



## STREET FAIR OUTLINE

**GOALS:** Why have a street fair? What realistic goals are expected?

**BENEFIT:** What for? Why?

**PARTNERS:** Who is involved? Who are the interested supporters that might be a benefit to the fair's success? Who manages information, activities and operations?

**AUDIENCE:** Who comes, attends, or is the target market? Who would you like to come or watch the event?

**ACTIVITIES:** What happens at the fair? Decide how the event will look and feel based on activities such as street vendors, community resources, games, stages, beer tents, rides or other.

**FUNDING:** Who pays? How much will it cost? Consider grants, sponsors, donors, sales, games and raffles. A budget can be developed from these.

**SETTING:** When is the best time and date? Where will it take place? Determine start and end times. Confirm date and map location.

**THEME:** What's new, if differing from year to year?

**NAME:** What is it called? Why?

**MISSION:** How does event fill or satisfy all or part of your goals? Is it worth the effort?