

Power of Main Street: Oregon Main
Street Annual Conference

“Nuts and Bolts of Successful Events”



Jill Ingalls, Executive Director
Oregon Festivals & Events Association

Just exactly
what
do you
want
from me?

Let's start at the beginning.....

Whether existing or new start at the beginning!

- Why?
- Who are?
- Who is?
- Where?

TIMING

How do you decide WHEN the event will take place?

- Is it a retail promotion?
- Is it an image promotion?
- Do you have 12 months?

TIMELINE

Create a timeline and identify the bolts

Timeline should contain:

Task and when it's final is due

Who is responsible for that task

Steps along the way to complete task on due

Timeline should be shared by all:

Plan to revisit timeline at every meeting and in
between

Sample timelines to download provided later

Infrastructure (hard)

- Stages, Tents, Canopies and Build outs
- Vendors, food and prep, tables, seating
- Sanitation, restrooms, sinks, trash, recycling, gray water
- Safety equipment, fencing, barricades, parking
- Power

Soft infrastructure

- Communications
- People Power (WHO IS?)
- Things needed to do the job

\$ BUDGET

- ID Funding sources – sponsors, tickets, etc.
- Project estimated revenue from all sources
- Project Expense for all items
- BRIK
- Safety for start ups – plan on break even...but have a cushion just in case

Project revenue conservatively,

expenses aggressively

Ways with no Means

Thanks to Scott Ingalls – I've borrowed a few tips.

- Advertising – free or nearly free
- Beg, Borrow, trade and barter
- Create & Publish a wish list

Care and feeding of volunteers

- How do you find volunteers
- Essential tools

Partners

Who IS? Who is going to help? Who is interested? Who is available? Who has the infrastructure we need?

PROMOTIONS COMMITTEE?

- Retail and Service Sector Businesses
- Property Owners
- Trade Organizations – Chambers, Visitors & Tourism Bureaus
- Financial Institutions
- City and County Government & Staff, Law enforcement
- Economic Development Officials
- Local Industry
- Health Industry, hospitals, clinics
- Media – ALL types -
- Utilities – Power? Gas? Internet?
- Historic Societies and Historic Preservation Groups
- Civic and Community Organizations – 4H, FFA, Grange,
- Schools, fundraisers, booster clubs

??

Sponsorship

- Revenue source but don't PLAN on it
- Sponsorship is NOT donation - ROI is expected
- Create menu of benefits and deliverables
- Do some sleuthing – determine value
- WHO WILL?
- Fulfillment and closing reports

Broken bolts, dropped balls and Nuts on the sidewalk

- Disorderly conduct, Free speech, Occupy
- Crowd control, ingress egress
- Timeline changes, responsible task reassigned
- When the dog bites
- Insurance

After Action

- Often overlooked but CRITICAL
- The Good
 - The Bad
 - And The Ugly

-Survey for results?

-Closing reports back to all partners and sponsors

-Thank you letters to everyone

Do it again! Back to slide #3

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Review

- What did we miss?

CONTACT and DOWNLOADS

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