

Atwood Summerfest Exploratory Committee Report

To: SASY Council

From: Atwood Summerfest Exploratory Committee (ASEC)

SASY Council members Donna Magdalina, Megan Williamson, Lance Green, Brad Kuse, plus local businessman Ben Anton, Meghan Horst-Blake (Absolutely Art), and Allison Werner (Big Oak Childcare)

Date: February 13, 2014

Subject: Organization and running of the annual Atwood Summerfest, since GCC is stepping down from that role.

PROPOSAL

- 1) The Atwood Summerfest will be a joint production of SASYNA, Wil-Mar and the Barrymore Theatre.
- 2) The Atwood Summerfest will be renamed "Atwoodfest."
- 3) Creation of a SASYNA committee called "Festivals"
- 4) Name Megan Williamson as chair of this new committee.
- 5) Proceeds of the festival will be split into three equal portions:
 - a. One third goes to Wil-Mar
 - b. One third goes to Barrymore
 - c. On third gets split between GCC and SASYNA
- 6) OPTIONAL: SASYNA develop and run a raffle

DETAILS

Current Marquette neighborhood festivals

Marquette Neighborhood Association (MNA) sponsors and produces two festivals that benefit Eastside Express and nonprofit worthy causes in the community. Wil-Mar sells pizza, brats, sodas, water. MNA does everything else.:

- 1) **Waterfront** in JUNE: Bob Queen has been and is the festival coordinator.
- 2) **Orton** in AUGUST: Ralph Koehn is the festival coordinator as of 2014.

Commonwealth Inc. and Wil-Mar sponsor and produce one festival together. Wil-Mar does about 2/3 of the work, Commonwealth about 1/3. Proceeds benefit Wil-Mar and Commonwealth.

- 1) **Willy Street Fair** in SEPTEMBER: Wil-Mar Executive Director Gary Kallas is the festival coordinator.

Wil-Mar sponsors and produces one festival on their own. Wil-Mar sells beverages. Proceeds benefit Wil-Mar.

- 1) **La Fete** in JULY: Wil-Mar Executive Director Gary Kallas is the festival coordinator.

Components of Atwoodfest

- The mission of the festival is to build community.
- Raise funds for worthwhile neighborhood programs.
- A festival coordinator will be hired.

Roles and responsibilities

BARRYMORE

Music/talent booking and management
Staging: with one union tech at each stage
Event promotion?
Permitting
Insurance
Alcohol Licensing
Finances (fiscal sponsorship)

WIL-MAR

Partner in the design and solicitation of sponsorships
Vending coordination
Festival infrastructure

SASYNA:

Partner in the design and solicitation of sponsorships (Ben Anton)

Volunteer solicitation, perhaps from your workplace

Event Promotion distribute posters

Explore putting together the first Atwoodfest Raffle

- Begins before event to bring in early funds and promotes event
- Develop a theme
- Promote ticket sales (sit at the coop, Jenifer St. Market, Bratfest, etc. for one weekend)

FESTIVAL COORDINATOR:

Volunteer coordination and management

Onsite event management

Event promotion

Highlights of proposal:

- Opportunity to better integrate the Marquette and Atwood neighborhoods.
- Opportunity to support two of the neighborhood centers that serve our middle school.
- We benefit from coordinating, cross pollinating, and mentoring with the four experienced Marquette neighborhood festivals.
- Gary Kallas of Wil-Mar and local businessman Ben Anton are offering to play major roles in producing this festival and obtaining sponsorships. Steve Sperling of Barrymore is offering professional stage and music planning, management and event production skills.
- We benefit from cheaper wholesale beer prices by negotiating in bulk with the beer distributor for five festivals.
- We are planning to raise enough sponsorships so we break even financially before the event begins and in case of rain. If our budgeted sponsorships are not raised by our deadline, the event will not be held before any money is actually collected or spent.
- About \$30,000/year has been raised in the past. SASYNA has an opportunity to receive 1/6 of these proceeds without financial risk.
- Opportunity to help create community.
- Opportunity for SASYNA to receive increased exposure and funds to enhance its mission.

Fiscal Sponsorship

GCC has offered to be the fiscal sponsor of the event. Barrymore has also offered to provide this. Barrymore is a for-profit theatre that is owned by a nonprofit, Schenk Area Revitalization Association (SARA) so a nonprofit umbrella exists that we may work under.