**Maplewoodstock 2020 Canopy Proposal**

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**Issue**

* Each year Maplewoodstock becomes more popular and more and more attendees want to set up canopies.
* The “5AM Rule” is difficult to enforce and police want to be hands off (rightfully so). There is no organization and no rules – resulting in a mad rush in the pitch dark at 5AM.
* People fight for spaces, hide in bushes, and try to game the system (while many line up by the train station, others enter from the library or stage areas).
* People try to set up multiple tents next to each other for birthday parties and other special events, thus preventing their neighbors from also having the chance to set up a canopy.
* Only super early risers who can run quickly are able to get prime viewing areas. Older or disabled attendees don’t have any chance.
* Since everyone sets up at once, people get “squeezed out” of their spots as tents are opened.
* At some point, someone is going to be seriously injured during the “running of the canopies”.
* Like it or not, the canopies have become part of the event and the administration of their setup/removal is a reflection on the Committee (for some attendees).
* Finding an efficient and fair way to manage canopies is in the Festival’s best interests because many canopy attendees come early, spend the entire day, and support the artists and vendors from the first note to the last.

**Proposed Solution: Beta-test (on a one-year trial basis) a fair, no cost, transparent lottery system managed by a subcommittee of the Maplewoodstock Planning Committee**

Approximately six weeks before the event, there is a publicly announced lottery for canopy locations. The announcement will be broadly disseminated on social media and the Maplewoodstock web page. Instructions for entering the lottery will be clear and detailed (FAQs, etc. will be provided and emailed questions responded to).

Pre-event

* 1. Lottery can be administered electronically using a basic website and google forms.
  2. Lottery entries are free.
  3. There is a limit of one entry per mailing address, per event day (TBD if address must be in SOMA/MAPSO).
  4. There are separate lotteries for Saturday and Sunday. When entering the lottery, entrants can request Saturday, Sunday, or both days.
  5. Lottery entries will be accepted over a two-week period, beginning approximately four weeks before the event and ending two weeks before the event.
  6. Winners will be contacted approximately one week before the event. A limited number of “will call” standbys will also be contacted (to cover for no-shows).
  7. Winners must “confirm” their attendance prior to the event (by responding by email). This will give an idea of how many “will calls” to invite on each event morning – optimally there are very few people asked to bring a tent but not ultimately able to set it up.

Event Days

1. On the Friday before Maplewoodstock, the “front line” of canopies will be marked, as has been done with the past. Signage along the “front line” will explain the canopy rules, also as has been done in the past.
2. On event day a resident of the winning address (with proof of address) must be present to claim their canopy “permit” (a hangtag with a number and event day).
3. Arrival times will be staggered based on lottery numbers to avoid crowds and chaos (*e.g.*, lottery winners 1-20 will arrive at 7:45AM, winners 21-40 at 8:00, winners 41-60 at 8:15AM, and 61-76 (plus will call) at 8:30AM.
4. The Canopy Subcommittee will be responsible for staffing the morning and administrating tag handout.
5. Upon arrival, winners will be directed to the area in front of the stage, show their proof of address (details TBD and well publicized), and be handed a numbered tag that must be hung on the canopy (in order of lottery number). With tag in hand, the winner can set up their tent in their desired location (such that the lowest lottery number gets first choice, and so on).
6. Regular Maplewoodstock "squatters rights" rules apply - if you set up a tent but aren't using it, someone else can be in your spot until you show up.
7. Numbered tags ensure that any “tag theft” can be quickly resolved.
8. At the end of the day, all tents must be removed (per current policy). Tents set up prior to the designated time (or those without tags) will be removed (per current policy).
9. Repeat on Sunday.

**Who will be pleased?**

* People who think the current system is disorganized, chaotic, and dangerous.
* The police who don’t want problems at 5:00AM.
* Older/less able-bodied guests who can’t win a race in the dark carrying a 40-pound tent.
* Attendees who would like to have a canopy on a specific day.
* Sunday attendees with a hangover.

**Who will be unhappy?**

* People who have historically set up tents and believe they are entitled to a spot if they wake up early enough/run fast enough/hide in the bushes.
* People who have historically been able to get a canopy spot both days but now can’t because a larger number of people will likely register for the lottery given its civility and later setup time.
* People who don’t believe a “permit” should be required for a public park (even if it’s free).
* People who believe the system is “rigged” to give canopies to the Planning Committee’s friends and family.