



**EVENT PLANNING  
HELP GUIDE**

In order to hold the biggest birthday celebration of Friday Harbor's history to date, we need your participation! It's a once in a hundred year opportunity to get involved!

Friday Harbor Centennial Celebration will consist of key Town sponsored events and sanctioned community events. This guide is designed to be a quick reference as you plan your event.

» **Start early. The bigger your event, the more time you need.**

1. **THE EVENT:** What kind of event should you hold? Will it be a one-time event or a recurring annual event? See our website for Centennial event ideas. Once you've decided on an idea, conduct a meeting of the minds. Invite people you know that live and/or work in Friday Harbor to a planning meeting. This will give you the opportunity to collect ideas, find volunteers and begin to look for calendar date.

2. **THE DATE:** Research existing community events. Contact other service groups for their events calendars. If you find a conflict, consider rescheduling your event or reach out to the other event planners to explore a possible partnership. You may save time, resources and create a greater impact for each event by creating a partnership. Look for a partnership that compliments each other.

3. **THE PEOPLE:** The right people at the right place at the right time; dedicated volunteers are critical to the success of your event. Tips for working with volunteers: Make it easy. Make it fun. Make it clear what needs to be done. Identify the required number and skills of volunteers. Spread the word through advertising and word of mouth. Prior to the event, develop a volunteer training and orientation package. Be prepared! Expect to train volunteers to undertake more than one role to accommodate last minute changes. Issue a t-shirt, hat, name tag or button to clearly identify event volunteers. Publicly thank and acknowledge volunteers at the end of the event. Keep the tasks manageable. Match tasks according to interests, skills, availability and time commitment. Over-extended volunteers are in danger of burn-out and quitting. Hold regular committee meetings to keep people focused and motivated. Make your meetings enjoyable.

4. **THE PLAN:** Nothing will be accomplished without a plan. Create an event plan and stick to it. Don't wait until the last minute. Stay on time and on track. To determine your plan, venue, budget and guest services – estimate the number of people you expect to attend your event. Create a script of what will happen at the event. Constantly update your script. It will help organize your thoughts and capture details.

5. **THE MONEY:** Once you have a plan in place, you can explore how you're going to finance your event. Consider ticket sales, registration fees, fundraising

activities, corporate sponsorship, grants, and sponsors. Sell advertising in programs or display space at the event. Sell promotional items and souvenirs, food and beverage, programs, an agreement for concessions rights and raffle tickets.

a.) Budgeting Basics: Determine how much money you need for your event based on estimated expenses and revenues. Estimate how much money you expect your event to bring in through ticket sales, concessions, etc. Determine whether any items can be donated. Determine whether your event qualifies for available grants. Track money in and money out.

b.) Sponsorship: Sponsors can play an important role towards covering the cost of an event. Create a list of potential sponsors. Look at your budget and event plan to identify needs. Write a donation letter. State who you are, what the event is, what you want from them and what they will receive in return. Meet in person or contact by phone. Keep records of donations and sponsorships that include a contact name, address and phone number. Always thank your sponsors.

c.) Grants: There is a limited amount of money available to help fund Centennial events. To find out more information on these grants and "matching funds" and to see if your event may qualify for funding fill out the Grant Application in the forms section of this guide.

**6. THE PUBLICITY:** Spread the word! Promote your event to get participation. Develop a plan that includes different ways to publicize your event. Be creative. Consider paid advertisements, posters, guest appearances at other local events, letters and invitations, bulletins and websites. Often times local community events are of interest to the media. Submitting a press release to the media increases the chances of your event getting media coverage. Make sure our event calendar has your information! Event information can be submitted to the Town @ [amyt@fridayharbor.org](mailto:amyt@fridayharbor.org)

#### **7. THE EVALUATION & FOLLOW UP:**

a.) Post Event Tasks: Have a site take down plan, including a clean-up crew ready to work before, during and after the event.

b.) Say Thank You! Include Sponsors, Volunteers, Entertainers, Media, and local authorities.

## **Frequently Asked Questions:**

1.) Will my event need a license or permit?

In some cases, your event may require an event, parade or other permit to be completed and are obtainable by contacting the Town Staff at 378 – 2810. For street closures in the case of a parade or block party, please visit the Building Department at Town Hall. To sell concessions or other food, please contact the Health Department to inquire about proper procedures at 378-4474.

2.) Do we need additional insurance for our event?

Many events require additional insurance to cover your community organization. Please speak to your insurance broker about your event and any necessary additional coverage.

3.) Are there Town resources available to help fund my event?

Certain Centennial focused and sanctioned events may be eligible for 2009 Town Hotel Motel Lodging Tax Grant funding.

4.) How do I use the Centennial Logo?

If your event occurs between August 2008 and September 2009 and commemorates Friday Harbor's Centennial, consider using the Centennial logo in your promotions. To do so, you must be certified as a Sanctioned Event by the Centennial Committee. Please complete a Sanctioned Event Application.