

Shag Festival Presented by The Georgetown Rotary Club

Standard Operating Procedures (SOP)

Goal: To provide Festival Leadership with the planning processes needed to create a successful event. Any of these procedures, activities or ideas can be improved upon at any time by any festival leader. It is the goal of the 6th Annual Shag Festival Leadership to provide growth strategies for future Festival leaders.

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PART I: FUND RAISING

Goal: The fund raising aspect is the most important aspect of the entire event. Without sponsors we would not be able to pull off this event. In general, the costs of operating the event has been between \$13,000 and \$18,000. It should be your goal that the funds raised will cover the costs of the event. This will leave the ticket sales as profit.

A. Member Involvementt-Battle of the Bands

During the 6th Annual Festival, leadership involved the entire club by organizing "Battle of the Bands". All Rotarians were divided into groups of 10 and each group was given the name of a Shag Band. The goal of each group was to raise \$5,000. The stakes were:

1. Raise \$5,000 and no one in the Band has to sell tickets to the event. They got a formal letter (Attachment A) letting them know they did not have to sell tickets.
2. The team that raised the most money got Free Drinks the night of the event (create a laminated card that notates free drinks that they can present to bartenders at the event)
3. The team that raised the least amount of money was assigned as the Clean Up Crew (last year I gave our rubber gloves as a joke)

To track the money, we designed a Battle of the Bands board and kept up with how much had been raised by each band. I printed this and then took it to The UPS Store to get it blown up and put on a poster board. The competition began November and ended in March. The reason it ends so soon before the event is because we need time to put any Gold Sponsors on the posters.

With the battle we were able to raise \$18,000 in sponsorships which is more that was ever raised prior.

V11/wt you need to rnoke this INor":

1. BatUe of the Bono' Choir Person -tl1is person is responsible for l;eeping up with the money raised bV each rmemiJer onei being sure tlJe mane), is given to the Treasurer. Also responsible for monoging the Groupies (see next bulJet).
2. ASSign "Groupies" to each Lwnel. This is the person withIII the bond thO! is responsible for staying on top of their group to rllake sure the}' are raisinQ as much maneV as possible. Their responsibility is to touch base via email with the bond members each week and also ossist t,vere needed. This will take sorlie of the burden of! of the Chair PerSOIl.
- 1 Orgol1Ize tile tearns rondonlv This will also help rmemiJers get to know people they might flot othenwise knoIN, See Attochrment Vfor Lost }leors Groups
- 2 Instruction Sheet to hono' out to h1ernbers
- 3 5totu5 Board

There are other ideas for getting the membership involved but you should be sure they are involved in the process. You could require each member to raise a certain amount of money or setup a team that is responsible for raising the money. The 6th Annual leadership thought it would help to develop a little competition.

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B. Post Contributors

The list includes companies and individuals that have sponsored the event of the years. It is good to touch base with these people again each year. One suggestion would be to try and get commitments to sponsor for a few years for each company. A couple of other ideas would be to assign past contributors to certain members for follow up or to assign the follow up to a Fundraising Committee. See Attachment B

C. Documentation

You need to prepare the following documentation to provide to members and sponsors. Forms included on Shag Festival Planning CD.

- 1 Sponsor Letter -See Attachment C
- 2 Sponsor Form -See Attachment C
- 3 In Kind Sponsor Letter -See Attachment O
- 4 Sponsor Log -Use the log to keep up with who as committed as a sponsor, who the contact person is, there mailing address and Sponsorship Level. Spreadsheet is saved on the CD.

D. Sponsor Packets

The sponsor packets are a representation of our club. Be sure the packets are nice and include the following:

- 1 Thank you letter -See Attachment E
- 2 Sponsor Tickets -Should look the same as regular tickets only they should say "Sponsor Tickets"
- 3 Drink Tickets -See Attachment F
- 4 Freebies -Get a company to donate items or discounts to include in the sponsor packet. This can come from club members or members of the community. During 6th Annual we gave out pens and cozies from USI Payroll.
- 5 See Attachment X for a copy of the Envelope created for sponsor packets.

Things you may want to consider adding to the packet:

- 1 Name Tags and Lances for them to wear at the event notating their sponsor level and name
- 2 Free Shag Lessons from a Shag instructor
- 3 A pamphlet or flyer showing how their money is helping the cause

E. Sponsor Board

Each year we create a sponsor board listing each sponsor and their level of giving. In previous years this was done by Anchor Sign and Banner but they are no longer in business. You will need to find a new vendor. The sponsor boards are with Rotarian Randy Dozier. If you can reuse them it will save you money in the long run. The vendor needs at least 3 weeks to prepare this board so be sure you get them the information in an ample amount of time.

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F. SO/50 Rom"

In year six we did a 50/50 Raffle for the 1't time and raised a couple hundred dollars. With a 50/50 Raffle the winner gets **half** of the money raised with raffle tickets purchased. See Attachment U for Raffle.

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PART II: MARKETING

Goal: To spread awareness about the festival to increase ticket sales.

A. Past Activities -Morketin,9 [roJ]] 6'1, Annuli!

1. Posters

- a. 6th Annual Posters were designed by Barbara Smullen who was brought to us by Rotarian Marty Alfonsi. See Attachment G for poster design. She did this pro bono for us and we recognized her as a Bronze Sponsor. The poster needs to be designed by March 15th • This will give you time to have them printed and distributed by April 1st. Print 200 copies. Each Rotarian is given 1 copy and then the remainder are given to the Marketing Committee to hand out to businesses for display. Posters have been printed the last few years by Georgetown Times. Rotarian John Carr is the contact for printing.

2. Tickets

- a. 6th Annual Tickets were designed by Barbara Smullen who was brought to us by Rotarian Marty Alfonsi. See Attachment H for ticket design. She did this pro bono for us and we recognized her as a Bronze Sponsor. The tickets need to be designed by March 15th • This will give you time to have them printed and distributed by April 1st. Print 800 entry tickets and 200 Sponsor Tickets. The tickets should be numbered and this is done by the printer. The sponsor tickets say "Sponsor Ticket" (this can be added by the printer) so you can distinguish how many guests were sponsors and how many were purchased. Tickets have been printed the last few years by Georgetown Times. Rotarian John Carr is the contact for printing.

- b. Ticket Sales Centers: Tickets have been sold at the following location:

- i. The UPS Store-Georgetown
- ii. Ball & Que
- iii. Georgetown Chamber

Pawleys Island Realty

The Georgetown Agency

- vi. The Cultural Council
- vii. Coffee Break on Front Street

3. Website

- a. www.shagfestival.com: This website was setup by Nat Kaminski and is linked to by our club website www.georgetownlunchrotary.com.

4. Newspaper

- a. Georgetown Times: Rotarian John Carr has always helped us with advertising the event. Over the past 6 years the newspaper has not charged us to advertise but we need to consider budgeting money for this in year 7. We have listed the Georgetown Times as a Gold Sponsor each year.

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- b. Other newspapers: We have not advertised in other newspapers because they were costs prohibitive.

We do list the event on the newspaper calendars which is a free service. You can go online to each paper and list the event in the calendar section.

- i. www.ecsc.or/index.php?option=com_content&task=view&id=124&Itemid=252. Event must be submitted 60 days in advance

- ii. Charlotte Observer: "Nearby Notes" jbordsen@charlotteobserver.com (704) 358-5251. Must be submitted 1-2 months in advance

- iii. Atlanta Journal-Constitution -<http://projects.ajc.com/customercare/contact-newsroom>

Sun News Weekly Surge an Kicks -kkimes@weeklysurge.com, neighbors@thesunnews.com,
calendar@thesunnews.com

SCIway -<http://www.sciway.ent/tourism/georgetownfest.html>

5. Radio

- a. Drive Time: Announcements are made during traffic updates the week of the festival. The price was \$1500 and this was setup for us by CASE Solutions.

- b. WRNN Talk Radio -Dave Priest. (843) 448-1041

- c. WNMB AM 900 with Ted Bell-Beach Music Station. (843) 249-6NMB

6. Press Releases -We purchased a press release list from www.easymedialist.com and the attached press release was sent twice. Once in March and Once in May. They were emailed and mailed.

7. TV

- a. TV 22: Shag Chair did an interview with channel host. This was arranged by Rotarian Marty Alfonsi.

- b. Cecil Chandler Show on WPDE: Shag Chair did an interview the week of the event with Cecil Chandler. Cost was \$300. Cecil is a big shagger and would love to do this show for us each year. Contact info is on Contact Page.

- c. WBTW Channel 13-Meredith Hart, Community Liaison (843) 294-8385, mhart@wbtc.com

8. Email Marketing

- a. Constant Contact: We purchased constant contact which is a monthly charge to the club of about \$15 to the credit card. You can design email marketing campaigns and send out reminders to those that are loaded in the system. The emails in the system are those we have collected over the years. Emails were sent out as follows: 1 in February, 2 in March, 1 Each Week of April. It linked viewers to the shag festival website so they could purchase tickets online.

- i. Login Info: www.constantcontact.com

1 ID: gtrotary

2 Password: landsend

3 Hint Question: What City were you born? Georgetown

1 Rotary Events: Postcards were created to hand out at Rotary events. See Attachment I

2 Facebook: Right now Jenna Jordan is the host of the page. Updates were created weekly and/or daily throughout the year keeping the followers up to date with what was going on with the festival. We also posted the event on other Shag Club pages to create awareness. The page manager should be changed to the person in charge. Right now, Jenna Jordan is the page manager.

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11. Shag Clubs -Email were sent out to contact persons for each club. Their email addresses were added to the constant contact email campaigns. See Attachment J
12. Slogan -8 Steps to 1 Cure. A competition was posted on face book for a new slogan. I hope we can stick with this throughout the years and make it a larger part of the event. We created 2 or 3 Signs that were posted at the event. These signs are with Rotarian Randy Dozier at the school district. Sign on CD
13. Photographer at Event -Amanda Gallup volunteered to take pictures of our event the 6th year that can be used as part of the marketing in the 7th year. CD is included in this package.
14. Street Signs: Every year we put up 4 Street Signs. One at each entrance of the city. The signs are with Rotarian Bob McCarley and each year his crew from Coastal Builders put the signs up. One month before the event the info on the sign needs to be changed. I have always used Brian McDougal but he is only working from home now and has another full time job. You may want to consider finding another sign provider. These signs should be posted for 30 days.
15. Location Signs: These should be put on the empty lot 30 days prior to the event. The sign is at the school district with the other signs. The CD has a copy of the sign in case more need to be printed.
16. Billboards -We used billboards for the 1st time in year 6. We paid a good piece of our budget for it but felt it was a good investment. I gave us a ton of exposure. We had two, one in Georgetown and one in Myrtle Beach. The billboards were designed by Next Media. They used our poster and then came up with the design. See Attachment K

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PART III: LOGISTICS

A. Location

For the past 4 years, we have used the King Street location for the event. It is a good fit for the needs of the festival and allows us access to the empty lot behind Kudzu Bakery. Every year we give the Assey Family, owners of the lot, the respect of asking permission to use the lot. The family would prefer we just put a long term contract in place that allows us access year after year. Rotarian Robbie O'Donnell helped with the original contract and has agreed to help with a more permanent one. The contract requires the signature of all 3 Brothers and Sisters. A copy of the annual contract is attached on Attachment L.

B. Bond

Every year we have used David Hicks with Different Drummer Inc to book the band. He has always done a great job for us. He is actually a member of The Band of Oz. His contact info is on Vendor list. You need to book the band early each year to ensure you get the date and band you want.

C. Setup

1. Restrooms: For the past 4 years we have used Nature's Calling to book our restroom facility. They charge us \$1500 for use of the larger unit. It is a great deal and adds a sense of elegance as opposed to port-a-johns. Contact info is on vendor list. Attached is a brochure showing the unit we usually get. We list Nature's Calling as a Silver Sponsor each year. See Attachment M.
2. Rental Items: Each year we have rented all rental items from Grand Rental in Georgetown. They have treated us really well and give us a discount each year. Below are the items that need to be rented. They know the size we need. In year 6 we increased the size of the dance floor. The total costs in year 6 was \$6225.00. You must book in advance as these items are in high demand. See Attachment N.
 - a. Dance Floors
 - b. Stage
 - c. Tent
3. Fencing: The orange fencing is a requirement from the city. It needs to block off all access to the event to avoid people leaving with alcohol. The fencing is housed with Rotarian Randy Dozier at the school district.
4. Tables and Chairs: Each year the school district lets us borrow table and chairs. You need 10 tables and 50 chairs. Rotarian Randy Dozier will deliver them the day of the event.
 - a. 2 Tables at Each Entrance
 - b. 2 Tables at Bar (last year Randy brought 2 half moon tables that worked really well)
 - c. Remainder in Eating Area on Grass Lot
5. Plants: Rotarian Peyton Parsons lets us borrow plants to decorate the stage each year. He has workers deliver the plants the day of the event
6. Lights: You need to purchase new light options for year 7. The lights used the first 6 years have seen all they could take and were thrown away. lights must be hung in the tent. You will not have lighting otherwise. You also need to hang lights in the two smaller tents over the eating tables.

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1. Electricity: The band and the food vendors will let you know how much electricity they need. However, the city has already provided us with ample power for all the vendors. This should not be a problem. There is the power box located on the empty lot and the bottom of each light pole has power supply.
2. Rotary Signs: Bring the 2 Rotary Flags to hang at the event
3. Bleachers: Arrange bleacher delivery with the County. We always borrow 2 bleachers. See Attachment O.
4. Smaller Tents: In year 6 we borrowed two smaller tents from Winyah Bay Heritage Festival that we used over the eating tables. Rotarian Ed Kimbrough arranged this and brought the tents the day of the festival.

D. Cleanup

You must assign a cleanup committee. As part of the Battle of the Bands, a cleanup committee was determined based on who lost the challenge. After the event, EVERYTHING EXCEPT TENT, STAGE, BEER CART AND AN DANCE FLOOR must be off of the street. All cleanup must be done after the event to avoid Rotarians needing to be at the location on Sunday. With a good size crew it does not take long. Move plants road barriers and roll carts to empty lot for Sunday pick up.

E. Entrances

There are 2 entrances, one facing Front Street and one facing Prince Street. You need to schedule Rotarians to man the entrance (I would suggest 4 people during peak times and 2 people during slower times) and the following things happen there:

1. Accept Advanced Tickets
2. Sell Tickets
3. Put bracelets on ticket holders (those under 21 should get a different color bracelet). The company where the bracelets are ordered is on the vendor list.
4. Sell Food/Drink Tickets: Each ticket is worth \$1
5. Collect email addresses. We want to collect as many emails as possible so we can increase our marketing email efforts each year.

Each entrance needs cash to start out with for change. About \$200 in \$1, \$5 and \$10 should work. The number of tickets collected and the cash in each drawer should be counted before leaving for the night. Each entrance will need a cash box. Last year schedule is attached, See Attachment P.

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PART [V: FOOD AND BEVERAGE

A. Food

Every year we have served BBQ for food at the event. Since year 3 Hog Heaven has provided this for us. Just let him know the date as early as possible so it can get on his calendar and he does the rest. The electricity is already setup to fit his needs. He keeps 80% of his proceeds and we keep 20%. No cash is transferred, they accept tickets. At the end of the night he counts the tickets and its best if we can go ahead and write him a check for what he is owed.

We had an ice cream vendor for the 1st time in year 6. They did not sell much ice cream but it is up to you whether to continue. I thought it was nice to have something sweet there. Same 80/20% deal.

Hog Heaven and Ice Cream Vendor provide their own price signs.

B. Wille, Beer and Soft Drink

The earlier you can find vendors to donate beer and wine the better. Better Brands has donated the beer each year but the past two years they donated 2 kegs if we bought 2 kegs. They are a good partner because they also provide the beer truck which makes everything so much easier. The beer truck and kegs are delivered on Friday and can stay locked up on the street over night. We used 5 kegs in year 6. Usually better brands provides the beer cups and napkins, so you ---just want to confirm they will do that again.

We have had no luck getting wine donated for the past 2 years so we have purchased it ourselves trying to keep the cost per bottle under \$5. We used about 3 cases of red and 3 cases of white in year 6 (large bottles). We have to provide our own wine cups unless you can get them donated. It is best to purchase in advance to be sure you have them. We almost got in trouble last year. See Attachment T for a list of local wine providers.

Soft drinks were donated by Pepsi in year 6. They gave us 200 each of Pepsi, Diet Pepsi and Water, this ended up being a bit too much, 150 probably would have been plenty. Rotarian Amy Brennan had the connection to Pepsi. We had to pick the drinks up on Friday and Rotarian John Tudor delivered them on Saturday.

Drink Price signs are already made and are in storage with Rotarian Randy Dozier at the school District.

C. Ice

In year 6, Ice was donated by the School District. Rotarian Randy Dozier filled coolers (also provided by school district) and brought them to the site Saturday morning. You need to get sodas on ice as soon as possible so they will be nice and cold by the event time. He provided 3 very large coolers.

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PART V: LICENSING

A. City

We have to file a Special Event Permit Application with the city at least 30 days prior to the event. My suggestion is to get this in no later than January 31" to avoid any issues. The best suggestion for accessing the application is the visit the City's Website and download the most recent version. It can change each year and if you send in an older version they will not accept it. Attached is a copy of the year 6 application. The application attachments are included on the CD. We have to prove we have Liability Insurance and this coverage comes from Rotary International. Rotarian Alan Walters helps up procure the Certificate of Insurance Each year where it list us as the certificate holder. For the application to be approved you need to have your alcohol license. This is not required to submit the application but proof will need to be sent to the city before final approval. See Attachment Q

As part of the City Licensing you have to get a sign permit for the Street Signs. This is done separate from the event application. See Attachment W for last years application.

B. Alcohol License

Application for an alcohol license must be completed each year. Again, the best suggestion is to download this from the SC Department of Revenue Website (Form ABLS80C). They change this form regularly so once you print it go ahead and complete because they could change it again in a week and they won't accept older versions. The earlier you can get it in the better. As part of the application you have to do SLED checks on the Board Executives (President, President Elect, Secretary, Treasurer). The best way to do this on go online to www.sled.state.sc.us. You will need their Date of Birth, Social Security Number and address. I always paid for this myself and was reimbursed.

On the application, be sure the board members sign where they are supposed to sign verifying their information. Part of the application requires you to get approval from Law Enforcement. Take the form to the police station and leave for Paul Gardner. He will either mail it back or bring it to you or you can pick it up.

Attached is year 6 application. Attachment R

C. Sales Tax

Because we are not a 501(c)(3) we are required to pay sales tax. Unless something changes we are not exempt. WE have applied for exempt status for 2 years but are always denied so don't try. Nothing needs to be done prior to the event, we just need to be sure 6% (or the prevailing tax rate) is paid to the state after the event is over. See Attachment S

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Month	Date	Activity
June	1 st 15 th	Pick the date Book the Band
July	1 st	Update website with new date and pictures from year 6
August	1 st	Contact Natures Calling and reserve restroom Contact Grand Rental and reserve dance floor, tent and stage
September		
October	1 st	Start looking for beer and wine donations Contact Hog Heaven with date
November	1 st	Begin Battle of the Bands (goes through March 1) Develop Sponsor Packet and Sponsor Recognition Create Sponsor Letter Contact Previous Sponsors and ask for continued commitment
December	1 st	Start poster and ticket design Request Permission from the Assey Family for use of the lot
January	15 th 31 st	Start posting event info on Facebook -do this as much as possible Submit Alcohol License Application Send in Special Event Application to the City
February	1 st 27 th	Plan strategy with Georgetown Times Contact the Shag Clubs about the event. Get on their calendar Send Final gold Sponsors and Logos to Poster Designer and Sign Designer
March	1 st 15 th 30 th	End Battle of the Bands -hand out awards as appropriate Send out Press Releases Contact Radio Station about Advertising Open website purchasing ability (online ticket purchase) Get Billboards Designed Contact Drive Time Radio to get Ad Voice Over Arranged Find a Photographer if desired Design Postcards to hand out at Rotary Functions in April Schedule TV 22 Interview Send Street Signs to get Info Updated Purchase Wine Cups if not donated
April	1 st 20 th	Send out Press Releases Again Billboards should go up Distribute Posters to Rotarians Distribute Tickets to Rotarians (could be done sooner if available) Pass Out Posters to local businesses in Georgetown & Pawleys Island Start Sponsor Board Preparation (the vendor needs at least 3 weeks to complete) Schedule Cecil Chandler Show Arrange Bleacher Delivery
May	1 st	Thank You to Our Sponsors Ad in Georgetown Times