"I Have A Great Idea for a Downtown Event!"

EVENT PLANNING GUIDE

The City of Lenoir Main Street Program (COL MStP) and The City of Lenoir Parks and Recreation (COL P&R) loves hearing about new event ideas! Listed below are some points to consider to help you get started and plan for a successful event!! We are as committed to its success as you are!



To add a new event to the existing promotional calendar, the COL MStP needs to consider the following:

- a) Will it produce a positive impact on the Downtown Lenoir Community and coordinate well with the existing promotions calendar?
- b) What will be the COL staff time involved in pre-planning, preparation, producing and follow-up for the event?
- c) What will be the impact on TEAM Lenoir the Departments of the City of Lenoir, NC?
- d) Will the event be able to obtain the financial support necessary to carry out the operations of the event or will it require additional funding sources?

<u>Please provide the following Information – Use additional sheets if necessary:</u>

- Contact Name of person submitting event idea:
- Email address:
- Mobile Number:
- Day/Evening Number (if not the same):

Description of the event:

Event name:

- Please give a brief description below or add an attachment:
- What month(s) or day(s) of week do you see this event taking place?
- Are there other events taking place at this time? See the COL Community Annual Event Calendar
- How often do you propose this event will take place?
- Is there a way to directly tie this event to Downtown Lenoir businesses? Explain:
- Is the event currently taking place somewhere else that you are aware of? Yes/No If yes, explain with dates and times:

Marketing

- Who is the target market for this event?
- Please describe how this event would be marketed?

Event Management and Labor

<u>Pre-planning process</u>: Please describe in detail the steps involved in actual <u>pre-planning process</u> -- where's, when's, hours & times, activities involved, groups who will participate in planning. In your description, please include those other than COL MStP staff who would be involved in pre-planning:

<u>Event preparation process</u>: Please describe in detail the steps involved in actual <u>event preparation process</u> -- obtaining permits, developing brochures, maps, flyers, website management, vendor organization, t-shirts, selling tickets, obtaining sponsorships, etc. In your description, please include those other than COL MStP staff who would be involved in event preparation.

<u>Event implementation process</u>: Please describe in detail the steps involved in actual <u>event implementation process</u> & number of participants you anticipate to assist with the labor needs the day of the event – set-up, operation, clean-up, takedown:

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Please give a budget for expenses related to include such activities as ticket sales, vendor		sessary. Income generators /revenue streams ships, etc. :
Description of Expenses	Amount	
Total Expenses		
Description of Income Generators		
& Potential Sponsorships	Amount	
Total Income		
Net Income (Total Income minus Total Expen	ses):	

Have you included sponsorships as one of your income generators? YES OR NO Are you and your organization comfortable and set-up to secure sponsorships? YES OR NO Are you and your organization comfortable with your current financial status and ability to cover event expenses? Is your organization a non-profit 501(c)(3) organization? YES OR NO

Thank you for taking the time to share your event idea with us. This information will be shared with the COL Staff & Main Street Promotions Team. You may be asked to attend a monthly meeting to share your ideas.





