



Town of Bowling Green – Events Coordinator (Contractor)
Monthly Report/Project Update
For June 2017

Prepared By: Jo-Elsa Jordan

Date: 06/29/17

Additional and/or Support Materials Attached: Yes

No X

Monthly Activities:

- **Clean Sweep**

Event Prep; Coordinate with PWD to distribute 'CLEAN SWEEP' signage around Town at various yard sales

Event day; print maps, distribute maps to yard sales, secure Town Hall parking lot for Caroline resident sales, coordinate volunteer efforts, pick up with Goodwill, collect event signage.

- **Bowling on the Green Virginia Wine Festival**

Distribute posters to Caroline County businesses (Bowling Green, Ladysmith)

Coordinate children's activities w/the Caroline YMCA

Apply ticket labels with event date to tickets

Coordinate with Flower Fashions for door prize give-away

Facebook promotion; Post boosts (*\$50.00 Paid w/personal debit card)

Recruit event volunteers through creation of shared Google doc.

Coordinate volunteer duties

Media buy for Free Lance-Star and Caroline Progress * Negotiated with the Free Lance-Star to run an additional advertisement, free of charge, as a result of failure to meet exact terms of the initial media buy.

Create press release; distribute press release to press contacts

Accept delivery of wine glasses

Coordinate with wineries for access to property

Design/order event signage

Coordinate with UB&T to secure event tents for registration

Purchase of water and cups for volunteers

Coordinate with Memorable Moments and Paisley & Jade for delivery/pick-up of event rentals

Printing event signage (i.e. "LEGAL DRINKING AGE", "TICKET PURCHASE", etc.

Coordinate with the Caroline Chamber of Commerce for event t-shirts

Secure cash box for ticket purchase at the gate

Restaurant Depot for "Wine Check" bags

Negotiated with the Free Lance-Star to run an additional advertisement, free of charge, as a result of failure to meet exact terms of the initial media buy.

Event set up

Event Day

Event Clean-up

- **Music on the Green**

Scouting bands for 8/25

- **Harvest Festival**

Vendor Recruitment

Review/Approve vendor applications

Update Vendor Spreadsheet

Coordinate with Town Clerk to process vendor payments

Update sponsorship package

- **Bowling Green Community Farmers Market**

Facebook posts

Correspondence to Virginia Healthy Food Program Director regarding SNAP (EBT) Program

Facebook posts

- **Community Relations**

Assist Caroline Historical Society with setting up Facebook page

Working with Caroline County Tourism & Economic Development on WWI/WWII Commemoration event/USO dance in September. (i.e. distribution of sponsorship packages, coordination with the Big Band of Fredericksburg, etc.)

- **Economic Development Authority**

Create minutes from May meeting and distribute to Board members

Attend meeting on 6/20/17; Take meeting minutes

Misc.:

Present at Town Council meeting on 6/1/17

Gain access to Town's server/shared drive *Ongoing

Take photos of Town Hall, Courthouse Lawn, new welcome signage, etc. (Facebook/website/marketing)

Attend Virginia Tourism Corporation Orientation Seminar (See attached)

Draft of Event Coordinator contract to be reviewed by the Town Manager *In process

Heads Up Items: Contract renewal in July 2017