at contest areas & direct traffic to it		
22-Jun	News release	Send news release about winner, money raised if applicable & pictures to local media		
30-Jun	Thank you & eval	Send to contestants & volunteers		

Beer Garden

When	What	How	Who	Done
1-Feb	Solicit brewer sponsors	Follow sponsorship guidelines		
Feb-Mar	Confirm beer sponsors	Email MOU to confirm sponsorship (incl. tax id)		
1-Mar	Secure alcohol permit	Apply for temporary sales license		
1-Apr	Order equipment	Tents, fencing, tables, chairs, jockey boxes		
15-Apr	Secure materials	Cups, tokens, tickets		
10-May	Confirm alcohol permit			
1-Jun	Arrange cash box	\$100 in change		
15-Jun	Set up garden area	Stage stanchions, fencing, tables, umbrellas, serving needs		
15-Jun	Collect money periodically	Safety teams pick up cash in pre-labeled envelopes every 3-4 hours		
30-Jun	Thank you & eval	Send to contestants & volunteers		

Street Vendors

When	What	How	Who	Done
1-Feb	Confirm vendor strategy	Set goals, number, rates, site design		
Feb	Attend Association Members Meeting	Talk about need to register & advertising opportunities available only to association members or businesses within district		
10-Feb	Create online forms	Post on association website		
10-Feb	Business vendor outreach	Email local businesses & association members vendor opportunity, offer co-op advertising opportunities		

1-Mar	Business outreach door-to-door	Talk to every association member & businesses within district		
10-Mar	Start vendor outreach	Advertise, use online tools, email form to previous vendors		
ongoing	Confirm registration received	Confirmation email confirming form received		
ongoing	Confirm payment received	Email payment received & vendor is in good standing		
30-Apr	First vendor deadline	Discount to vendors if registered & paid by this date		
15-May	Review registration	Check forms for complete payment & signed liability waivers		
15-May	Food vendor email	Confirm food vendors requirements: license, food handler's cards, insurance		
20-May	Space assignment	Allocate space for all registered vendors		
20-May	Food vendors meeting	(as needed)		
30-May	Deadline for vendor participation	Final deadline		
1-Jun	Vendor confirmation	Confirmation emails with event details, conference call time & date, booth location & number		
5-Jun	Vendor conference call	Fair details Q & A		
6-Jun	Vendor final email	Email day-of-event info flyer with unloading instructions, parking, take down, weather expected & evaluation form		
15-Jun	Vendor check-in	Provide vendor packets that include their booth number, location, map, program & evaluation form		
15-Jun	Vendor check	During event, check with vendors that everything is ok & that they clean up		
30-Jun	Thank you & eval	Send to vendors		
MARKETING				
When	What	How	Who	Done
30-Jan	Draft marketing plan			
1-Feb	Calendar postings	Post to online event calendars & event sites monthly		
1-Feb	Draft news release	Focus on "what's going on"		
2-Feb	Participation outreach starts in association e-newsletter/emails	Distribute promotional opportunities to each business		
15-Feb	Announce flyer/Save the Date	Email & post on web		

15-Feb	Event Guides deadline			
28-Feb	Schedule presentations	Call to get on schedule for presentations to community groups in area		
1-Mar	Send 1st news release	Send to monthly news & all print media		
10-Mar	Draft banners	Street banners, stage, entry points or others as needed		
15-Mar	Neighborhood Association article			
15-Mar	Facebook event page	Keep website updated mnthly		
1-Apr	Poster draft	Make different sizes (17x14, 8.5x11, 5.5x4.25)		
1-Apr	Event page on website			
1-Apr	Draft co-op adv. sample			
10-Apr	Draft print ads designs	Newspapers, magazines		
10-Apr	Online ads design	banner, sidebars, horizontal & verticles sizes		
15-Apr	Business co-op advertisement outreach			
15-Apr	Poster deadline			
15-Apr	School material distribution request	Distribute to churches, schools, summer schools, groups & organizations		
20-Apr	Schedule morning TV shows	Local live TV shows need audience participation, attend & promote your event		
10-Apr	Send 2nd	Focus on TV, radio & all media, follow up within 1 week		
May	Follow up with media	Within 1 week of news releases		
1-May	Poster distribution	Hang posters throughout district, at local community resources & online		
1-May	Flyer distribution	Use postcards, handbills or full page flyers at all meetings & events starting at least 1 month out		
1-May	Newsletter article	Send written article to area neighborhood & business associations for their newsletters		

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MARKETING				
When	What	How	Who	Done
10-May	Email invite example	Draft sample email for businesses to send to their customers		
10-May	Beneficiaries news release	Promote beneficiaries of event		
May & June	Social media promotions	Post daily content about people & the area getting ready for fair		
5-May	Fair program draft	Consolidate all content that should go into program		
15-May	Business co-op adv. deadline			
May	Social media samples	Messaging to go out to vendors to forward to client lists		
5-Apr	Instagram pictures & posts	Post pics from prior years		
20-Apr	Review media commitments	Keep target market in mind when scheduling time slots		
10-May	Draft radio or TV adv	Rely on media reps. or professionals to develop		
15-May	Tweet sample			
15-May	FB post example			
20-May	School flyer distribution			
20-May	Print adv. deadline			
1-Jun	Make fair signage	Make large signs for stages, activities, sponsor thank you, directional signs		
1-Jun	Facebook ads	start approx. 2 weeks prior		
1-Jun	Send 3rd news release	Focus on online resources		
1-Jun	Fair program deadline	Final day to go to print		
5-Jun	Promote & monitor Twitter	start pushing approx. 2 wks prior		
6-Jun	Email event reminder	Last push reminder announcement		
10-Jun	Distribute day of event info to each business	Go door to door, every business in district		
13-Jun	Morning live TV show	Group attends live audience shows		
14-Jun	Call TV stations	Remind them fair is tomorrow!		
PRODUCTION				
When	What	How	Who	Done
1-Feb	Draw site plan	Measure street accurately		
1-Feb	Arrange for staging area	Secure staging (storage) area		
15-Feb	Clarify infrastructure locations	Determine rest stops, electricity & water locations		

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15-Feb	Insurance Certificate	Request event insurance		
28-Feb	Start permit applications	Street closure, Noise, Food, Banners, other		
28-Feb	Create traffic control plan	Draw street closure traffic plan design		
1-Mar	Order street closure equip	Get bids from event or flagging companies or reserve rentals		
15-Mar	Collect street closure signatures	Signatures of property owners on closed street		
15-Mar	Order garbage boxes	Local radio or media		
15-Mar	Schedule recycling equip	City or school resources		
1-Apr	Order rental equip	Tents, bike racks, tables & seating - Compare bids		
1-Apr	Order stage equip	Platform, steps, sound & lights - Compare bids		
1-Apr	Order sanitation equip	Toilets, hand-wash & disposal - Compare bids		
15-Apr	Confirm safety plans	Confirm connections for police, T-shirt security, cash management & volunteer teams		
15-May	Create production book	Contact lists, schedules, map, protocols, safety plans, permits & traffic control		
20-Jun	Check preparation	Prepare payments for entertainers or others due on fair day		
20-Jun	Set no parking signs	Distribute as per site plan		
20-Jun	Mark street locations	vendor & activity spaces		
21-Jun	Set volunteer check in booth	First person on street		
21-Jun	Close street	Start from farthest out & work in		
21-Jun	Meet deliveries	Drop rental equip to locations where being used		
21-Jun	Stage management	Sound check, Set up refreshment areas		
21-Jun	Street vendor check in	Greet street vendors & help set up		
21-Jun	Decorate	Hang directional signs, balloons & banners		
21-Jun	Count attendance	Periodic counts in specific locations		
21-Jun	Takedown	Use supply lists to put borrowed or rental equip in specific places		
21-Jun	Reopen street	Remove street closure signs		
21-Jun	Clean up	Remove all debris and sweep		
23-Jun	Rental returns	Return borrowed or rental equipment		