

Events Committee 2010 Proposed Work Plan & Budget

Project #1: **Factory Court Concert Series**

Project Lead: TBD

Strategy # 1: Bring people downtown during the day and increase foot traffic by holding six brown bag acoustic concerts during the months of July & August from 11:30 – 1pm.

Who: Events committee

Task a: Secure funding with possible grants and/or sponsorships. Secure entertainment.

Resources Needed: Entertainment & funding

Status: Upcoming

Project # 2: **Shoes Festival**

Project Lead: Events Committee

Strategy # 1: Promote downtown, make it a destination and source of pride by holding a large festival spring 2010.

Task a: Use standard event formatting

Who: Events Committee with Public Works cooperation

Resources Needed: Funding, volunteers and sponsorships

Status: On-Going

Project # 3: FREE Comic Book Day

Project Lead: Jenny Stimac & Ralph DiBernardo (Jetpac Comics)

Strategy # 1: Participate in and expand last year's event to include more business participation and Comic Book events the first Saturday in May

Task a: Use standard event formatting

Who: Events Committee and Jetpac Comics

Resources Needed: Funding and volunteers

Status: On-Going

Project # 4: Downtown Promotional Rack Card

Project Lead: Events with Design & ER Committees

Strategy # 1: Design and produce a rack card

Who: Events with Design & ER Committees

Resources Needed: Funding and possible grant

Status: Upcoming

Project # 5: Oktoberfest

Project Lead: Mandy Barstow

Strategy # 1: Expand last year's event to bring more people downtown Fall 2010

Task a: Use standard event formatting

Who: Events committee and volunteers

Resources Needed: Funding & Volunteers

Status: Ongoing

Project #6: Horribles Parade & Zombie Walk

Project Lead: TBD

Strategy # 1: Expand event with entertainment and include adult participation

Task a: Use standard event formatting

Who: Events Committee

Resources Needed: Funding by seeking major sponsor

Status: Ongoing

Project #7: Two Retail Events

Project Lead: TBD

Strategy # 1: Expand Valentine's Day Promotion. Develop an annual downtown retail event to bring in the holiday season with a Jingle Bell Walk. Offer elves for the Holiday Parade for businesses without a float.

Who: Events Committee
Resources Needed: Funding and volunteers
Status: Ongoing

Events Committee Budget

Expenses:

Project #1 Factory Court Brown Bag Concerts	\$	2,000
Project #2 Shoes Festival	\$	4500
Project #3 FREE Comic Book Day	\$	250
Project #4 Promotional Rack Card	\$	2000
Project #5 Oktoberfest	\$	4500
Project #6 Horribles Parade & Zombie Walk	\$	1000
Project #7 Two Retail Events	\$	500
Total:	\$	14,750

Revenue:

Project #1 Factory Court Brown Bag Concerts	\$	1000
Project #2 Shoes Festival	\$	3200
Project #3 FREE Comic Book Day	\$	250
Project #4 Promotional Rack Card	\$	2000
Project #5 Oktoberfest	\$	3200
Project #6 Horribles Parade & Zombie Walk	\$	750
Project #7 Two Retail Events	\$	500
Total:	\$	10,900

Net income (total after expenses and revenue) **\$ -3,850**