Events Coordinator Intern

**Position Details:** The Events Coordinator Intern will assist in the planning and implantation of events that are hosted by the DDA. The Events Coordinator interns will help maintain and update all vendor information and outreach, as well as participate in efforts to publicize events. The interns will work at on the day of each event to insure successful execution. Events include; Downtown Day (May), Art & Wine Walk, Downtown Cleanup (June-September), Street Fair (September), HollyDazzle Festival of Lights (November), Town Square Ice Rink (December).

Blues on the Red

- **Event Planning**
  - Secure VIP booth sponsorship
  - Contact Rico Anderson and book artists well ahead of time
  - Contact and book food and beverage vendors well ahead of time
  - Clean sandwich board plastic sheets from previous events and have it ready to go
  - Keep Blues on the Red event box organized and ready to go for each event:
    - Rope, duct tape, wrist bands, clickers, raffle ticket flyers, scissors, tablecloths, lanyards with double sided tags, cash boxes, tablecloths, t-shirts, 2 tables for entrances, EXTRA pens, zip ties
  - Get enough starting cash for raffle ticket & HH
  - Keep press releases updated with band bio, audio, videos for each Blues event
  - Send out press release each month on a timely manner
  - Schedule print advertisements on time
  - Schedule and set up radio interview with band members
  - Order and organize raffle tickets before hand
  - Obtain fire department permits for Town Square Canopy
  - Orders wrist bands and tear them apart in individual pieces before hand
  - Contact MK Porta Potties to install portable toilets
  - Contact Nate Canopy for Town Square Canopy
  - Contact Subway Sandwich for beverages and sandwiches for the band
    - Buy ice for cooler
  - Contact the GF Housing Authority for the following:
    - Picnic table setup
    - Blocking off Town Square with barricades
    - Blocking off Third Street parking for food vendors
    - Ensure there is enough toilet paper in the Town Square bathrooms
    - Put on two or three hand washing stations with full thank water and paper cloth
    - Garbage liners
    - Ensure that there is a bike rack on Third Street
    - Ensure that there are recycle bins/recycle dumper at this event
  - Order signage from Signs and Design
  - Order sandwich board signs from CVB
  - Contact the GFPD for security for the event
- Prepare Emcee Script
- Get t-shirts from Happy Harry’s (sell at $10)
- Follow up with Sponsors; send out thankyou + survey

- Blues on the Red Social Media
  - Utilize the DDA Social Media Calendar on Google Drive to plan posts to go on Facebook, Twitter, Instagram, Pinterest and Snap Chat
  - Ensure all scheduled posts are reviewed by the ED and a fellow intern for spelling check, proper tagging and proper usage the business’ logos
  - Create and maintain Blues on the Red Event Page on Facebook (individual event page for each of the three concerts)
  - Create & schedule Blues on the Red related posts on DDA’s timeline for the week
  - Create posts with pictures/videos to promote raffle tickets and prizes
  - Create posts with pictures/videos to promote ALL event sponsors
  - Create posts with pictures/videos to promote VIP booth sponsors
  - Create posts with pictures/videos to promote food & beverage vendors
  - Engage with band members + continue music and video promotions
  - Increase event attendance and post reach
  - Respond to ALL comments, messages, retweets, reposts, and mentions on timely manner
  - Check insights and analytics to see best performing posts and plan posts accordingly

ART & WINE WALK

- Event Planning
  - Email businesses with AWW signup
  - Order plastic wine cups
  - Create Google Drive excel spreadsheet of all participating businesses and artists
  - Keep press releases up to date for each AWW event
  - Send out press release each month on a timely manner
  - Keep AWW event box organized and ready to go for each event
  - Clean sandwich board plastic sheets from previous events and have it ready to go
  - Order wristbands
  - Order sandwich board signs from CVB
  - Order maps from Morgan Printing
  - Keep AWW event box organized and ready to go for each event
  - Follow up with Sponsors; send out thankyou

- Art & Wine Walk Social Media
  - Utilize the DDA Social Media Calendar on Google Drive to plan posts on Facebook, Twitter, Instagram, Pinterest and Snap chat
  - Ensure all scheduled posts are reviewed by the ED and a fellow intern for spelling check, proper tagging, and proper usage the business’ logos
  - Manage the AWW Page with PAC
Create & schedule event related posts on DDA’s timeline for the week
Increase event attendance and post reach
Respond to ALL comments, messages, retweets, and mentions on timely manner
Check insights and analytics to see best performing posts and plan posts accordingly

Street Fair

- Event Planning
  - Email invites to Vendors (craft, direct sales, food) nationwide
  - Emil invites to Entertainers and artists nationwide
  - Email invites to volunteers to schools, organizations, and churches in town
  - Use Google Drive Form to create application for both vendors and entertainers
  - Solidify block sponsors
  - Send notification letter to downtown businesses
  - Need to get flyer go local nonprofits about using the street fair to raise funds for their causes
  - Put together volunteer signup sheet
  - Keep press release updated and send it out on time
  - Schedule print advertisements on time
  - Flyers MUST go out 6 weeks before the event date
  - Create ads to go on community calendars, newspapers, magazines,
  - Find water sale sponsor
  - Order wrist bands for beer garden
  - Follow up with Sponsors; send out thankyou + survey
  - Create post event survey for vendors to give during the event
  - Have the vendor booth judging done on Friday
  - Buy first aid kit box
  - Clean sandwich board plastic sheets from previous events and have it ready to go
  - Keep Street Fair event box organized and ready to go for each event:
    - Rope, duct tape, wrist bands, clickers, scissors, tablecloths, lanyards with double sided tags, cash boxes, tablecloths, t-shirts, 2 tables for entrances, zip ties
  - Order and sell street fair t-shirts for $10
  - Order maps

- Street Fair Social Media
  - Utilize the DDA Social Media Calendar on Google Drive to plan posts on Facebook, Twitter, Instagram, Pinterest and Snap chat
  - Ensure all scheduled posts are reviewed by the ED and a fellow intern for spelling check, proper tagging, and proper usage the business’ logos
  - Create and maintain Street Fair Event page on Facebook
  - Promote artists, vendors, and entertainers
  - Increase event page attendance and post reach
  - Respond to ALL comments, messages, retweets, and mentions on timely manner
  - Check insights and analytics to see best performing posts and plan posts accordingly
HollyDazzle Festival of Lights

- **Event Planning**
  - Solidify sponsors
  - Email invites to schools, businesses, churches, organizations to participate in Parade of Lights
  - Volunteers
  - Contact artists and entertainers
  - Invite businesses to participate in Window Decorating Contest & Small Business Saturday
  - Set up Small Business account page for DDA (Neighborhood Champion)
  - Keep press release updated and send it out on time
  - Schedule print advertisements on time
  - Order smores roasting sticks
  - Clean sandwich board plastic sheets from previous events and have it ready to go
  - Order signage and banners
  - Maps with activities and entertainment

- **Social Media**
  - Utilize the DDA Social Media Calendar on Google Drive to plan posts on Facebook, Twitter, Instagram, Pinterest and Snachat
  - Ensure all scheduled posts are reviewed by the ED and a fellow intern for spelling check, proper tagging, and proper usage the business’ logos
  - Create and maintain HollyDazzle Festival of Lights page on Facebook
  - Promote all sponsors and activities
  - Increase event page attendance and post reach on Facebook
  - Respond to ALL comments, messages, retweets, and mentions on timely manner
  - Check insights and analytics to see best performing posts and plan posts accordingly

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Town Square Ice Rink

- **Event Planning**
  - Check in advance to make sure the rink materials (boards, liner, caps etc.) are in good condition
  - Reserve Town Square for the season with Sherell at the City
  - Contact Housing Authority and GF Park District to setup and flood the rink
  - Contract out a local snow removal company for the season for rink upkeep
  - Clean sandwich board plastic sheets from previous events and have it ready to go
  - Order signage and banners
  - Set rink hours and cleanup

- **Social Media**
  - Utilize the DDA Social Media Calendar on Google Drive to plan posts on Facebook, Twitter, Instagram, Pinterest and Snachat
  - Announce rink open date, hours of operations and rules & regulation
  - Constant updates on weather related closures