

The Maplewoodstock Ethos is the “North Star” that guides all our endeavors – from Committee Members, volunteers, bands, sponsors, partners, etc.

This Ethos keeps Maplewoodstock grounded in its original spirit — a celebration of music, art, and community that belongs to everyone.

1. Free & Inclusive Festival: We are a free and inclusive festival. Everyone is always welcome to attend without charge, and we will work to make the festival as accessible as possible.

2. Music & Art at the Core: We are a music and art festival. Other offerings — food, the Kid Zone, and more — add value and support our core focus on music and art.

3. Rooted in Community: We are a festival “of and for” the community. While we welcome a few headline acts, our heart lies in spotlighting local and regional bands, artists, food vendors, and businesses. If we have a national brand participate, it is only through their local ties or franchises. Maplewoodstock is, first and foremost, a local event.

4. Independent & Community-Owned: We “own” Maplewoodstock. We are not Township-funded, nor are we a “presented by” corporate event. Sponsorships and advertisements support us — but never define us. We are not a corporate nor a fundraising event. The festival’s name stands on its own: **Maplewoodstock.**

5. Free from Politics and Advocacy: Maplewoodstock is a space free from political, religious, advocacy messaging or solicitations. It’s one weekend each year when friends and neighbors can gather simply to enjoy music, art, and each other in a beautiful park.

6. Volunteer Spirit: We are volunteers, providing our efforts to present this festival to our community. We volunteer our efforts seeking no direct benefit to ourselves, our businesses, or our personal endeavors. We leave personal opportunities aside and share credit collectively. Some opaqueness of the committee membership is intentional — to protect against personal solicitations, appeals or attacks.

7. Committee Structure: Our volunteer organizing Committee is purposefully small, allowing us to make decisions in an agile fashion. We appreciate and value the contributions of our many volunteers, and an invitation to the organizing Committee is earned over time – subject to Committee turnover and our Ethos. We never ask anyone to do work we would not do ourselves.

8. Committee Behavior: On the organizing committee, we **respect** one another. We commit to working collaboratively, communicating openly, disagreeing agreeably, and honoring our commitments to deliver for the festival. We recognize that our success depends on teamwork and mutual support. We commit to treating our volunteers, performers, vendors, and attendees with respect and dignity. We trust each other to lead within our areas of responsibility while remaining accountable, transparent, and receptive to group input. Once collective decisions are made, we respect and uphold them (even when we personally disagree), and help to make them happen.

9. Sustainability: We will strive to minimize the impact of the festival on the environment, including Memorial Park by reducing plastic, collecting trash and recycling, and making choices that allow Maplewoodstock to be a good neighbor to the community, the town, and to the environment.

10. Better, Not Bigger: We strive to be **better, not bigger** — always working to improve the experience for our attendees first, then our sponsors, volunteers, and vendors. Our goal is an event we can be proud of.