

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 (2nd 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 (1st 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 (1st 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