



Photo: RedBall Rochester, Kurt Perschke, redballproject.com

First-Time Event Planning Guide

**DOWN
TOWN**
Rochester, MN

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Photo: Peace Plaza on Bastille Day

Introduction

Congratulations on deciding to organize an event!

Public events require much planning, and there are many details to take into consideration. This guide is designed to assist in the process of organizing those details and make the process easier.

This guide will include information and tips from Rochester Downtown Alliance (RDA) staff on topics such as:

- Event Development & Pre-Event Logistics
- Selection of 3rd party vendors
- Solicitation of sponsors
- Marketing tips
- Volunteer recruitment
- Event day management
- Post-event consideration

It is important to note, the information contained in this handbook was collected to the best of our staff's knowledge at the time. Please use this information as a guide, but not taken as the rule of law for event planning.

The Appendix Section of This Guide Features Examples & Contacts to Reference as You Plan Your Event



Photo: Peace Plaza on Bastille Day

Developing the Idea

All events start out as an idea, but the key to turning your idea into a great event starts with brainstorming. If your event is small, you may personally be handling most, or all of the tasks discussed in this guide. However, for larger events it's important to bring some passionate people together and talk openly about what community needs exist, topics that excite the group, and ideas that other communities have explored. This is a great way to start the process.

It is important to keep an open mind during this process as sometimes the original idea may sprout into a better idea that is very different from where the group started. It is also a good idea to document the discussion with notes.

Once there is an agreement about the idea for an event, it's time to develop that idea a little more. This can be done by determining the objectives & outcomes, the audience, and what the wants of that audience will be.

The Objectives & Outcomes of the Event

It's important to be clear and concise about the objectives and desired outcome of the event. More often than not, your sponsors or a grant application will ask what these are, so it's best to address this early.

Questions to consider:

- What do you hope to achieve from the event, and how will you know when you have succeeded?
- What are some keywords to describe the event?

The Audience of the Event

This area of development focuses on determining who your event is trying to reach. Once you have a target audience in mind, you can plan suitable activities and market the event effectively.

Questions to consider:

- What age range are you looking to target?
- Where does your target demographic live?
- How or where does this audience receive information about events?

The Wants of the Audience

Once you have an idea of who your audience is, you can start to determine what type of programming those attendees might want to do.

Questions to consider:

- What type of experience or message do you want to convey through your activities?
- What type of activities does this target audience typically attend?
- Are the activities within your event budget or your target audience's budget?
- How much time is needed for organizing?
- What are your volunteer needs?

After these types of questions are answered, you should have a better understanding of whether the event is desired by the community and if your group wants to invest their time in organizing it.

Planning the Event

When entering the planning stage of an event you will want to gather all of the information previously discussed and begin the process of envisioning what the day of the event will look like. To do this, you will want to develop an overview of the event, assign roles and responsibilities within your group, assess potential venues, purchase, or rent equipment based on programming or activity, and look into any possible permitting needed.

Determining this information will also help when you begin soliciting sponsors, marketing the event, and recruiting volunteers.

Overview

- **Event Title:** Choose a title that reflects the event or the audience. Try to be clear, concise, and if possible, catchy.
- **Date of the Event:** When deciding the date for the event, find out what other events might be happening around the same time. Competing with other events may lead to struggles for funding, and potentially low attendance numbers. Upcoming events can be viewed at:
 - www.downtownrochestermn.com/events/calendar
 - <https://www.experiencerochestermn.com/things-to-do/events-calendar/>
- **Time & Length of the Event:** Try to think about the best time and length that will suit the audience and the activities that are planned. Some of this may depend on the location of the event, as there are some sound or park ordinances for outdoor events to consider.
- **Event Objectives:** Clearly state what the event objectives are. Not only will this keep you focused, but it will also help when applying for sponsorship.
- **Event Outcome:** Clearly state the desired outcome of the event. There may be more than one outcome. Bullet points can help make these outcome(s) to the point and clear.
- **Description of the Event:** Put together a short description of your event. This description will assist when initially informing or soliciting individuals and organizations about the event. Press releases will be discussed later in the guide.
- **Target Audience:** Describe who your intended audience is; the age range, gender, and communities served. Sponsors will be interested in this detail to assess the economic and social benefits the event may have on the community and populations reached.



Photo: RedBall Rochester, Kurt Perschke, redballproject.com

- **Number of Attendees:** How many attendees are anticipated or desired? For a first-time event this might be hard to accurately predict but looking at attendance from similar events might help. Having a general idea of the anticipated attendance will help determine which venue to choose, if additional restrooms or garbages are needed, and how much food and beverage to order, just to name a few.
- **Event Programming:** List the possible number and type of musicians, vendors, or activities the event will feature.

Group Roles & Responsibilities

Having a team of individuals to help plan the event is very helpful. If you have a team to draw from, this section will help you get the ball rolling! First, it's crucial to have individuals who are committed and also have the time to dedicate to planning the event.

Look at the base skills of the group, do you have a good mix of skills on your team? It's helpful to have skills in:

- **Project Management**
- **Communication**
- **Scheduling**
- **Sponsorships & Development**
- **Marketing & Promotion**
- **Creative Design**
- **Financial Planning**

Determining who possesses these skills will help assign roles, define responsibilities, and set a path for accomplishing the event objectives.

After reviewing each individual's skill set and assigning roles, the group should determine a job description, goals, and deadlines for each role.



Photo: Contemporary Connections: PechaKucha at Rochester Art Center

Budget

As you plan the event, you'll find that your new motto is: let there be no surprises! This is especially true with the budget; however, you'll find that there will most likely be some surprises. However, the more you plan your budget in advance, work in several stages, and stay close the process there will be fewer surprises to contend with.

Begin by listing everything you will need, ideally, for your event. Look over your event outline and use it as a guide when determining your possible needs. Then, look over your list and get estimated costs from third-party vendors. Once you have all of the estimated costs and a total for expenditures, you can either start to solicit sponsors, research, and apply for grants, or cut un-needed items from the list.

See Appendix for:

1.1 – An Example of Possible Group Roles & Responsibilities

1.2 – A Sample Event Budget

Venue

The right setting for an event can actually generate a positive emotional response and a memorable experience that will bring attendees back year after year. However, choosing a venue that is the right size (or has the ability to grow if your event grows), has a great layout, location, and is within your budget can be a tricky process.

As the venue is often the single most expensive element of the event – here are some tips for keeping costs low:

- Working with a single entity like a hotel or event center that provides: a location, food & beverage, security, accommodations, and third-party services like audio/visual production may give you the ability to negotiate the entire package.
- You may be able to save money and provide an interesting urban experience by using vacant building spaces that are up for lease to host your event. This option would require creative negotiation with the property owner or manager. A possible selling point to a property manager may be that the event will “stage” their space to the public, which could help them get the space leased sooner.
- Some venues may give you a discount for paying upfront or being a non-profit – it never hurts to ask.
- Ask the venue if they have any decorations, linens, or furniture included with the rental – saving you money.
- If you’re working with a caterer ask about ordering food “by consumption,” meaning you only pay if the food is consumed. This generally works for pre-packaged items like snacks or soda.
- Be creative! Keep in mind almost anything can be sponsored.

Lastly, as you talk to the representatives of different venues, ask as many questions as possible to make sure you understand what’s included, what is not, and if any special permitting is needed.

Third-Party Vendors & Booking Timelines

The importance of securing and coordinating with third party vendors at an event cannot be understated because vendors act as the infrastructure to hosting a successful event. As mentioned in the above section, a number of venues (especially indoor venues) may already come prepared with third party vendors and all the equipment you will need.

If you are hosting an outdoor event or have reserved a do-it-yourself indoor space, then be sure to consider whether you will need the following types of vendors and when they need to be reserved:

Audio/Visual Production

- It’s strongly recommended you reserve these services no less than 6 weeks prior to your event. The more time you can provide the better.

Music/Entertainment

- A good timeframe for booking music or entertainment is 4-6 weeks prior to the event.
- Research your prospects before this timeframe as it can sometimes be a lengthy process to seek out performers.

Catering & Bartending

- 4-6 weeks is a great timeframe to book catering or bartending services for your event.

- This amount of time will also give you and the caterer enough time to obtain and submit liquor liability insurance or licenses to the city of Rochester.

Tables, Chairs & Tents

- It's a good idea to reserve these items as soon as possible during the peak wedding season (May – August).
- In the off season or for very small events, reservations at least 2-3 weeks in advance is a good decision.

Portable Restrooms & Wash Stations

- Standard portable restroom units should be reserved at least 2 weeks in advance.
- Luxury restroom trailers should be reserved as soon as possible because some weekends can book 8 months in advance.

Waste Collection

- For events under 50,000 people, you will want to secure trash containers at least 30 days in advance.
- The collection agency will want to know the type of containers you're looking to use, the estimated attendance, and the location size of the event.

Event Staffing Services

- Larger events (500+ attendees) should reserve staff at least one month prior to event.
- Smaller events should reserve staff at least 2 weeks before event.



Photo: I Can't Let Go: A Tribute to Linda Ronstadt at Rochester Civic Theatre

See Appendix for:

1.3 – A Sample Contact List of Third-Party Vendors

Permitting

Understanding what permits your event needs may seem like a daunting task but fear not. This section will help you determine what permits your outdoor event needs, which city departments to contact, associated costs, permit deadlines, and if additional documents are needed.

City of Rochester Special Event Permit

- **Needed for:** events exceeding 300 participants or that plan to have amplified sound
- **City Department:** [City Clerk](#)
- **Cost:** \$50.00
- **Deadline:** applications must be submitted no less than 60 days prior to the event. For large scale events involving 1,000 participants or more, applications should be submitted no less than 90 - 120 days in prior to the event.

- **Additional Documents:**

- **A Site Plan for the Event:** a map which shows locations of any stages, portable restrooms, vendor and/or event tents, and activity areas.
- **Special Event Insurance:** Events requiring a Special Event permit must also provide a Certificate of Liability Insurance naming the City of Rochester as additional insured. Forms must also include the date, location, and name of the event.



Photo: Rochester Earth Fest Eco-Fair at Mayo Civic Center

- **Liquor Liability Insurance:** Events serving alcohol must obtain a copy of the caterer’s current liquor license and copy of liquor liability insurance specific to their event, date, and location which also list the City of Rochester as additionally insured.
- **Street Closure Map & Consent Forms:** if asking for a street closure you must submit a professionally created street closure map (purchased from [Warning Lites](#) or [Safety Signs](#)), and a street closure consent form (included with your Special Event Permit Application) approved and signed by any property owner on the closed street).

Right of Way Permit

- **Needed for:** events asking for bagged parking meters or street closures.
 - **Please note:** Your request for bagged meters or street closures must first be marked on your City of Rochester Special Event Permit application, and then you must contact Public Works to confirm and set-up billing
 - You must also obtain written consent from nearby businesses affected by the street closure (contact Public Works for more information)
- **City Department:** [Public Works](#)
- **Cost:** \$6.00 per meter (\$3.00 per meter on Saturday and Sunday)
- **Deadline:** Request must be noted on the City of Rochester Special Event Permit application under “Additional Services Requested by Any City Department?”
 - Again, applications must be submitted no less than 60 days prior to the event. For large scale events involving 1,000 participants or more, applications should be submitted no less than 90 - 120 days in prior to the event.

Temporary Membrane Structures Permit (a.k.a. A Tent Permit)

- **Needed for:** Events using a tent measuring over 200 square feet (10’ X 20’). This application must fill out by both the event organizer and the company installing the tent
- **City Department:** [Rochester Fire Department](#)
- **Cost:** \$55.00
- **Deadline:** submitted no less than 30 days prior to the event

Sponsorship Plan Development

It is important to create a strategy when looking for potential event sponsors. Below you will find guidance in how to start the process and create a mutually beneficial experience.

Step 1 – Brainstorm: Create a long list of businesses/organizations that you think would align well with your event. Also include some names that may have access to funding and tend to be highly involved with community functions.

Step 2 – Research: Look at the organizational/business values and mission. Do they align with yours? Although some businesses may have access to funds, their operations may contradict what your organization or event is projecting.

Step 3 – Determine Purpose: What are you looking to have the sponsor contribute? There are two ways to work with a sponsor.

1. Sponsor provides a monetary contribution to your event
2. Sponsor and organizer agree upon a trade value
 - An example of this would be a media sponsor running ads for your event through their outlets and the organizer would provide credit to that sponsor through including their logo on advertisements, social media mentions, event announcements, etc.



Photo: Rochester Earth Fest Eco-Fair at Mayo Civic Center

Step 4 – Outreach: Now that you have a solidified list of potential sponsors, it's time to start outreach. It is important to be prepared for the conversation of what you expect from the sponsor and the benefits you would provide them. View an example Sponsor Benefits Packet at:

http://www.downtownrochestermn.com/files/docs/2016_tof_partnership_packet.pdf.

Step 5 – Agreement: It is important you create and execute some sort of agreement between you and the sponsor. This agreement should include the terms you discussed during outreach. Have one member of your organization and one representative of the sponsoring business sign and date after the terms.

Overall, it's important to remain flexible during this process. Sometimes businesses are not able to provide everything you have in mind but will still try to contribute in some way when possible.

Engaging Sponsors

You have secured a sponsor, now what? It is important to stay in touch with your sponsors throughout planning, execution, and wrap up of your event.

Pre-event: Look over the terms in your sponsorship agreement. Make sure you are following through on any commitments to the sponsor. This could include things like logo inclusion on marketing materials or social media mentions. Stay in touch with your sponsor to ensure everything is running smoothly and to prepare them for any day-of activity.

On-site Presence: Not all sponsors choose to be present during the event, but if they would like to be included, here are some options for doing so:

- Provide a tent area for the sponsor’s guests to gather
- Hang signage (typically provided by the sponsor) somewhere visible on the event site
- Allow opportunity for the sponsor to handout free branded materials

Post-event: Event Recap packets are a great way to show a sponsor the value of their dollars. Important information to include in this packet would be:

- Event attendance
- Advertising exposure
 - How many advertisements was their logo included on?
 - What was the reach of those advertisements?
- Pictures from the event
- Social media engagement
- Thank you note



Photo: RedBall Rochester, Kurt Perschke, redballproject.com

Remember that you are working together to make the event possible! The sponsor’s experience will influence future decisions to work with your organization.

See Appendix for:

1.4 – A Sample Sponsor Event Summary Packet

Marketing

Marketing is important for any event. It helps you your intended audience and make the event successful. If possible, dedicate at least one person on your team to marketing and preferably, someone who has some knowledge or interest in it. Listed below are three main areas within the realm of marketing to focus on: Print, Media, and Digital. Within each of these areas are examples of avenues and channels you can utilize to market your event and tips to consider while doing it.

Print

Press Release

- Prepare an official press release that is no longer than 1 page in length (using no less than 11-point font or no more than 12-point font).
- Include a point of contact (for media or general purposes), your organization’s name, and contact information (phone and email).
- Include “FOR IMMEDIATE RELEASE” and the date of which the press release is published/distributed.

- Be sure to include the five W's:
 1. Who
 2. What
 3. When
 4. Where
 5. Why

View a sample/previous RDA press release at <http://www.downtownrochestermn.com/connect/press-releases>

- Distribute your press release to local media about 1 month before your event. You can find general contact information on their website.
- Be sure to keep the email containing the press release as short as possible.
- Also, as a courtesy, refrain from sending your press release to individual reporters unless you have already built rapport with a particular individual.

Event posters

- Design an event poster and distribute them around town at key strategic locations that relate to your target audience. Be sure to obtain permission before posting.

Newspaper and other Print Publications

- You may choose to publish advertisements with the local newspaper or other printed publication. If this is something that is in your budget, you can find contact information within each newspaper or printed publication. The largest newspaper in the Rochester area is the Post–Bulletin.

Media

After drafting and finalizing your press release, it is worth reaching out to local news media to earn pre-event coverage. News media channels include organizations like:

- KTTC (NBC)/FOX47
- KAAL (ABC)
- KIMT (CBS)
- Post-Bulletin
- Med City Beat
- Townsquare Media (radio, KROC FM, KROC am, Y105 FM, etc.)
- You can find a complete list with a Google search

When pitching your event to local media, it is important to keep your message short and concise but be sure to include highlights about your event that will make it stand out from similar events in the past, present, or future.



Photo: RedBall Rochester, Kurt Perschke, redballproject.com

Digital

Online Calendars

- There are many free online calendars to publish your event on. To begin, publish your event on the downtown Rochester online calendar at <http://www.downtownrochestermn.com/events/submit>
- Many of the local news media also have online calendars. Submit your event at these locations.
- A simple Google search will help you find other community calendars to list your event.

Social Media

- Create a Facebook event. Use this social media tool to publish updates and information about the event and engage with other users on social media about your event. Be genuine in your communications.
- Utilize other social media platforms like Twitter, Instagram, YouTube, Google+, etc.

Website

- Create a website if this is in your budget. There are free options; however, be sure to do your research before opting for a free website or investing in a paid option.

Volunteers

It cannot be understated that good volunteers are crucial for a successful event. These individuals are many times the frontline representatives of your event, so it's important to select individual volunteers or volunteer groups who are positive and committed to your cause.

Your first piece of business when soliciting volunteers is to determine your event needs. Do you need greeters, cleaners, or just helpers that can move equipment? Identify your areas of need, then make a list of duties your volunteers will need to perform.



Photo: Rochester Earth Fest Eco-Fair at Mayo Civic Center

For example:

- **Need:** Clean-up and teardown/collection of tables, chairs, and roll-away garbage containers
- **Duties:**
 - Collect trash within the event and place in roll-away trash containers
 - After garbage is collected, teardown the tables and chair and move to pick-up location
 - Collect all roll-away trash containers and move to the pick-up location
 - Perform a final sweep for garbage within the event site

Next, take into consideration your event timeline, how many volunteers it will take to perform said duties, and the potential attendance of your event.

Be sure to take some time with this part as some might think recruiting a large number of volunteers will make their event go more smoothly. In reality, having a large number of volunteers may involve a considerable amount of coordination and communication on the event day, which might be difficult for you and your team to spare. It's helpful to sit down and talk through these considerations with your planning team.

See Appendix for:

1.5 – A Complete Example of Volunteer Duties

Individual Volunteers vs. Groups

Once all of your volunteer roles, duties, start/end times, and numbers figured out, you'll need to decide whether to work with a group or individual volunteers. There can be benefits and challenges to working with either one which are highlighted below. So, give it some thought, and select the type that feels right for your event.

Group Volunteers: Are usually employees of a business or members of an organization and have a designated leader (e.g. the United Way, IBM, the Salvation Army, or a high school sports team).

Benefits:

- Instead of trying to recruit and communicate with a number of individuals, you will usually coordinate with one person, the group leader
- Working with groups can be helpful when you need to recruit a larger number of volunteers for an event
- Usually, the individuals within the group know one another and work well together
- There is greater accountability for the volunteers to show up to your event because they don't want to let their group members down

Challenges:

- The nature of activities within your event may prevent you from working with certain groups (e.g. an event that serves or features alcohol will likely prevent youth or certain non-profits from participating)
- Sometimes groups ask for or require a donation to their organization for participating, which may not always be possible within an event's budget
- Make sure you clearly communicate the maximum number of volunteers needed and your expectations with the group leader before the event

Individual Volunteers: Are people who have either been recruited or have expressed interest in volunteering their time for your organization or event.

Benefits:

- You might have the opportunity to work with a volunteer who is really passionate about your cause or event
- Individuals can sometimes bring greater diversity, perspectives, and experience to your event
- Sometimes an individual volunteer can end up being someone one who really stands out and becomes a larger player in your future events

Challenges:

- Communicating your expectations and event information with a large number of individual volunteers can sometimes be challenging
- Without someone (a leader or group) to hold them accountable, an individual volunteer may not show up to your event
- If you need a large number of volunteers for your event, it may take a long time to recruit and orientate individuals
- Although rare, differences in personality amongst your volunteers can sometimes have negative consequences for your event

Whether working with a group or individuals, it's important to have clear and concise communication with your volunteers before and during the event. Also, after the experience, reach out to your volunteers and ask

them what part of the experience they enjoyed, and what could be improved. Their feedback, whether good or bad will help you grow your skills in this area and make you a better event organizer overall.

The Lead Up

The day you've been waiting for is fast approaching, and you may be feeling excited or even a little anxious. The 2 weeks prior to your event will be over before you know it, but in that time you and your team will want to re-confirm information and put the final touches on your event.

The following is a general event checklist designed to help you get started in identifying all of the details you'll need to keep in mind, along with an indication of suggested times leading up to the big day.



Photo: Rochester Earth Fest Eco-Fair at Mayo Civic Center

1-2 Weeks Prior to the Event

- Check RSVP or ticket sales and send final attendee numbers to your caterer.
- Re-confirm event dates and times with presenters and performers.
- Hold pre-event meetings with 3rd party vendors, managers of the venue, and volunteers.
- Do one last walk-through of venue and all event spaces.
- Create a detailed hour-by-hour event timeline for key volunteers and vendors based on meeting conversations and distribute to them.
- Create an "Event Day Survival Kit" full of needed items: pens, sharpies, highlighters, tape, scissors, etc.
- Make nametags or lanyards to designate staff and volunteers.
- If a ticketed event, send final information to attendees including directions, maps, and last-minute details.
- Discuss severe weather coordination with planning team (if hosting an outdoor event).

1-2 Days Prior to the Event

- Create a final to-do list to ensure all of your tasks are completed.
- Make sure you have important contact numbers for venue managers, 3rd party vendors, volunteers, or non-emergency police in one place and easily accessible on the event day. It is helpful to laminate these and put on your staff lanyards.
- Reconfirm schedule with your caterer.
- Deliver materials/equipment to the venue site (if possible).

Event Day

The day of your event will go by quickly, and no matter how much you plan, you can bet a few unexpected things will arise. If something comes up, be sure to utilize the resources you have on hand such as:

- Your planning team
- The volunteers
- Your list of important contact numbers
- The "Event Day Survival Kit"

It will also be important to arrive to the venue early and stay until the end of your event. Doing this will ensure you can do a final walk through before and after the event and monitor your 3rd party vendors to oversee their set-up and teardown making sure they're adhering to venue policies.

Once everything is up and running, be sure to check in with all of your sponsors and volunteers throughout the event and stick to your plan as best as you can. Also, take some time to also enjoy the event and relax – your hard work is paying off!

**See Appendix for:
1.6 – A Complete Example of a Pre-Event Checklist**

Post Event

After your event, you will no doubt be tired in both body and mind so be sure to reserve the following day to recuperate and rest. You will have earned it! However, in the following week you will want to evaluate, acknowledge, and recap the event. Each of these follow up areas are important and expected by those in the community who participated in and provided assistance to your event.

Evaluation

Make sure this follow-up discussion is conducted with your planning team very soon after the event while the information is still fresh in your minds. Your team will want to honestly discuss and record the successes or challenges. Remember to provide constructive and critical feedback, and if something didn't go well, ask how it could have been improved.

Suggested questions might include:

- Was communication with 3rd party vendors, entertainment, and volunteers effective?
- How did your 3rd party vendors, volunteers, and entertainment perform?
- Was the venue a good choice for your event?
- If your sponsors were onsite, what was their opinion of the event when you spoke with them?
- How many attendees were there?
- How did attendees engage with your activities or respond to your programming?
- Did the media show up to cover event? If so, who came and what type of coverage did you receive?
- Were you able to stick to your budget?
- Did you achieve your goal or objective with the event?
- Do you think the event had an impact on the community? If so, what was that impact?
- Would you hold this event again?



Photo: Peace Plaza on Bastille Day

Again, these questions are just helpful suggestions, and your group will no doubt think of others that are more specific to your event from items that came up.

Acknowledgements

Saying thank you to everyone who assisted with your event is not just a nice thing to do, but it also ensures the relationships you created end on a positive note. Make sure to give thanks and acknowledge the contributions of:

- Sponsors
- Volunteers
- Speakers or presenters
- Entertainers
- 3rd Party Vendors
- Any media outlets who provided coverage

In your thank you notes, be sure to remind the recipients of the event's success and how they contributed to it (e.g. impact on the community, dollars raised, number of attendees, etc.). You can send these thank you notes via a personally crafted email, or in the mail with a physical note. Either way, put some thought into each of them, and avoid sending a large impersonal email blast.



Photo: Peace Plaza on Bastille Day

The End

While this is the end of the planning guide, we here at Rochester Downtown Alliance hope this is not the end of your interest in event planning. Events and engaging with the community are essential for establishing downtown Rochester as a place that is vibrant, urban, and inviting to residents and visitors.

If you should have any questions about this information contained within this guide, please contact our office Monday – Friday from 9:00am – 5:00pm at (507) 216-9882 or via email at info@rdowntownalliance.com.

We are happy to answer your questions or serve as the central hub in referring you to the information or groups you may wish to connect with in downtown Rochester.

Good luck and happy planning!

Appendix

1.1 Possible Group Roles & Responsibilities

Please note: These are suggested roles & responsibilities and may differ from the needs of your event. If the below roles are utilized, it's possible for individuals in your group to fill more than one role.

Event Management Role:

- Books & coordinates with 3rd party vendors
- Reserves venue for the event
- Creates site plan for event which shows location of vendors, tables, chairs, and restrooms
- Develop event timeline which includes roles and responsibilities for group members
- Creates list of important contacts to have on-site
- Works within budget set for the event
- Is prepared for media inquiries/interviews about the event
- Makes sure event is running smoothly and checks in with vendors throughout the day
- Ensures event site is properly cleaned after event ends
- Completes an event recap including attendance numbers
- Hold an event debrief meeting with vendors and group members

Financial Role:

- Creates event budget
- Helps determine sources of revenue
- Creates invoices for participating vendors and pays for necessary expenditures
- Creates final report of event revenues & expenditures

Legal Role:

- Works with Event Management Role on site plan to submit with Special Event Permit application
- Completes and submits Special Event Permit application to City Clerk
- Obtains and submits event insurance & liquor liability insurance to the City Clerk
- Obtains Right of Way Permit for bagged parking meters or street closure from Public Works (if applicable)
- Completes and submits Tent Permit to Fire Dept. (if applicable)
- Creates or signs any 3rd party vendor contracts for event

Marketing Role

- Creates advertising and promotional plan
- Works with Financial Role to draw up marketing budget
- Creates or contracts with 3rd party vendor for event graphics on posters or handouts
- Generates and updates webpage and social media channels before, during, and after event
- Creates and submits press release to media channels
- Submits event to online event calendars
- Works with Sponsorship Role to ensure Sponsors logos are included in promotions
- Works with Volunteer Role to ensure volunteer group logos are included in promotions
- Ensures all marketing deadlines are met

Sponsorship Role

- Creates sponsorship plan and brainstorms list of potential sponsors for event
- Researches potential sponsor values and mission prior to outreach
- Reaches out and obtains sponsorships for event
- Works with Marketing and Event Management Role to ensure sponsorship expectations are met
- Checks in with Sponsors on-site at event (if present)
- Works with Event Management Role on event recap and presents to sponsors

Volunteer Management Role

- Creates volunteer plan and works with Event Management Role to determine needs for event
- Creates overview of experience which includes date, volunteer times, and duties at event
- Decides whether to use group or individual volunteers and performs outreach
- Works with Marketing & Event Management Role to ensure promotion of group volunteer organization (if applicable)
- Communicates event information and expectations to volunteers prior to event
- Manages volunteers on-site at event
- Thanks volunteers post event, and works with Event Management Role include volunteer experience in event recap

1.2 Sample Event Budget

Please note: This a sample budget and may differ from the needs and budget of your event.

Event Name: First Music Festival

Event Date: June 3, 2019

BUDGET:

Estimated Revenues: *List all sources, including in-kind donations.*

<u>Admission (\$5 x 200 attendees)</u>	<u>\$1,500</u>
<u>Beer Company Sponsorship</u>	<u>\$1,000</u>
<u>DCI First-Time Event Grant</u>	<u>\$1,000</u>
<u>Food Vendor Fees (\$75 x 20 vendors)</u>	<u>\$1,500</u>
Subtotal:	<u>\$5,000</u>

Less: Estimated Expenses: *Be as specific as possible in listing each item.*

<u>Audio/Visual Production</u>	<u>\$2,500</u>
<u>Stage & Tent Rental</u>	<u>\$(Free/in-kind)</u>
<u>200 (11" x 17") Event Posters</u>	<u>\$150</u>
<u>1 (6' x 3') Event Banner</u>	<u>\$60</u>
<u>Facebook Boosted Post</u>	<u>\$50</u>
<u>20 Bagged Parking Meters (\$6/meter)</u>	<u>\$120</u>
<u>Special Event Permit Fee</u>	<u>\$50</u>
<u>Tent Permit Fee</u>	<u>\$55</u>
<u>3 Musical Performers</u>	<u>\$900</u>
<u>Group Volunteer Donation</u>	<u>\$200</u>
<u>Water & On-site supplies</u>	<u>\$200</u>
Subtotal:	<u>\$4285</u>

Grand Total: \$715

(Subtotal of Estimated Revenues – Subtotal of Estimated Expenses = Grand Total)

1.3 Sample Contact List of Third-Party Vendors

Please note: This is a sample list of third-party vendors and is by no means exhaustive. It's important to conduct your own search and choose a vendor that matches your event's specific needs.

Third Party Vendor	Phone	Website
<u>Audio/Visual Production</u>		
Northern Sun Productions	(507) 273-7351	http://www.northernsunproductions.com/
Spectrum Pro Audio	(507) 281-1378	http://www.spectrumproaudio.com/
<u>Music/Entertainment</u>		
Big BANG Companies	(507) 990-1216	http://www.bigbangcompanies.com/
<u>Catering & Bartending</u>		
Catering By Design	(507) 282-3005	http://www.cateringbydesign.org/
Grand Rounds Brew Pub	(507) 292-1628	http://grandroundsbrewpub.com/
Johnny Mango's Cabernet Catering	(507) 226-8316	http://www.chefmango.com/
Sontés Catering	(507) 292-8936	http://sontescatering.com/
The Canadian Honker	(507) 258-4633	http://canadianhonker.com/
The Kahler Hospitality Group	(507) 285-2722	http://www.kahler.com/
The Loop	(507) 226-8644	http://rochester.looprestaurants.com/
Victoria's Ristorante & Wine Bar	(507) 280-6232	http://www.victoriasmn.com/
<u>Tables, Chairs & Tents</u>		
Majestic Tents & Events	(507) 876-1127	http://majestictents.com/
The Rental Depot	(507) 288-2741	http://www.rentaldepot.com/
<u>Portable Restrooms & Wash Stations</u>		
On-Site Sanitation	(507) 282-8407	http://onsiteco.com/
Waste Management	(888) 960-0008	http://www.wm.com/index.jsp
<u>Waste Collection</u>		
Advanced Disposal	(507) 281-5850	http://www.advanceddisposal.com/
Waste Management	(888) 960-0008	http://www.wm.com/index.jsp
<u>Event Staffing Services</u>		
Big BANG Companies	(507) 990-1216	http://www.bigbangcompanies.com/

Resources for Additional Third-Party Vendor Contacts

- **Rochester Area Chamber of Commerce:** (507) 288-1122 or chamber@rochestermnchamber.com
- **Experience Rochester:** (507) 288-4331 or info@minnesotasrochester.com

1.4 Sample Sponsor Event Summary Packet

Please note: The following nine pages are the Sponsor Event Recap Packet which was provided by the RDA to the People's Food Co-op for Thursdays on First & 3rd 2015. Your sponsor event recap may look different or include more or less information.



PARTNERSHIP SUMMARY SUMMER 2015



Thursdays on First & 3rd

Every Thursday June - August, 2015

PARTNERSHIP SUMMARY

DOWNTOWNROCHESTERMN.COM/tof

Rochester Downtown Alliance
Jenna Bowman
Executive Director
507-216-9885
jbowman@rdowntownalliance.com
4 3rd Street SW, Suite B
Rochester, MN 55902

WEBSITE

ANALYTICS

DowntownRochesterMN.com was viewed close to 202,000 times by **160,428** unique visitors between May 22 - August 29, 2015

Thursdays on first & 3rd page was viewed over 61,000 times by **48,291** unique visitors between June 1 - August 29, 2015. The most viewed page on our website.



FACEBOOK

STATISTICS

7,986 Page Likes

POSTS

80,000 total post reach from June 1-August 29

196 shares

764 likes



TWITTER

STATISTICS

Reflective of time period from
June 1 - August 29th

1,991 Followers

POSTS

75,769 impressions in 2015

2,925 engagements



INSTAGRAM

Engagement

Reflective of time period from June 1
- August 29th

201 Photos Posted in 2015 using
#thursdaysonfirst



CONTEST

Engagement

Reflective of time period from June 1
- August 29th

#ThursdaysOnFirst Photo Contest

383,000 content reach

546 total photos using
#ThursdaysOnFirst

56% Conversion Rate (converting
posts with the hashtag into photo
contest submissions)

201 Instagram follower impact

283 Twitter follower impact

Dr. Dionne @IMood · Jul 23
Great evening w/ @kolob92 & @TinaLietling #ThursdaysOnFirst #MeoCity
Dr. Dionne and Kolob Nantay



1 2

Deanna Deutsch @AtoMom121 · Jul 23
Lady on a mission #thursdaysonfirst #rochesierMIN



2

Magdalena Cichon @magda_cichon · Aug 20
TEDxZumbroRiver announced at #thursdaysonfirst @TEDTalks @Mayotvents



5 2

Rochester Magazine @RochesterMag · Aug 21
We had a great time down at #ThursdaysOnFirst last night. Thanks to everyone who paid us a visit! #rochimn



1 4

THEMED THURSDAYS

Fourth of July (July 2)

Free painting classes courtesy of Wine & Canvas from 12-8 p.m.
Yard Games presented by SCHEELS
Specialty drinks and food offerings from vendors

The Great Outdoors (July 16)

Oxbow Park engaged attendees with an owl and a snake
Rock climbing wall from Prairie Walls
Air Gun Shooting Range presented by SCHEELS

Wellness (July 30)

13 wellness organizations from the community entertained and educated
Lunchtime Entertainment by Studio on 3rd included Barre and Pound classes

Youth Day (August 6)

Free Petting Zoo from 12-8 p.m.
Face Painting
Shriners Club of Rochester
Magician Bob Miller roamed the event site

Pay It Forward (August 20)

6 non-profit participating organizations
Dunk tank for a good cause
Almost \$1,000 in total was raised



PARTICIPATION



Attendance

260,000

Vendors

115 Artisan, Craft and Food
Vendors Weekly



Lunchtime Entertainment

24 Performances on
Two Stages

Evening Entertainment

48 Performances on
Two Stages



Contests

\$900 in Prizes Including Downtown
Gift Cards and RST Travel Vouchers

Volunteers

Alternative Learning Center
Century High School
John Marshall High School

RECOGNITION

Blog Post

[HOME](#) > [ROA BLOG](#)

ROCHESTER BLOG

Recent Entries

- [Downtown Update with KROQ am-Monday, October 1, 2013](#)
- [Rochester Fashion Blog: Five cute x's to shop this autumn season!](#)
- [Rochester Fashion Blog: Autumn trends you'll be seeing on the Streets](#)
- [Downtown Update with KROQ am-Monday, September 16, 2013](#)
- [Thinking Thursdays: What makes Rochester so great!](#)
- [Meet our Partners: Gethands - The Kitchen & Bath Store](#)
- [Thinking Thursdays: Home All Over!](#)
- [Thinking Thursdays: Share Moments, Win Prizes!](#)
- [Meet our Partners: Rochester Magazine](#)
- [Thinking Thursdays: Wellness](#)

Tags

Select Tag ▼

Meet our Partners: People's Food Co-Op helps build the 'Third Place'

[Share This](#) Posted on July 5, 2013




This week, the [People's Food Co-Op](#) (PFC) will be at Thursdays on First & 3rd (TOF) showing their support for building a vibrant downtown community and educating attendees on what they bring to the table. Take a look at what they have to say about being a part of Thursdays on First & 3rd, and visit their booth during the evening performances near the First Ave Stage.

"It's easy to see why [People's Food Co-Op](#) and Thursdays on First & 3rd have natural synergy. With parallel missions like supporting local food and being vibrant social hubs, the two easily mirror one another. TOF has the ability to reach a significant portion of the city and connect them with nearby vendors and area businesses. Supporting small businesses and representing the community is the core of what the co-op is about, making sponsorship a logical fit, and the bonds and partnerships forged between area businesses are what make events like Thursdays on First & 3rd possible.

"Furthermore, PFC & TOF strive to establish a sense of closeness within a busy and growing Rochester. Ray Oldenburg, a renowned urban sociologist, notes that the modern era greatly requires "the means for people to gather easily, inexpensively, regularly, and pleasurably".

"He continues by describing this concept of a "third place" or an informal public meeting space. The phrase 'third places' derives from considering our homes to be the 'first' places in our lives, and our work places the 'second,'" says Oldenburg.

"Striving to restore these lost 'third places', [People's Food Co-Op](#) aims to curate community connection through several means. From featuring locally-sourced products that support our neighbors, to holding classes that educate our members and shoppers, to sponsoring events that make Rochester a great place to live; building community is essential to our mission.

Pre-Recorded & Live Announcements

40 minutes of pre-recorded music with your personalized messaging heard over six times each night!



E-Newsletter

Thank you to the The People's Food Co-Op, official First Ave Stage Band Partner, for helping make Thursdays in downtown Rochester The Place to Be! Check them out at their booth during the Evening Entertainment.

THANK YOU

The Rochester Downtown Alliance would like to thank you for your support of Thursdays on First & 3rd. This event would not be possible without you.

We look forward to Summer 2016! Mark your calendars now for every Thursday, June 2-August 25.



1.5 Complete Example of Volunteer Duties

Volunteer Waste Collection at Event	
Priority	Duty
1	<p>Trash collection on-site until event ends at 9:30pm</p> <p>Note:</p> <ul style="list-style-type: none"> ○ When you here announcements onstage, the event has ended
2	<p>AT 9:30PM:</p> <ol style="list-style-type: none"> 1. Pick-up garbage from tables and chairs 2. Following the garbage cleaners, tear-down white tables and chairs and place in pickup locations
3	<ol style="list-style-type: none"> 1. If city garbages and rolling garbages are overflowing, empty trash to the rim of can. 2. Place excess trash in garbage bag, set bag next to can when full
4	<p>Move garbage & recycling cans to pick-up locations</p> <p>Notes:</p> <ul style="list-style-type: none"> ○ Move garbage & recycling cans last as attendees will likely throw items away on their way out of the event ○ Please do not surround bike racks with cans
5	<p>Continue trash collection within event site until clean</p> <p>Note:</p> <ul style="list-style-type: none"> ○ Be sure to look under benches, in planters, and on window sills for stray cups, straws, and napkins

When finished contact the Volunteer Coordinator to check out at: (list contact number or meeting location)

1.6 Complete Example of a Pre-Event Checklist

Please note: This is an example of an event checklist to help get you started. You will likely need to expand or drill down this checklist and make it specific to your event.

4-6 Months Prior to Event

- Meet with planning group and brainstorm event ideas
- Create overview of event (name, date & times, objectives, outcomes, description, target audience, estimated attendance, and activities)
- Establish group roles and responsibilities
- Brainstorm, create sponsor benefits document, and secure potential sponsors
- Research and apply for additional sources of funding (e.g. grants)
- Begin establishing budget
- Select and secure venue
- If requesting a street closure, contact barricade company layout and obtain nearby consent from businesses
- Research potential bands or other entertainment

3-4 Months Prior to Event

- Develop marketing plan
- Create volunteer plan and overview of duties
- Contact and third-party vendors and reserve activities & logistical services
- Reach out to potential bands or entertainment
- Obtain event and liquor liability insurances
- Complete and submit permit applications, event, and liquor liability insurances to the City Clerk

2-3 Months Prior to Event

- Create & proof event poster and/or handouts send to printing company
- Confirm bands or other entertainment with signed contract
- Begin outreach and confirm potential volunteer groups or individual volunteers
- Begin work on press release
- Create Social Media event page and hashtag for your event

1 Month Prior to Event

- Check-in with City to confirm approval of permits

- Begin selling and promoting ticket sales online and/or in person
- Email press release to local media
- Begin distributing event posters to local businesses
- Begin posting event to online event calendars

1-2 Weeks Prior to the Event

- Check RSVP or ticket sales and send final attendee numbers to your caterer
- Re-confirm event dates and times with presenters and performers
- Hold pre-event meetings with 3rd party vendors, managers of the venue, and volunteers.
- Do one last walk-through of venue and all event spaces
- Create a detailed hour-by-hour event timeline for key volunteers and vendors based on meeting conversations and distribute to them
- Create an "Event Day Survival Kit" full of needed items: pens, sharpies, highlighters, tape, scissors, etc.
- Make nametags or lanyards to designate staff and volunteers
- If a ticketed event, send final information to attendees including directions, maps, and last-minute details
- Discuss severe weather coordination with planning team (if hosting an outdoor event)

1-2 Days Prior to the Event

- Create a final to-do list to ensure all of your tasks are completed
- Make sure you have important contact numbers for venue managers, 3rd party vendors, volunteers, or non-emergency police in one place and easily accessible on the event day. It is helpful to laminate these and put on your staff lanyards
- Reconfirm schedule with your caterer
- Deliver materials/equipment to the venue site (if possible)