

ATTACHMENT 1

Event Timelines for MLK and Juneteenth Events

Juneteenth is Thursday June 19th, Possible dates are 19th, 20th, 21st and 22nd.

- 6-7 Months out - Pick date for the event and start exploring venue, concept and times.
- 5-Months out - Plan event programming, event timeline, essential elements, start list of potential collaborations, if there is essential elements check availability (Bendaki Drummers for Juneteenth)
- 4-Months out – Check availability of all programming options, get pricing on rentals, venues, start the process of looking at graphics and marketing.
- 3-Months out – Book and make contracts with confirmed contractors. Venue, food, sound & lighting (if needed) and get invoices, vendor signups for performers.
- 2-Months out – Start marketing, making sure paperwork is signed, invoices are in, all contracts are started and in process. Work on décor and finishing touches for the event.
- 1-Month out – Venue walkthrough, make layout. .re-confirm all contracts, make sure you have promotional images. Send out a “Save the date” via GovDelivery and also on Social Media
- 2-Weeks Out - Marketing, GovDelivery, Social Media and community posters and flyers.
- 1-Week out – Venue walkthrough for any changes, re-confirm all elements. Marketing