

## Martin Luther King Jr. Celebration 2025- Timeline

### August 2024

- Select day, time, and venue(s)
- Develop event concept and details
- Create staff assignments.
  - o Marketing.
  - o Assigning event staff.
    - PRCS information table
    - Set-up/break-down
    - Monitor event
    - Volunteers
    - Food/refreshments
    - Security/PD
    - Budget
  - o Ordering supplies.
    - Include give-a-ways
  - o Entertainment
  - o Decorations
  - o Activities
  - o Contact person for elected officials
  - o ActiveNet registration and event survey

### September 2024

- Contact entertainers, bands, and other potential supporters/partners (September/October)

### October 2024

- Begin the contract agreement process for entertainers
- Order supplies/equipment (2<sup>nd</sup> week)
- Reserve date with Technology Artist. Confirm contract is active
- Create/Finalize marketing materials
- Contact Dustin, Communications & Public Information Manager to schedule a meeting re: GovDelivery creation and distributions

### November 2024

- Request check in hand with Finance for entertainers (1<sup>st</sup> week of December's pay run)
- Add event on City Council's calendar
- Send invitation to Assemblyperson, Senator, Congressperson, etc.
- Notify PRCS Commission, DAC, and CCSCA.
- Marketing (1<sup>st</sup> week)
  - o Distribute flyers and posters throughout the community
  - o Online publications and PRCS social media channels
  - o Email blasts

**December 2024 (by second week of December)**

- Schedule event staff.
- Finalize event details.
- Check/organize event equipment and supplies.

**January 2025**

- Create run of show
- Send reminder invitation to elected officials, entertainers, and community partners
- Post-event meeting with staff
- Thank you email notifications