

## **SWEET PEA COMMITTEE: SCHEDULE OF EVENTS (SOE)**

## **TIMELINE & JOB DESCRIPTION**

<b>Location:</b>	Home/office
<b>Assistance:</b>	0-1
<b>Supplies:</b>	Computer, previous years' Schedule of Events, design software (In 2008-10, the schedule was done in In-Design. Diagrams were done in Illustrator. Both programs are available at the Sweet Pea office.)
<b>Contacts:</b>	Publicity Chair, Executive Director
<b>Distribution:</b>	See process file; all distribution takes place after July 4 <sup>th</sup>
<b>Notes:</b>	In 1995, switched to 8-page TAB booklet format. In 2003, switched to 9 ½ x 9 ½ size on 50 lb newsprint. In 2008, switched to 38 lb paper. In 2012 switched to an accordion style fold up format – folded size 4"x6"

### **On-Going:**

- ◆ Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
- ◆ Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review and approval
- ◆ Attend Sweet Pea Board meetings when possible
- ◆ Provide Exec Director with newsworthy happenings in your committee to post on Facebook

### **January:**

- ◆ Assist with budget preparation and review for current year
- ◆ Line up Committee members as needed to share in duties

### **February:**

- ◆ Submit expense estimate budget to Secretary/Treasurer and Division Coordinator before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year

### **March/April:**

- ◆ Present proposal to Board on color and cover design (coordinate with Publicity Committee and Executive Director). Have 2 to 3 cover designs to choose from and visuals available

### **May:**

- ◆ Get quote from Bozeman Daily Chronicle and deadlines. (Note: Sweet Pea prefers three quotes for printers, but as of 2009, Bozeman Daily Chronicle was the only one who does newsprint in the area). In 2012 AlphaGraphics printed our SOE in its new format.
- ◆ Order SOE counter displays if needed.
- ◆ See that notice is given with monthly Board mailing to all Committee Chairs and Division Coordinators for deadline of Schedule information and changes. Specify how and when you would like to receive info (coordinate with Executive Director)
- ◆ Collect Schedule of Events information from each Committee including pictures
- ◆ Follow-up with those who have not submitted changes by June 1<sup>st</sup> through their Division Coordinator (coordinate with Executive Director and Publicity Chair)

### **June:**

- ◆ Create Schedule in design program
- ◆ Meet with a sub-committee made up of people from Marketing Division, the Board, Officers, and Executive Director to edit "final draft" (this can be done electronically if individuals have access to original info also)
- ◆ Distribute copies of "final draft" at June Board meeting for final edits, especially of content
- ◆ Submit to Publicity Chair, Marketing Division Coordinator, and Executive Director for final approval
- ◆ Submit PDF file to printer by June 20<sup>th</sup> for completion of order by June 30<sup>th</sup> or sooner
- ◆ Arrange for a press check on location before the full run (to be attended by selection of: SOE Committee Chair, Marketing Division Coordinator, Executive Director, or Board officer)

- ◆ Arrange for delivery to the Sweet Pea office. SOEs need to be available for Pre-Sales and PR to make deliveries starting July 5<sup>th</sup>.
- ◆ Check delivery and do estimated inventory by counting 1-2 boxes and extrapolating numbers

**July:**

- ◆ Get digital copy of Schedule of Events to the Sweet Pea office for posting on the website
- ◆ Monitor any changes and/or fill in of TBAs to the printed Schedule of Events. If necessary, print an insert (coordinate with Executive Director and Committee Chairs) and arrange for volunteers to stuff

**July/August:**

- ◆ Deliver Schedules to those groups/businesses requesting brochures, as needed, with exception of Pre-Sales outlets (coordinate with Executive Director). (Check information in process file for locations.)
- ◆ Make sure any leftovers are in Sweet Pea storage; estimate number left and relay to the office

**August:**

- ◆ Monitor Schedule of Events inventory during the Festival; if shortage occurs, arrange for emergency printing of Times and Locations section.
- ◆ Volunteer to help a Division at Festival if possible (e.g. Admission, Merchandising)
- ◆ Assist with park tear down on Sunday evening, post-Festival
- ◆ Submit all individuals and business names that assisted or contributed this year to Publicity for thank you ad

**August/September:**

- ◆ Submit feedback on this year's events – fill out and return evaluation form distributed from office staff
- ◆ Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2<sup>nd</sup>
- ◆ Make two CDs of the complete electronic file (including images) – one for the process file (notebook) and one for the office

**Order Quantities**

1991	20,000	2003	17,000 (1 ½ boxes left)
1992	22,000	2004	16,000 (1 box left)
1993	20,000	2005	17,000 (2 boxes left)
1994	20,000	2006	16,000 (3 boxes left)
1995	20,000 (hundreds left)	2007	20,000 (extras ordered for PR packets) (6 boxes left)
1996	19,000 (hundreds left)	2008	20,000 (ordered 17,000) (3 boxes left)
1997	17,000 (hundreds left)	2009	18,000 (2 boxes left)
1998	16,000 (hundreds left)	2010	18,000 (2 boxes left; 650-800/box)
1999	unknown	2011	17,000 (10 boxes left – attendance lower than expected)
2000	16,000 (ran out Saturday)	2012	15,000 (6,000 left)
2001	17,000 (1 box left)		
2002	16,000 (1/2 box left)		