



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

Prepared By: Jo-Elsa Jordan

Date: 10/27/17

Additional and/or Support Materials Attached: Yes

No X

Monthly Activities:

- **Harvest Festival**

Facebook promotion

Review/Approve vendor applications

Update Vendor Spreadsheet

Coordinate with Town Clerk to process vendor payment

Finalize event layout

Finalize vendor assignments

Print/mail vendor assignments, event information and meals tax forms

Coordinate with the VDH for compliance with all participating food vendors

Volunteer recruitment (Vendor check-in, Beer Garden, floaters)

Finalize volunteer assignments

Pre-event meeting with Caroline County first responders, CCSO, volunteers and Public Works

Coordinate for use of a power source from Caroline Square property owner for Car Show

Coordinate with Bowling Green Suites property owner for placement of entertainment stage and Beer Garden.

Coordinate trophy pick-up from MVP Awards

Creating/printing profile cards for Car Show and Motorcycle Show.

Coordinate with Town Treasure for cash banks as needed for the Beer Garden, Car Show and Bike Show

Coordinate with port-o-pottie vendor on delivery and placement

Coordinate with volunteer for set up of McKesson pumpkin decorating station

Directional signage pick-up and placement

Coordinate with Public Works for securing Car Show area, Beer Garden area, street closures and “No Parking” signage

Coordinate with VDOT for electronic message boards as needed to detour traffic

Coordinate with Town Treasurer/Clerk for check requests needed on event day

Provide entertainers with information on access, loading, unloading, set times, etc.

Accept stage delivery/placement

Coordinate installation of sponsorship banners on entertainment stage

Measuring/marketing Main Street

Locating food vendors night before event

Provide notes for event Emcee

Vendor check-in

On site radio spot on WFLS at Union Bank & Trust

Accept beer delivery

Meet each vendor and gauge vendor satisfaction

Coordinate vendor exit/opening streets

Misc. troubleshooting

Event clean up (collection of directional signage, etc.)

Development of After-Action Report for Town Council’s review at December meeting

- **Fall Clean Sweep: November 4, 2017 (8:00 a.m. – 1:00 p.m.)**
 Collaborate with graphic artist for marketing graphic
 Coordinate with Rappahannock Goodwill for trucks and pick-up on event day
 Recruit event day volunteers
 Facebook promotion
 Coordinate with the Free Lance-Star for ad in Classifieds section and community calendar in The Weekender
 Coordinate with the Caroline Progress to be included on the community calendar

- **Bowling Green Christmas Parade of Light: Saturday, December 16, 2017 (5:00 p.m.)**
 Update 2017 registration form
 Post event on Town website calendar and create a link to upload the 2017 registration form
 Secure horse/carriage for Santa
 Facebook promotion
 Secure Santa Clause
 Coordinate with the Sidney E. King Foundation for the Arts to include the Winter Student Art Show into the marketing graphic
 Coordinate with Main Street property owner for use of space for “Photos with Santa”
 Recruit photographer
 Conceptualize marketing graphic
 Coordinate with graphic designer

- **Misc**
 Weekly staff meetings on Wednesday’s (3:00 p.m.)
 Town Council meeting on 10/05/17
 Staff report

Heads Up Items: After-Action Report for Harvest Festival to be available to Council by December 2017 Council meeting.

Mayor and Events Coordinator to schedule meeting with property owners of Old Mansion to discuss 2018 event(s).