

MAPLEWOODSTOCK 2021 Potential Adapted Timeline

Administration

(NOTE for 2021: the preliminary budget is completed. However, whether the township will offset day-of service costs remain a question. This will impact headliner decision which will further impact the due dates related to the program.)

- Arrange for discussion with Township liaisons, Nancy Adams and Greg Lembrich, to discuss Township's ability to offset service costs. – **ASAP** (Tom)
- Friends of MW Rec Federal and State filings. Waiting on online access approval from State of NJ – **ASAP** (Tom)
- Applying for liquor license - **April 30th** (but will depend on State filing status) (Tom)
- Obtain Liability Insurance – **July 1st** (timeline detail says April 30th, but this only takes an email, and the longer we wait the better to avoid having to request a refund of the premium if we need to cancel) (Tom)
- Meeting of Township Department Heads – **July 1st** (TBD)
(Need to determine if we are going to use Township services for trash, security and EMS)
- Order Port-a-Johns (contract should include right to cancel) – **July 4th** (Jamie)
- Initial press release with Headliner announcement – **July 24th** (Jim)
- Issue public appeal for funds – **August 18th** (Managed by Jim and Jamie, all involved)
- Go-NoGo decision – **August 27th** (Committee)
- Event modifications decision (if necessary) – **August 27th** (Committee)

Advertising/Program (All Gary)

- Send updated advertising pitch – **ASAP**
- Collect art and payment from advertisers – **June 4th thru June 19th**

(NOTE for 2021: the following dates for the program were based on the historic timeline based off of the Mayfest celebration which normally takes place in the middle of May. However, given that headliner decisions may be delayed until we have a better idea as to the budget (dependent on the day-of service costs), the following dates may move to later in the summer.)

- Get T-Shirt design for program – **June 12th** (Kerry/Gary)
- Get band descriptions for program – **June 21st** (Tom/Gary)
- Send art to graphic designer – **June 19th**
- Draft of program due – **June 26th**
- Present draft of program to full Committee – **July 3rd**
- Suggested edits to program due – **July 10th**
- Final program layout – **July 11th**
- Program to printer – **July 12th**
- Pick up programs – **August 5th** (Gary)

Band Application & Selection

- All applications have been received
- Send email to Bands to allow for updated song submissions – **ASAP** (Tom)
- Send any new song submissions to Music Committee – **May 30th** (Jim)
- Schedule Marathon Listening Day – **May 30th** (Tom)
- Marathon Listening Day (depending on previous step), tentative – **June 12th** (Music Committee)
- Finalize band selection (depending on previous step), tentative – **June 13th** (Music Committee)
- Build band lineup – **June 13th/June 14th** (Tom)

- Send congratulations and thank you emails – **June 14th** (Tom)
- Band responses due/band confirmations, (including band descriptions) – **June 21st** (Tom)
- Send “Save the Date” email for band meeting – **August 3rd** (Tom)
- Band Meeting – **September 2nd** (All invited)
- Due date for lyrics/set list from bands for ASL Interpreters – **September 18th** (Tom)

Headliners

(NOTE for 2021: Galactic is all set for October 2nd. Any additional paid acts and the related dates for these decisions will depend on final budget. Therefore, these dates may change.)

- Present headliner/paid act options to the committee (remotely) – **March 30th** (Tarquin)
- Feedback from the committee (remotely) – **April 7th** (Full Committee)
- Preliminary decision at April meeting – **April 14th** (Tarquin)
- Get contracts/riders from headliners – **June 5th** (Tarquin)
- Review and sign contracts – **June 12th** (Tarquin/Tom)
- Finalize riders – **August 1st** (Tarquin)
- Provide riders to production company – **August 1st** (Tarquin)

Merchandise

(NOTE for 2021: Artwork has already been selected for the t-shirt design, however we may want to amend the artwork to eliminate any reference to the date of the event in case we need to cancel. However, since the “go or no-go” decision will probably not be until late in the summer, alternatively we may want to order some shirts without the date to sell during the summer, and then depending on demand order more t-shirts with the date later in the summer. Therefore, these dates are tentative. To be discussed)

- Provide t-shirt design to program – **June 12th** (Kerry/Gary)
 - Post t-shirt design to website – **June 23rd** (Kerry/Jim/Jamie)
 - Confirm colors, sizes, and styles with the printer – **July 1st** (Kerry)
 - Submit order to the printer – **July 1st** (Kerry)
 - Order lawn signs – **July 8th** (Kerry)
 - Expected merchandise arrival date – **July 24th** (Kerry)
 - Short Folding (location TBD) – **July 31st** (Any and all comers)
- (FURTHER NOTE: T-shirt sales procedures for 2021 need to be discussed)

Art Vendors

- Email prior years’ vendors regarding new date – **ASAP** (Katie)
- Open Art Vendor application on website – **June 4th** (Jim/Jamie)
- Close Art Vendor application on website – **August 21st** (Jim/Jamie)
- Create new contract (if Covid protocols necessary) – **August 21st** (Katie)
- Send contracts to vendors – **September 4th** (Katie)
- Assign preliminary spaces – **September 18th** (Katie)
- Send Liability Forms to vendors – **September 22nd** (Katie)
- Write thank you notes to vendors – **October 10th** (Katie)

Food Vendors

- Email prior years’ vendors regarding new date – **ASAP** (Kevin)
- Open Food Vendor application on website – **June 4th** (Jim/Jamie)
- Close Food Vendor application on website – **August 21st** (Jim/Jamie)
- Create new contract (if Covid protocols necessary) – **August 21st** (Kevin)
- Send contracts to vendors – **September 4th** (Kevin)
- Assign preliminary spaces – **September 18th** (Kevin)

- Send Liability Forms to vendors – **September 22nd** (Kevin)

Printing and Signage

- Inventory existing signs and banners – **June 4th** (TBD)
- Paint over old signs – **July 19th** (Jim)
- Identify signs/banners needed for current year – **August 3rd** (TBD)
- Order new signage (If necessary) – **August 21st** (TBD)
- Print vendor maps – **September 18th** (TBD)
- Print laminated VIP Passes – **September 18th** (Tarquin)
- Print Vehicle Passes – **September 18th** (TBD)
- Resurrect or recreate Deaf Area signs – **September 18th** (Jim)

Kids Zone

- Go-NoGo-Modify decision – **August 11th** (Committee)
- If GO or Modify:
 - Contact Kids Zone Vendor – **August 21st** (Jamie)
 - Agree on list of attractions – **September 4th** (Jamie)
 - Send contract – **September 4th** (Jamie)
 - Determine placement of Kids Zone – **September 18th** (Committee)

Park Layout

- Determine general park layout – **August 27th** (based on “modifications decision” – Committee)
- Walk the park – **August 28th** (All are invited)
- Develop final layout – **September 18th** (Committee)

Volunteers

NOTE for 2021: As of 3/10/21 the procedures for selling merchandise as not been determined. This is up for discussion. All other volunteer needs are TBD.

Canopy Sub-Committee

- Invite Brad to April meeting to discuss 2021 process. – **March 11th** (Tom)