

CITY OF TAKOMA PARK, MARYLAND  
EXTERNAL FUNDING REQUESTS FY 2014  
APPLICATION FOR GRANTS EXCEEDING \$2,500

GENERAL INFORMATION

Organization Name Takoma Park Folk Festival

Organization Address: Takoma Park Folk Festival 800 Hayward Ave

City/State/Zip: Takoma Park, MD 20912

Program Name (if different): \_\_\_\_\_

Contact Person/Title: Colleen Clay

Telephone Number: Day: 240.422.1830 Evening: same

FAX Number: \_\_\_\_\_

E-mail Address: Colleen@ColleenClay.Com

Use of Grant Funds:

☒ Maintain Existing Program ☒ Expand Existing Program ☐ Start New Program

☐ Fund One-Time or Limited Project

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Colleen Clay 1/22/2013  
Signature/Date

Pam Carson  
Signature/Date

Colleen Clay - chair  
Printed Name/Title

Pam Carson  
Co-Chair  
Printed Name/Title

## A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members 5

Production of the Festival requires thousands of volunteer hours from a team of dedicated individuals.

TPFF's Board is currently comprised of 5 members, most of whom have at least five years of experience

with the Festival. It is a working board. The key Board leaders are:

Name	Title	Term	Address
1. <b>Colleen Clay</b>	Folk Festival Chair.	A folk festival volunteer since 2003,	Ms Clay coordinates all aspects of the festival activities. Ms Clay has extensive volunteer and project management experience through her work with the Corporation for National Service. [REDACTED] Takoma Park MD 20912
2. <b>Pam Larson</b>	Folk Festival Co-Chair.	A Festival volunteer since 1980 and member of numerous civic boards,	Pam is the liaison between the performers and all aspects of festival planning. [REDACTED] [REDACTED] Takoma Park MD 20912
3. <b>Judy Oliver</b>	Program Committee Co-Chair.	A Festival committee member since 2008,	Judy will coordinate stage managers and assist with performer selection
4. <b>Gina Gaspin</b>	Secretary.	A committee member since about 1996,	Gina coordinates volunteer outreach, the Crafts Show, T-shirt sales, and much more. [REDACTED] Takoma Park MD 20912
5. <b>Scott Gilkeson</b>	Logistics Coordinator.	Scott has been involved with the festival in a number of roles and leads the vendors, community tables and procurement activities.	[REDACTED], Takoma Park MD 20912

2. In what year did the organization begin operating?  
1978

3. In what year did this program begin operating?  
1978

4. Is the organization incorporated? If so, in what state?  
No

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? Yes If so, under what section of 501(c)? 3

Federal Identification Number (if any): 52-159-2405

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? Yes

Staffing Profile: Identify the number and position/title of staff used to administer this program or project:

There are no paid staff that administer the program. TPFF is run entirely by volunteers. The organizing and program committees work year round to create the festival and consist of approximately 25 members. Board leaders are listed above. The festival is considering providing a stipend for the position of Chair. The festival is currently searching for a new Chair. Volunteers who lead work in defined areas are listed here:

List Positions/Titles:

Organizing Committee Members

Nancy Nickell    Publicity and Grounds Keeping

Karen Elrich     Community Tables

Paul Crumrine    Site setup

Walter Mulbry    Food vendors

Robbi Kimball    Development

Program Committee Members

David A. Alberding, Stage Coord.      Award-winning singer-songwriter

Catherine Hill Stage Coord. Program director, American Association of University Women

Scott Holland Stage Coord. Musician with award-winning local bands, music educator

Sarah Mark Stage Coord.    Editor, Washington Post Founder of house concert series

Scott Moore Stage Coord.    Reporter, Washington Post Founder of FOCUS concert series

Barry Sasscer Stage Coord. Manager, Verizon Founder of house concert series

Fred Stollnitz Stage Coord.      Retired, National Science Foundation Coordinator for Folklore

Society of Greater Wash.

Roger Strouse    Stage Coord. Cartologist, NOAA

Deborah Thornton Stage Coord. Educational consultant

Art Isaacs Sound Tech      Professional sound engineer

How many volunteers are used to administer this program?

Approximately 25 volunteers work year round on the organizing and program committees. On the day of the festival we have approximately 450 volunteers, working two hour shifts, who set up, produce, and break down the festival. Every year we do an analysis of the volunteer efforts for a section of the festival. The festival model changes very little from year to year. Analysis from several years are used to create our current estimates.

B. FUNDING SUMMARY:

1. Grant request: \$10,000

2. Funds secured from other sources (include status of funding/amount/source):

Below are our funds from FY 2013 (not yet audited), proposed budget for 2014, including funding, is included in Section D below.

Earned Revenue	\$9,118	Fees from food vendors, crafters, community tables, TPFF product sales, kids games
Corporate Support	\$6,500	Underwriting sponsorships for stages
Government Support	\$11,000	AHCMC –City of Takoma Park
Individual Donations	\$4,682	Individual donors
Foundation Support	\$1,000	Takoma Foundation
Fundraisers	\$1,483	Mark's Kitchen, Beer as Folk

Additional funds yet to be secured:

Below are grants we intend to apply for this year, not including this application. The entire budget, including funds, for 2014 is included in section D below.

Arts and Humanities Council of Montgomery County \$5,000

(last year the AHCMC reduced TPFF funding by \$1000.)

Takoma Foundation \$1,000

4. Estimated number of volunteer hours (provide number of hours x \$20.25):

STAFF VOLUNTEERS: \$44,550

Board of Directors/Committee members. The Festival's Board members are not compensated for the thousands of hours per year that they contribute to the event. The Chair works an estimated 450 hours, and the other 25 primary members contribute, on average, 70 hours each, for a total of 1,750 hours. Calculating at \$20.25/hour for 2,200 hours is \$44,550

COMMUNITY VOLUNTEERS: \$13,263.75

Community Volunteers. The Festival also uses about 328 on-site volunteers to set up, produce, and clean up after the Festival. Volunteers work a minimum of 2 hours each, for a cumulative 655 hours. At \$20.25/hour, that is \$13,263.75

5. Value of other in-kind donations (provide details):

IN-KIND GOODS – \$5,500

Musical Equipment. Many musicians donate use of their equipment. Estimated rental equivalent is \$4000

Electric generators. The City of Takoma Park provides three generators at no cost. Estimated rental cost of equivalents: \$1,500.

**IN-KIND SERVICES: \$39,350**

Performers. None of the performers are compensated. Given that they are professional musicians, many of whom who have recording contracts and agents, they typically are paid for performances. In 2012, the Festival had 51 performances by solo performers or ensembles that would like have been compensated (8 youth performances are assumed to be uncompensated). At an estimate of \$500 per performance, the donation is \$25,500.

Sound engineers. The Festival employs professional sound engineers at each of its stages, so that we can ensure high-quality sound for our performers. We pay the engineers about 1/2 of their standard commercial rates. Estimated savings: \$7,750.

Website. From 2000-2007, TPF paid a Website designer about \$1,300-\$1,600 for updating the site throughout the year. In 2007, a volunteer emerged to do the same job. Estimated savings: \$1,500.

Sign language. Sign Language Associates (Silver Spring, Md.) provides free interpretation each year. In 2009, 16 performances were interpreted. At a conservative estimate of \$100 per performance, the in-kind benefit is \$1,600.

Security & grounds keeping. The City of Takoma Park provides the Festival with 4 police officers from 9 a.m. until 8 p.m., as well as members of the Public Works Department for trash hauling and other tasks during the day. At \$30/hour, the donated services from the City are \$3,000.

**6. Total program revenues FY2013:**

**\$141,446.75**

Includes all revenues and in kind donations/services excluding this grant request. The City's investment leverages a return of 20 times its value in local goods, services and non-profit support in addition to the vendor sales.

## C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:

### 1. Need Statement:

Identify the issue or need that this program or project will address in Takoma Park.

Identify the target recipients.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

The Festival provides a free music and arts event for citizens of all ages that showcases local performers and craftspeople. It is an event that expresses the cultural uniqueness of Takoma Park as a community and helps define and maintain that identity for citizens of the city as well as the larger metro DC area.

As an all volunteer organization that partners with local non profits to recruit and manage volunteers the Folk Festival provides an opportunity to develop the volunteer management capabilities of these organizations. Volunteer capacity is a need in the city of Takoma Park and the Festival is establishing new volunteer management and trainings this year to build this capacity in its partner organizations.

All residents are welcome. The Festival is free, handicap accessible and provides programming for children and adults. Performers are selected from the DC metro region. Approximately 5000 people attend the festival each year. Surveys of the attendees indicate that approximately 60% are residents of the city of Takoma Park. Last year, 50% of attendees were first time attendees.

### 2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.

The mission of the Takoma Park Folk Festival (TPFF) is to showcase music, dance, and storytelling from cultures around the world in a music festival that is accessible and welcoming to the entire metropolitan DC community.

To achieve this mission TPFF will complete following goals:

- Produce a free, one-day music festival with seven stages and over 50 different performances. This year will be our 36th annual Takoma Park Folk Festival, held on September 8, 2013, in Takoma Park, Maryland. In addition to the music and dance performances the festival features, 30-plus artisans participating in a juried Crafts Fair, more than 100 Community Group Tables, 20 international food vendors, and many children's activities. Performances in 2012 included a Woody Guthrie Tribute, Celtic, blues, and a full program of youth performers, West African drumming, roots rock, Native American dance, Civil War folk songs, klezmer, bluegrass,

Afrofunk, and more than 20 American singer-songwriters. A similarly eclectic lineup is being developed this year.

Build financial sustainability for the festival. The festival seeks to increase individual and Corporate donations to the festival. Following the national economic downturn the Festival has experienced a sharply reduced income from corporate sponsors and grants. In order to remain financially viable the festival has produce a number of smaller performances in the community to create a year round presence in Takoma Park.

- Encourage the broadest possible audience. There is no charge for any performance. Stages are handicapped-accessible and free, accessible transportation shuttles run throughout the day from the Takoma Park metro station and Montgomery College-Takoma Park parking garage. All events are family friendly, and a children's stage offers performances specifically designed for younger children. This stage area includes games and crafts for families as well and is always well attended. Typical attendance is estimated to exceed 5000 people.

- Provide a venue for local artists. All TPFF performers -- professional, amateur and youth -- live and work in the greater metropolitan DC area. Last year, over 190 artists performed at the festival. TPFF both features our region's musical heritage with folk, roots, Appalachian, and blues performances, and celebrates the incredible diversity of music and dance from around the world that have made a home in Maryland.

Build the local community. This year the Festival will be working with the beneficiary organizations in a new model of volunteer management for the festival. Each beneficiary organization will manage subsets of volunteers in order to more successfully execute the functions of the Folk Festival. In order to do this the Festival will train beneficiary groups in volunteer management which will provide a benefit to those groups in the other works that they do. There is a benefit to the community in training other organizations to do volunteer management in that it will enhance the capability and capacity of those organizations to work with volunteers in the entire Takoma Park community and especially other organizations in Takoma Park that utilize volunteers such as the Fourth of July parade and the Recreation Department. In addition, each year, more than 100 nonprofit and community organizations are able to introduce themselves to TPFF attendees through our "Community Tables" program. Throughout the festival grounds tables, tents and even small stages are set up so that community organizations can display their programs, recruit new participants, and make connections with one another. These community groups cover a broad range of interests, including arts and culture, environmental preservation, politics, health, education, religion, human rights, voter registration, athletics, and government services.

- Create volunteer opportunities. To produce a free music festival, TPFF recruits over 300 volunteers to work at the festival, in addition to the approximately 25 people who organized the festival throughout the year. Many young people participate in these volunteer positions; approximately 25 students earn community service credits each year. We also work with 10-12 local profit groups that recruit volunteers for the festival through their membership. In return for their hours of services TPFF makes a donation to their organization based on their service. Most organizations earned a \$500 stipend for their work with youth in the Community.

3. Address how the program or project fits within the Strategic Plan and Council Priorities. TPFF fits into the goals of the strategic plan to create a sustainable community, a livable community, and engaged responsive service-oriented government.

The festival promotes a livable Takoma Park by producing a high quality, free music and arts festival for residents. It also provides a venue for local performers, crafters and community organizations to engage Takoma Park residents. Through the community tables program over 100 community organizations are able to recruit new members, and actively engage the local community in their work. Residents are able to connect with local resources like childcare providers, domestic violence prevention groups, and other organizations that serve local residents.

The festival helps create a more sustainable Takoma Park as well. The festival collects donations that go to support local organizations. The festival brings thousands of people to the city for the day, and because many local merchants participate in the festival, the festival helps to market Takoma Park businesses and community programs to the larger metropolitan area. The festival has incorporated many green elements into the production of the festival, including use of reusable water containers to support the festival staff and performers, and the use of public transportation as the main access way to the festival.

Finally the festival partners with the city leveraging the city funding and in kind services with the TPFF coordination and volunteer base to create a unique music and arts festival neither group could achieve independently. The festival also provides a venue for the city to reach a large number of citizens. The Festival provides free space to the city departments including Police, Recreation, Arts Commission, Tree Committee, and Voter Registration creating an opportunity for the city to communicate with citizens that would not otherwise exist.

4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit?

Because the Festival is free, cost is not the barrier to seeing the musicians that might occur in another venue. This is especially important in our current economic environment. The program is our gift to the community. It's an environment when people can come together to hear and see outstanding performances by local musicians, storytellers, and dancers; encounter a wide variety of folk and musical traditions that may not be entirely familiar; and enjoy a family-friendly atmosphere that offers something for visitors of every age range. It gives local performers a venue with thousands of attendees, local organizations a chance to reach out to that same

audience. The Festival has developed a youth stage that is entirely dedicated to performers under the age of 25. It has allowed many aspiring musicians and bands to perform in a professional venue. This stage has garnered media attention from local and national outlets.

The Festival is one of Takoma Park's signature events, a festival that helps to define the culture of the Takoma Park community.

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.

**January-March.** Coordinating Committee assigns specific tasks, such as publicity, site coordination, sponsorships, grants, and food vendors. The Program Committee and the Crafts Committee meet separately to update their applications. These two committees work with our PR volunteers to publicize the Festival to performers and artisans who might wish to participate.

**April-June.** Program Committee reviews music and video from applicants, as well as recruits desired performers. The committee also makes selections (typically, nearly 200 applications are received for 50-55 slots). Crafts Committee judges 70-80 artisan entries for the show and sale. All committee members make preliminary arrangements for on-site needs for their area of responsibility.

**July-August.** Food vendors are selected, applications for the Community Tables program are reviewed, and numerous on-site logistical arrangements are finalized with vendors and Takoma Park and County representatives. Other committees coordinate with performers, artisans, etc.

**Late-August to Festival Date.** More than 300 volunteers are recruited to work on the day of the Festival through e-mails and phone calls. Volunteer management training will be conducted with all of our partner organizations. All other details are finalized.

6. Program Evaluation: Identify and describe the methods to be used to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful? Our primary mode of evaluation is observation. Initially we determine our success by our ability to fill all of our performances stages and times, produce a high quality crafts show, and recruit community organizations to attend and table at the event. We also evaluate the number attendees throughout the day by doing quick observational count of the audiences at each stage at different times. In past years we have conducted on site intercept surveys, asking attendees where they live, how they heard about the festival, and their reasons for attending.

7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.

Producing the Takoma Park Folk Festival is the only project of our organization. For the last 32 years, an ever-expanding group of volunteers has come together to create a music festival that features music and dance from around the world, introduces new artists and young performers to new audiences, recruits hundreds of volunteers, and is attended by thousands of community residents. Over the years, we have added stages, food vendors, and a craft show all the while remaining a grassroots, community event. Our program and organizing committees consist of long time volunteers most with five or more years of experience at the festival. In addition many are performing musicians and dancers with years of arts experience.

8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information.

TPFF is entirely a collaborative effort and the festival could not be produced with the work of hundreds of volunteers. In addition to working with the City and our own base of committed volunteers, we work with multiple community based organizations to recruit volunteers through their membership. In 2012 collaborating volunteer organizations included Boy Scout Troops 33 and 97, the Blair Crew and Blair Youth Leadership Club, Friends of Sligo Creek, and God's Glorified Church and AmeriCorps National Civilian Community Corps.

#### D. BUDGET

##### Takoma Park Folk Festival 2014 Proposed Budget

##### Revenue Total

##### Earned Revenue

Community tables fees	100 tables at \$40 - \$100 each	\$4,000
Crafters fees	20 booths at \$75 each	\$1,500
Food Vendors fees	17 vendors at \$350 each	\$5,950
Corporate Support		\$3,000
Foundation Support		\$1,000
Government Support		\$14,000
Individual Donations		\$4,000
Sales		\$2,000
Total Earned Revenue		\$35,450
In Kind Support		
Volunteer Hours	as described in B4 above	\$57,813.75
In Kind Good & Services	as described in B5 above	\$44,850
Total In Kind Support		\$102,663.75
TOTAL ALL INCOME		\$138,113.75

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan.

#### E. TIME LINE

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year.

Please see attached timeline

Takoma Park Folk Festival Budget FY2014				
<b>Income</b>				
<b>Source</b>	<b>Description</b>			<b>Total</b>
Corporate sponsorships	rates from \$600-\$1000			\$3,000.00
Earned Revenue	water bottles, t-shirts, vendors			\$12,450.00
Concessions	Games			\$1,000.00
Donations	individual donations			\$4,000.00
Grant Support	AHCMC, City of Takoma Park, Takoma Foundation			\$15,000.00
			<b>Total</b>	<b>\$35,450.00</b>
<b>Expenses</b>				
Contractors	Sound technician, parking staff, construction			\$5,500.00
Program Guide	Takoma Newsletter insert			\$1,200.00
Site Rental				\$4,039.00
Equipment Rental	table, porta johns, chairs, generators			\$5,000.00
Catering	food for performers, water, ice			\$3,500.00
Cost of goods sold	t-shirts, water bottles, sales tax			\$1,870.00
Insurance				\$534.00
Shuttle bus rental				\$3,200.00
Volunteer Support				\$4,790.00
Printing and Office Supplies				\$237.00
Event day supplies	materials for children's games, directional signs, stages			\$200.00
Publicity				\$5,380.00
			<b>Total</b>	<b>\$35,450.00</b>

<b>In-Kind Expenses</b>				
Goods				\$5,500.00
Services				\$39,350.00
Staff				\$44,550.00
Volunteers				\$13,263.75
			<b>Total</b>	<b>\$102,663.75</b>
<b>In-Kind Revenue</b>				
Goods				\$5,500.00
Services				\$39,350.00
Staff				\$44,550.00
Volunteers				\$13,263.75
			<b>Total</b>	<b>\$102,663.75</b>

**2013 TPFF Tasks**

<b>Month</b>	<b>Task</b>	<b>Committee</b>	<b>Subcommittee</b>
January	Review and update on-line Crafts information and application forms.	Crafts	
June	Crafts Committee makes selections. Notify successful and unsuccessful applicants.	Crafts	Pam Larson
Day Before Festival	Mark spaces where crafts vendors will be placed.	Crafts	Food
Day of Festival	Arrive by 6 a.m. to begin directing vendors to their spaces. Check on them during day to ensure no problems have occurred. After Festival, check on their cleanup progress. This will require staying until 8 p.m.	Crafts	Treasurer
January	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
January	Contact Interagency Coordinating Board to reserve TP Middle School. Call school to	Executive	Chair
January	Call for Executive Committee meeting and committee volunteers.	Executive	Chair
January	Discuss theme and ideas for next Festival.	Executive	
January	Calendar-year accounting information needed.	Executive	Treasurer
February	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
February	Get financial information to accountant for 2010 tax return.	Executive	Treasurer
February	Determine whether or not we will develop a membership program.	Executive	All
March	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
March	Exempt Organizations Fund-Raising Notice must be re-registered (done annually).	Executive	Treasurer
March	Pull together information for state sales tax.	Executive	Treasurer
March	Tax return - start preparation for delivery in May	Executive	Grants
April	Check TPFF email inbox	Executive	Chair
April	Call TPFF message system daily near time of application deadlines. Weekly is acceptable at other times in spring.	Executive	Chair
April	Check TPFF email inbox	Executive	Chair
April	Have meeting at TPMS with Susan Murray (vice principal) and Alain Perron (building	Executive	Chair
April	Have initial meeting with City staff. Discuss previous year's Festival and things that	Executive	Treasurer
April	State sales tax is due.	Executive	All
May	Call TPFF message system daily near time of application deadlines. Weekly is acceptable at other times in spring.	Executive	Chair
May	Check TPFF email inbox	Executive	Chair
May	Formally reserve school with the County.	Executive	Chair
May	Attend mandatory half-day session about school-use policies.	Executive	Treasurer
May	Tax return due.	Executive	All
June	Call TPFF message system daily near time of application deadlines. Weekly is acceptable at other times in spring.	Executive	July 4th Parade
June	Check TPFF email inbox	Executive	Chair
June	July 4th parade. Find a float. Perhaps seek a large pickup truck with enough room for the band.	Executive	July 4th Parade

### 2013 TPFF Tasks

July	Call TPFF message system twice per week. Respond to calls.	Executive	
July	Check TPFF email inbox weekly	Executive	Chair
July	Thank-you notes to July 4 parade participants and organizers.	Executive	Sponsor Liaison
August	Check on application to use school with Interagency Coordinating Board	Executive	Pam Larson
August	Check TPFF email inbox weekly	Executive	Chair
August	Call TPFF message system daily. Respond to calls.	Executive	Chair
August	Double-check to ensure no problems with reservation of the school.	Executive	Chair
August	Follow-up meeting with City staff. Review Folk Festival's requests.	Executive	Chair
August	Follow-up phone call and e-mail with Susan Murray, Alain Perron, and Renay Johnson (principal). If necessary, meet on-site.	Executive	Chair
August	Arrange date/time/place for Post-Festival party in September or October to gather lessons learned from this year's Festival and elicit commitments for next year.	Executive	Sponsor Liaison
September	Ensure performer check-in desk is informed as to who can go to the Hospitality Room.	Executive	Pam Larson
September	Call TPFF phone-message system twice each day. Respond to calls.	Executive	
September	Check TPFF email inbox weekly	Executive	Chair
September	Check with all coordinators – troubleshoot	Executive	Chair
September	City staff final meeting. Avoid last-minute surprises.	Executive	Chair
September	Provide parking passes to City staff, as needed. Troubleshoot any issues that may	Executive	Chair
September	Work with Alain Perron to solve any on-site problems.	Executive	Robbi Kimball
October	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
October	Send year-end tax information to accountant.	Executive	Treasurer
October	Final checks, reimbursement, and accounting	Executive	Treasurer
October	Send checks to Beneficiary Groups.	Executive	Treasurer
November	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
November	Create schedule for planning and producing next year's Festival.	Executive	
November	Confirm who is returning for next Festival, and in which jobs.	Executive	Chair
November	Federal tax form 990 is due on the 15th	Executive	Treasurer
December	Executive Committee Meeting	Executive	Chair

### 2013 TPFF Tasks

December	Call TPFF message system weekly. Respond to calls.	Executive	Pam Larson
Day of Festival	Be prepared to write checks to sound technicians and others. Get cash throughout	Executive	Sponsor Liaison
February	Check email inbox	Executive	Chair
Post-Festival	Call TPFF message system twice per week. Respond to calls.	Executive	Pam Larson
Post-Festival September	Thank-you notes to sponsors, supporters, donors, volunteers, City, County, food donors, TP Middle School (principal, vice principal, home-economics teacher, building superintendent, etc.), misc.	Executive	Chair
Post-Festival September	Follow-up with City Public Works, TP Middle School to resolve any open issues.	Executive	Chair
Post-Festival September	Recognition for TPFF Committee members	Executive	
Post-Festival	Count cash and deposit it. Produce final tally of financial results.	Executive	Treasurer
Post-Festival	Write checks for services rendered at Festival.	Executive	Treasurer
June	July 4th parade. Who will march? Who will decorate float? Recruit band – first ask	Executive/	Sponsor Liaison
January	Maryland State Arts Council Grant – interim report due.	Fund-raising	Grants
January	Seek to identify new grant sources and sponsors. Continue for 8 mos.	Fund-raising	Grants; Sponsors
January	Contact Mark's Kitchen and El Golfo to get fund-raiser dates.	Fund-raising	Events
January	Monitor Montgomery County website for Arts & Humanities grant.	Fund-raising	Grants
January	City of Takoma Park large grant applications are due on the 24th	Fund-raising	Grants
February	Arts & Humanities Commission of Mont. County grant application due.	Fund-raising	Grants
February	Attend Maryland Arts Lobbying Day in Annapolis.	Fund-raising	
February	Montgomery county deadline for mid-sized grants is February 15th.	Fund-raising	Grants
March	Send letters to potential donors.	Fund-raising	Grants
March	Montgomery County Arts & Humanities Council grant application due.	Fund-raising	Grants
March	Takoma Foundation grant application due (date subject to change).	Fund-raising	All
April	Follow-up letters to potential donors with phone calls.	Fund-raising	Grants; Sponsors
June	Contact past Stage Sponsors and other sponsors. Who's returning? Who's not? Will Washington Adventist provide First Aid staff?	Fund-raising	All
July	Follow-up with any prior sponsor that was not definitive in June.	Fund-raising	Events
July	Arrange for fund-raiser at El Golfo and request volunteers.	Fund-raising	Events
July	El Golfo fund-raiser (and follow-up thank-you).	Fund-raising	T-shirts
August	Confirm what sponsors want from TPFF for promotional recognition and on-site support. Ensure that sponsor logos are on Website, flyers, program, etc.	Fund-raising	Bucket Brigade Coordinator
August	Recruit Bucket Brigadeers, starting with last year's.	Fund-raising	Events
August	Mark's Kitchen fund-raiser (and follow-up thank-you)	Fund-raising	All

### 2013 TPF Tasks

September	Hand off sponsors to liaison, who will arrange their details.	Fund-raising	Bucket Brigade Coordinator
September	Instruct Bucket Brigadeers.	Fund-raising	Parking Czar
October	Montgomery County Arts & Humanities Commission award ceremony	Fund-raising	Grants
October	Final report due for current year's Maryland State Arts Council grant	Fund-raising	Grants
Day of Festival	Welcome sponsors personally and show them their sites.	Fund-raising	Food
January	Determine if business cards are required. [ <i>VistaPrint.com</i> (on-line)]	Logistics	Procurement
February	Schedule first Logistics Committee meeting for March.	Logistics	All
February	Update Food Vendor policies. (Early-August deadline to ensure listing in <i>Voice</i> insert.) Post information and deadline on Web.	Logistics	Food
March	Hold first meeting of Logistics Committee. Conduct follow-up from first meeting.	Logistics	All/ Stage Coordinators
April	Logistics Committee meeting and follow-up.	Logistics	Food
April	Letters to past Food Vendors, inviting return.	Logistics	Procurement
April	Discuss with full committee whether last year's rentals were adequate. For example, is a larger canopy desired for Seventh Heaven Stage?	Logistics	All/ Stage Coordinators
May	Logistics Committee meeting and follow-up.	Logistics	Community Tables
May	Work with Publicity Chair to publicize Community Tables opportunity.	Logistics	All/ Stage Coordinators/ Co-chair/ Program Liaison
June	Logistics Committee meeting and follow-up.	Logistics	
July	T-shirt order. Meet with David Hartge to select colors, styles	Logistics	Procurement
August	Logistics Committee meeting and follow-up. Two meetings likely.	Logistics	Parking Czar
August	Recruit 3 to 6 parking staff members who will work for 4 to 6 hours each (paid). They are the on-site coordinators for parking volunteers.	Logistics	Hospitality
August	Finalize plans with food donors. Arrange for additional food purchases, as needed. Arrange for 3 to 5 "food runners" who will pick up food on Festival Day and deliver it; give them parking passes.	Logistics	Joel Gaspin
August	Parking pass design, printing, analysis, distribution	Logistics	Joel Gaspin
August	Work with Crafts and Program Chairs to determine number of artisan and performer parking passes. Print passes, and give to Chairs.	Logistics	Parking Czar

### 2013 TPFF Tasks

August	Ensure parking coordinator and volunteers are in place. Provide brief training to ensure everyone is coordinated.	Logistics	T-shirts
August	Pick up T-shirts. Distribute shirts to TPFF committee members.	Logistics	T-shirts
August	Conduct first inventory of current and past T-shirts.	Logistics	T-shirts
August	Separate shirts by color and size for easy distribution to sales areas.	Logistics	Community Tables
September	Give parking passes for City staff, Sponsors, and others to TPFF liaisons.	Logistics	
September	Work with committee members to get names of people who are eligible for Staff buttons at check-in.	Logistics	Community Tables
September	Send instructions to Community Tables groups by e-mail. Troubleshoot as questions arise.	Logistics	Community Tables
September	Community Tables. Update list of complimentary and sponsor tables.	Logistics	Procurement
September	Reconfirm details with all key vendors. And contact ice supplier.	Logistics	Hospitality coordinator
September	Day before Festival. Prepare hospitality room [describe?]. Requires great attention to detail, as teacher who uses room is very sensitive.	Logistics	Community Tables
September	Community Tables. Final tally, including comps and sponsors. Draw map of where	Logistics	Parking Czar
September	Review procedures with key parking staff.	Logistics	
September	Check with Performer Hospitality Coordinator. Everything OK?	Logistics	Signage
September	Inventory signs. Supply text to Emily Glazer for handwritten signs.	Logistics	
September	Pre-Festival site tours.	Logistics	Graphics
September	Prepare and print discount coupons for T-shirt sales.	Logistics	T-shirts
September	Conduct second inventory of current and past T-shirts.	Logistics	T-shirts
September	Separate shirts by color and size for easy distribution to sales areas.	Logistics	
November	Plan T-shirt-design contest. Select panelists, update rules, provide information to Publicity Coordinator for promotions.	Logistics	T-shirts
Day Before Festival	Mark parking lot for food-vendor trucks.	Logistics	Community Tables

### 2013 TPFF Tasks

Day Before Festival	Mark space for each Community Table. Update database and map in evening, and print copies.	Logistics	Signage
Day Before	Put up signs to direct visitors to and from off-site parking.	Logistics	Signage
Day Before Festival	Put up signs on site on day before and on morning of TPFF. Requires 3 to 5 people, led by one coordinator.	Logistics	
Day of Festival	Arrive by 6 a.m. to begin directing vendors to their spaces. Find school custodian to provide electricity to vendors, as needed. Check on them during day to ensure no problems have occurred. After Festival, check on their cleanup progress. This will require staying until 9 p.m.	Logistics	Hospitality
Day of Festival	Arrive by 8 a.m. with first food. Be prepared to work in Hospitality most of the day.	Logistics	Community Tables
Day of Festival	Arrive by 8 a.m. Check in Community Tables groups until 11 a.m. During day, visit groups to see if things are running smoothly (there's always a few problems).	Logistics	Shuttle buses
Day of Festival	Put up more signage for off-site parkers. Drive route with bus driver at about 9 a.m. Troubleshoot during the day. Provide food and drink to bus drivers.	Logistics	T-shirts
Day of Festival	Instruct sales volunteers. Make sure shirts are available at sales areas.	Logistics	
May [June? July?]	Confirm which food vendors are returning. Invite new ones to fill gaps.	Logistics	
Post-Festival	Put everything that we keep from year to year into storage and maintain a list of what	Logistics	Storage Czar
Post-Festival	Conduct T-shirt inventory	Logistics	T-shirts
February	Update rules, set deadlines. (Early-August deadline to ensure listing in <i>Voice</i> insert.)	Logistics	Community Tables
June	Meet with City staff. (Contact Peggye Washington to schedule meeting.)	Logistics	Community Tables
June	Create database of Community Tables applicants. Send e-mail reminder to past participants who have not yet applied this year.	Logistics	Stage Coordinators/ Program Liaison/ Webmaster
July	Purchase buttons for staff, volunteers, etc. [Buttonworks]	Logistics	
July	Logistics Committee meeting and follow-up.	Logistics	Procurement
July	Orders can be made in July or early August from these vendors:	Logistics	Procurement
July	o Canopies, chairs, tables. <i>Capital Rentals</i> .	Logistics	Procurement
July	o Port-a-johns. <i>Don's Johns</i> .	Logistics	Procurement
July	o Walkie-talkies. <i>Day Wireless</i> (online)	Logistics	Procurement
July	o Ice. <i>Talbert's</i> .	Logistics	Procurement
July	o Generator for Field Stage. <i>Annapolis Mobile Power</i> .	Logistics	Procurement
July	o ATM. <i>B&amp;B Financial Services</i> .	Logistics	Procurement

### 2013 TPFF Tasks

July	o Bike racks. <i>Jim Sebastian</i> (T-P resident)	Logistics	Hospitality
July	Contact past food donors to see if they can again support TPFF. Seek new donors. Early-August deadline to ensure listing in <i>Voice</i> insert.	Logistics	Hospitality
July	Work with Program Committee and others to confirm or clarify rules about access to Hospitality Room.	Logistics	Procurement
July	Contact shuttle bus provider. (See if City affiliation will allow use of Ride-On buses and drivers.)	Logistics	Procurement
July	Rent parking garage from Montgomery College.	Logistics	Food
July	Make sure payments have been received from the Food Vendors. Send vendors	Logistics	Community Tables
July	Final reminder to unresponsive past Community Tables participants.	Logistics	Stage Coordinators
August	Confirm with each applicant that it has been accepted (or rejected) for a Community	Logistics	Procurement
August	Purchase electrical cables borrowed from <i>Kinetic Artistry</i> .	Logistics	George French
August	Hang banner advertising the Festival on-site at TP Middle School.	Logistics	
August	Coordinate with biodiesel recyclers who will pick up cooking grease.	Logistics	Stage Coordinators/ Program Liaison
Day Before Festival	Saturday set-up pre-Festival. Who can attend? Schedule delivery from Capital Party Rentals.	Logistics/ Volunteer	Community Tables
Day Before	Scouts offer to set up tables for Community Tables on Saturday.	Logistics/	
September	Get cash to use to make change on-site. Get cash boxes to use at sales areas and donations buckets (both are at TPFF storage)	Logistics/Treasurer	Stage Coordinators
January	Schedule Program Committee meeting for February.	Program	Co-Chairs
January	Develop ideas, themes, "wish lists" for review at first meeting. Consider past TPFF	Program	All
January	Review and revise performer letters and forms, to optimize communications.	Program	Co-chairs, copy
January	Develop task descriptions in enough detail that new Program Committee members	Program	Co-chairs, copy
January	List what went well at last Festival and what could have been better.	Program	All
January	Review Program task descriptions and timeline; revise if necessary.	Program	All
January	Ask Stage Coordinators if they'll return. Recruit new SCs if needed.	Program	Co-chairs
January	Review and update on-line performer application information and forms, to	Program	Co-chairs, copy
February	Hold Program Committee meeting. Discuss features, new ideas and themes for	Program	All
March	Program Committee meeting and follow-up. Review applicants, decide about	Program	Newspapers
April	Program Committee meeting and follow-up after application deadline. Review applicants, discuss stage assignments. Listen to applicants' performances.	Program	Website

### 2013 TPFF Tasks

May	Program Committee meeting and follow-up. Discuss stage schedules, with most performer selections having been made. Complete selection process and invite successful applicants. Inform unsuccessful applicants. Submit stage schedules for drafting program grid.	Program	Website
June	Edit performer blurbs and descriptions from applications and Performer Information Forms; submit to Program Liaison for copy-editing and posting on Website, with performer photos if available.	Program	All/ Stage Coordinators
June	Program Committee meeting and follow-up. Program likely to be finalized. Review	Program	Co-chair
June	Contact Capital Sign Language. Will they return?	Program	
June	Select band to perform at July 4th parade.	Program	Graphics
July	Correspond with performers as needed; update grid if necessary.	Program	Program Liaison/ Webmaster
July	Get program grid, performer links and descriptions/bios online. (Note that in 2009, instead of bios, descriptions from applications were used for performers without links to their own on-line sites.)	Program	Co-chair
July	Contact Capital Sign Language. Whose performances will they sign?	Program	
August	More correspondence with performers. Revise program grid, descriptions and bios as necessary.	Program	Co-chair/ Stage Coordinators/ Program Liaison
August	Ask Sign Language Associates whose performances they will sign. Tell Stage Coordinators, who ask performers for lyrics. Symbols onto grid.	Program	Stage Coordinators
August	Finalize details with performers. Send Performer Letter 3 with logistic information, Hospitality Letter, parking passes, copies of flyer with grid.	Program	Website
September	Check with performers about receipt of parking passes.	Program	Stage Coordinators
September	List performer names for check-in.	Program	Co-chairs
September	Troubleshooting. Prepare packets for performers for check-in.	Program	All
September	On-site meeting with Stage Managers and MCs; review Festival plans.	Program	Social Media
February/ March	Recruit performers. Distribute flyers and cards at various performance venues; encourage good performers to apply. Develop a list of potential performers to share across stages.	Program	All
Post-Festival September	Thank-you notes to performers, MCs, Stage Managers, sound engineers	Program	Stage Coordinators

# 2013 TPFF Tasks

Post-Festival September	Wrap-up meeting to review Festival, make suggestions.	Program	All
January	TP Voice and City Newsletter articles printed – Call for volunteers.	Publicity	Newspapers
January	Website message – advertise applications that have opened for upcoming Festival.	Publicity	Website
January	Draft and submit February call for performer and crafts applications, along with their	Publicity	Newspapers
February	Publicize call for performer and Crafts applications. Press release about deadlines.	Publicity	Newspapers
February	Website updates. All deadlines for Program, Crafts, T-shirt-design contest, Food Vendors, Community Tables.	Publicity	Website
February	Draft and submit information on deadlines for performer applications.	Publicity	Newspapers
March	Articles for Voice & City Newsletter; notice for FSGW Newsletter (deadline March 10). Publicize deadline for performer applications.	Publicity	Pam Larson
April	Update Website when various applications close.	Publicity	
April	Apply for (free) booth at Takoma Park JazzFest.	Publicity	Newspapers
April	Draft and submit articles on crafts deadlines (again? I thought we did this a couple of months ago)	Publicity	Pam Larson
May	Website message – announce when various applications are closed.	Publicity	
May	Recruit volunteers for the Takoma Park JazzFest booth.	Publicity	Newspapers
May	Articles for Voice & City Newsletter. Deadline for Crafts applications. (We need to work out earlier tasks after talking to Laurie.)	Publicity	
May	Publicity focus on performers being selected and restaurant fund-raisers.	Publicity	Newspapers
May	Draft and submit articles on fund-raisers (move to different months depending on when the fund-raisers end up taking place)	Publicity	
June	Create a flyer for Takoma Park JazzFest, soliciting volunteers and donations, with some performers listed. Have copies printed.	Publicity	Website
June	Update website when various applications close and begin promoting the upcoming	Publicity	
June	Attend TP JazzFest with flyer and other materials. Arrange for booth coverage all day. Bring canopy, table, chairs, and lots of water.	Publicity	Newspapers
June	Publicity. Focus on performers and restaurant fund-raisers. Radio and TV Public Service Announcements (optional).	Publicity	Graphics
June	July 4th parade. Produce flyer to distribute along route.	Publicity	Social Media
June	Brief posts on TPFF begin	Publicity	Graphics

**2013 TPFF Tasks**

June	Design full-page flyer with preliminary grid	Publicity	Website
June	Shift Website from applications being accepted to focus on upcoming Festival, winning T-shirt design, etc. Start to update details, such as sponsors, fund-raisers, performers, crafts artisans, etc.	Publicity	New model?
July	Draft and distribute e-mail about El Golfo fund-raiser.	Publicity	Social Media
July	Bi-weekly posts	Publicity	
July	Confirm with <i>Takoma Park Voice</i> that TPFF Insert can be published again in <del>September</del> <i>September</i> . Ask <del>Eric Bond</del> <i>Eric Bond</i> <del>what to do</del> <i>what to do</i> .	Publicity	Newspapers
July	Draft and submit articles on Program, crafts, etc.	Publicity	Newspapers
July	Draft and submit press release number 2 (programs, crafts, etc.)	Publicity	
August	Website. Updates as needed. Performer bios and grid are focus.	Publicity	Social Media
August	Weekly posts about the festival	Publicity	
August	Program Guide: TPFF Insert in <i>Takoma Park Voice</i> . Get copy to Eric Bond.	Publicity	
August	Draft and distribute e-mail about Mark's Kitchen fund-raiser.	Publicity	
August	<i>Voice</i> and City Newsletter articles about Program, Crafts, etc.	Publicity	
August	Publicize important TPFF developments.	Publicity	
August	Create schedule and recruit volunteers to stand in the heat at the Farmer's Market. Ensure that volunteers have TPFF flyers and other information, and a canopy, table, chairs and lots of water. Sell T-shirts. Put out sign-up sheet for people who would be willing to put a lawn sign advertising the Festival in their front yard.	Publicity	
August	Get performer photos and grid, and Chair's welcome message. Provide to <i>Voice</i> for design. Update all other listings from past year's Insert.	Publicity	
August	List performers (consult with Program Liaison) and TPFF staff members whom	Publicity	Robbi Kimball
August	TPFF has about 50 lawn signs. They must be cleaned and updated, and then they can	Publicity	
August	Publicity. Program, Crafts, etc. Press release No. 2	Publicity	Program Liaison has FSGW contact info.
August	Send flyer and notice to Folklore Society of Greater Washington editor by August 10	Publicity	Website
August	Program grid updated. New flyer. Update on-line grid.	Publicity	
August	Mid-month: Finalize Insert design and editing; reconfirm grid accuracy.	Publicity	
August	Physical promotions:	Publicity	
August	o Banners and lawn signs go up (if permitted)	Publicity	
August	o Flyers distributed	Publicity	
August	o Poster designed and distributed	Publicity	Gina Gaspin
August	o Library exhibit	Publicity	Website
August	Update Website to reflect important TPFF developments.	Publicity	

### 2013 TPFF Tasks

September	Posts nearly every day.	Publicity	Website
September	Website updates continue as needed.	Publicity	
September	Farmer's Market participation, as in August	Publicity	
September	Publicity – E-mail reminders to all available lists	Publicity	Website
September	Final online update of TPFF Performer Grid	Publicity	
September	Banners, signs, posters, flyers	Publicity	
September	Get copies of <i>Voice</i> Inserts and bring to MC/SM meeting and Festival.	Publicity	
October	Booth at Takoma Park Street Festival.	Publicity	
October	Website message - updates of photos, articles.	Publicity	Website
October	<i>TP/SS Voice</i> article about grants made to beneficiary groups.	Publicity	
November	Create publicity schedule for next Festival.	Publicity	
December	Draft and submit January TP Voice and City Newsletter articles - Call for volunteers.	Publicity	Newspapers
Post-Festival September	Website message – thanks attendees and performers, announces lost & found, etc.	Publicity	Website
Post-Festival September	Pick up the lawn signs and put them back into storage.	Publicity	Robbi Kimball
January	Prepare notices soliciting performer applications – fliers, newsletters.	Publicity	
February	FSGW Mini-Fest – Create flyer to solicit volunteers and performers. Serve as volunteer at event. Encourage good performers to apply.	Publicity/ Program	Graphics
Post-Festival September	Return borrowed items.	TBD	
May	E-mail letters to past volunteers and beneficiary groups, asking them to register and to indicate what assignments they'd prefer.	Volunteer	
May	Postcard (similar text as e-mail) to volunteers who don't have e-mail address on file with TPFF. Enter responses into database.	Volunteer	Food
June	Ask returning beneficiary groups who will be their recruiter.	Volunteer	Pam Larson
July	Reminder by e-mail to past volunteers who have not replied.	Volunteer	Chair
August	E-mail unresponsive past beneficiary groups. Are they coming back?	Volunteer	New model?
August	Beneficiary groups must submit names of participants. Those participants will be assigned jobs that TPFF needs to have done.	Volunteer	New model?

**2013 TPFf Tasks**

August	Work with Beneficiary Coordinator to track volunteers coming from beneficiary groups.	Volunteer	
August	Consult with committee members about number of volunteers and time shifts needed. Do we need extra volunteers? Which jobs?	Volunteer	Program
September	Contact past volunteers by e-mail. Encourage early registration for jobs.	Volunteer	
September	Work 20-plus hours per week from late August until Festival Day to call, assign, and coordinate volunteers.	Volunteer	New Volunteer Management Model
September	Troubleshoot with beneficiary groups, as they add and delete volunteers.	Volunteer	
September	Do we need extra volunteers? Which jobs?	Volunteer	
Post-Festival September	Confirm the number of beneficiary hours contributed by each group (using the TPFf database and contact with the groups). Determine payments to the groups, in	Volunteer	New Volunteer Management Model
Post-Festival September	Update database of volunteers who participated; coordinate with beneficiary coordinator. Complete and return Student Service Learning forms.	Volunteer	