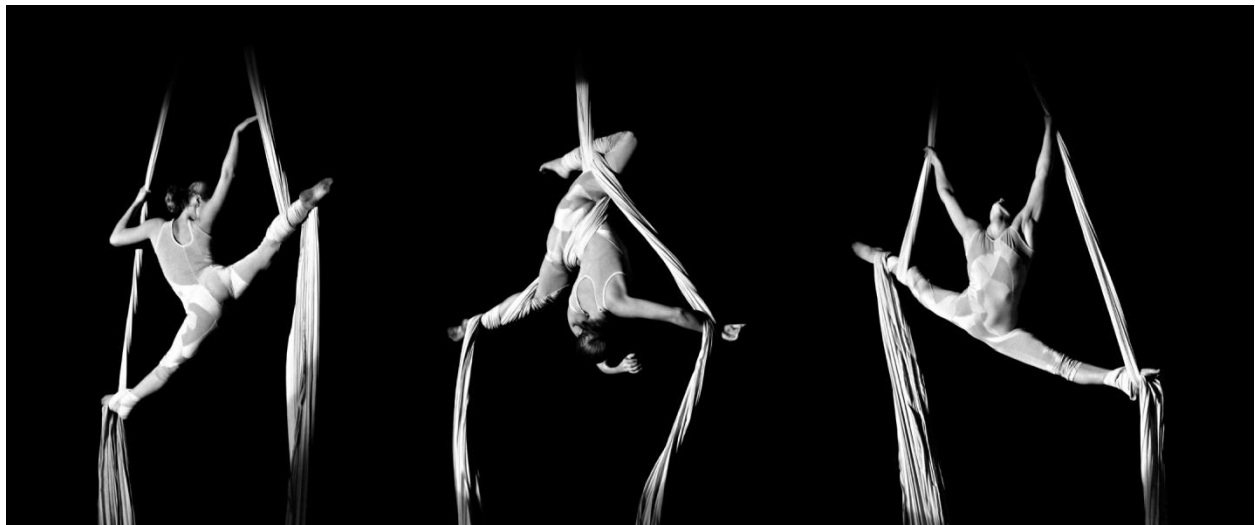


# Classic City CanopyFest Event Guide

August 13th, 2016  
Athens, GA



KINS 4840

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## Executive Summary

Classic City CanopyFest (CanopyFest) is an aerial arts festival that will be hosted at Canopy Studio in Athens, Georgia. The event takes place on August 13th, 2016 from 11:00 a.m. to 10:00 p.m. The specific goal of CanopyFest is to raise \$5,000 for Canopy Studio. In addition to this goal, CanopyFest strives to:

- Bring popularity to aerial arts in the community
- Offer a fun and engaging experience for people of all ages, including events for the pre-professional
- Introduce the Athens community to new ways to exercise that will hopefully interest them

CanopyFest is held at three interconnected spaces: Canopy Studio, the co-working space Broad 9A, and the outdoor space between the two venues. The event primarily adheres to Canopy Studio's policies and operating principles. Outdoor food trucks, musical performances, and a vendors' market serve as ancillary elements that support aerial arts classes and an event-concluding arts performance by Canopy Studio. A crew of 20 volunteers and five aerial arts instructors, managed by five event coordinators, is responsible for setting up and taking down equipment, ensuring activities run efficiently, and enforcing safety procedures.

Marketing for CanopyFest incorporates pre-event advertising (print and online), sales promotions, ticket discounts, social media and other event-specific online communications. As a first-time festival, the marketing strategy focuses on creating awareness and establishing access points for event information dissemination to identified target markets.

CanopyFest takes extensive measures to ensure the safety of all participants. Locations of AED's, fire extinguishers, and evacuation routes are made known to all coordinators and volunteers. The event has acquired all necessary permits and created a chain of command for coordinators and volunteers to adhere to in the event of an emergency.

Estimates for CanopyFest project nearly \$10,000 in revenues, with profits of approximately \$6,600. All estimates are based on careful projections of attendance and sales.

## Design

### Content

**Objectives and Obligations.** The mission of Classic City CanopyFest (CanopyFest) is to raise funds for Canopy Studio, an aerial arts studio in Athens, GA. Its vision is to increase aerial art popularity in the community, while offering fun and engaging experiences for a broad audience. More specifically, the event serves participants of all ages, including pre-professionals. CanopyFest also strives to meet the needs of the Athens community. Two important community needs are improving health and increasing physical activity. Through this event, CanopyFest teaches attendees new ways to exercise which aim to interest them, and therefore increase their physical activity. The event intends to achieve its fundraising target of \$5,000 for Canopy Studio.

**Learning Principles.** CanopyFest offers a variety of classes for the public, recognizing the need to accommodate different learning styles. In order to accommodate the needs of participants, a flexibility in teaching strategies is implemented. Adult classes are an hour in length. They consist of a fifteen minute introduction and forty-five minute activity time. During the introductory period, the instructor states rules for participation and then teaches basic skills. The activity time includes verbal instruction, demonstration, and hands-on application. They are not set-up to assess participants, but to strictly introduce the aerial arts. In the warehouse, set-up includes a specific table for information on Canopy Studio classes. This information includes descriptions of classes, times and dates of classes, how to join Canopy Studio, and information regarding continuing involvement such as education opportunities and accreditations in aerial arts. Handouts from Canopy Studio are used. Attendees can the opportunity to sign-up for future sessions at Canopy Studio using Mindbody, Canopy Studio's online registration system. This helps assess the popularity and interest of aerial arts in the community. The organization of classes allows time for participants to sign-up for future sessions in Canopy Studio.

**Topic and Format Selection.** CanopyFest's format is structured so that attendees are encouraged to have a positive experience. Design elements that foster this positive experience include a regimented activity schedule, smooth class transitions, and ample free time for exhibit exploration. In planning the event, organizers used the Atlanta Aerial Arts' Facebook event page to differentiate the event from the other festivals in the area ("Atlanta Aerial Arts Festival," 2016). Class times are based on ages: children's classes earlier in the day and adult classes later on in the day.

The event occurs on Saturday August 13th, 2016 over the span of three interconnected locations: Canopy Studio, Broad 9A Warehouse, and the outdoor space between the two venues. The Canopy Studio has two separate rooms available for use, allowing for two different classes to be held simultaneously. The main floor is the larger of the two rooms and holds the majority of the classes. Studio B is a smaller room in which the adult pole classes are held. Canopy Studio holds classes from 11:00 a.m. until 6:00 p.m. (see [Appendix A](#) for the activity



schedule). The first class is offered on the main floor. A children's drop-in jungle gym class takes place from 11:00 a.m. - 1:00 p.m. Children can explore multiple pieces of equipment during this class. With a thirty minute break in between for take down and set-up, an adult trapeze class takes place from 1:30 p.m. - 2:30 p.m. A children's performance takes place after a fifteen minute break and end at 3:45 p.m., allowing parents to watch their children perform before or after they take classes. An adult acrobatics class and a pole class are held at 5:00 p.m. and 6:00 p.m. in Studio B. The Canopy Repertory Company puts on a performance starting at 7:30 p.m. on the main floor. The performance lasts until approximately 9:00 p.m. A beer and wine bar is available from 6:00 p.m. - 10:00 p.m. for attending guests who are over twenty-one years of age.

Broad 9A hosts exhibit tables from 11:00 a.m. - 7:30 p.m. A circular information table is the first table guests see as they walk through the door. Other exhibit tables include event specific t-shirts, Canopy-themed t-shirts, and vendors from Indie South Fair (Printable Contracts, n.d.) (see [Appendix B](#) for contract). Indie South Fair provides five vendors of their choice. Each vendor has a banquet table with two chairs. The outside portion of the event hosts "Kick the Robot," a local rock band who recently signed with Elton John. They perform from 1:00 p.m. - 4:00 p.m. under the covered area. There is a food truck and tables inside the warehouse for guests to enjoy their meals. Two portable bathrooms are located outside due to limited bathrooms inside Canopy Studio and Broad 9A. In case of rain, the band will be cancelled, but the food truck will continue to serve food.

**Speaker Selection.** CanopyFest does not currently host a speaking engagement due to budgetary restrictions and time-slot availability. The committee intends to revisit the possibility of an event speaker, such as a professional aerial artist, in the planning phase of future CanopyFests. Key factors for determining whether a speaker is incorporated into future events include a speaker's ability to increase event attendance to offset the cost of the speaking engagement and venue/time accommodations that allow for a successful speaking engagement.

## Entertainment

**Entertainment Selection.** CanopyFest has two forms of entertainment: "Kick the Robot," a local rock band from Dacula, Georgia, and The Canopy Repertory Company Performance. These forms capture different audiences and show them different aspects of aerial arts in hopes of popularizing classes at Canopy Studio. These two options were chosen because they are the best fit for the event.

"Kick the Robot" agreed to perform at the event free of charge due to a personal relationship between one of the coordinators and the band members (SlideShare, 2016) (see [Appendix C](#) for agreement). Athens and CanopyFest are also a top choice for them because of their style. They describe their music as "hook-heavy alternative rock gets shot through with bright harmonies, blistering guitar riffs, and a fantastically bold sensibility" ("Kick the Robot," n.d.). "Kick the

Robot” performs popular covers. This is the best option for capturing a college-aged and adult audience, when considering quality, cost, and fit.

In every fundraiser Canopy Studio hosts, a performance ends the event. CanopyFest continues this tradition, with Canopy Studio managing the performance.

**Procurement and Performance Delivery.** Organizers personally contacted “Kick the Robot” to perform during CanopyFest. They are to set-up and take down their equipment and do their own production and rehearsals off-site. This is expected, but volunteers are available to help with set-up and tear-down if necessary. “Kick the Robot” will also have the opportunity to sell their own merchandise at CanopyFest.

The Canopy Repertory Company Performance is completely controlled by Canopy Studio personnel. The personnel is expected to control their own production and rehearsals. CanopyFest volunteers are available to set-up and tear-down after the performance.

## Environment

**Layout.** Canopy Studio has a 2,000 square foot space with a 30’ x 40’ foot sprung bamboo dance floor (Canopy Studio, 2016). This is considered the main floor. The studio offers a separate room for other classes called Studio B. There is one bathroom on the main floor. Broad 9A is a 4,000 square foot warehouse that can be used for a mixture of events (Broad 9A, n.d.).

For the event, staff members are split into teams to set-up either Canopy Studio or Broad 9A. After morning set-up is completed at Broad 9A, there is no set-up needed throughout the day. Broad 9A needs five exhibit banquet tables and one circular table around the left side of the perimeter. Each table needs two chairs each. The right side of the warehouse requires nineteen tables with ten chairs for guests to eat and rest (see [Appendix D](#) for table and chairs quote).

In the morning, a children’s jungle gym class is offered at the Canopy Studio. Before Canopy Studio opens to the public, staff members help the instructors set-up for this class. The equipment includes thicker mats that are placed over the mats on the floor, hula hoops, trapeze apparatuses, swing apparatuses, fabric slings, and steps to climb into the apparatuses. When the class is finished, staff and instructors put equipment back into storage and set-up for the adult “Introduction to Trapeze” class.

Apparatuses are hung from the ceiling and clipped to the wall when not in use. Set-up involves unclipping the apparatuses from the wall. When the class is finished, apparatuses are clipped back onto the wall by staff and instructors.

The next class is a children's acrobatics class, which needs no equipment so there is no set-up or break-down. The next class time slot offers two classes: an adult pole class in Studio B and an adult acrobatics class on the main floor, which require no set-up or break-down.

Fire's Bartending arrives after the last set of classes are finished. They set-up and tear-down their own equipment, without involvement of CanopyFest staff and volunteers.

National Construction Rentals delivers two portable bathrooms to the outside area before the event begins. They deliver, set-up, and retrieve the portable bathrooms (National Construction Rentals, 2015) (see [Appendix E](#) for quote).

While classes are being held inside and guests are enjoying the exhibits inside the warehouse, "Kick the Robot" arrives at 12:00 p.m. to start their own set-up, with the assistance of CanopyFest volunteers. The band is responsible for its own equipment tear-down after it finishes its performance; though, volunteers may be available to assist.

A food truck is located outside, which does not require any set-up or break-down for CanopyFest staff.

**Decor and Equipment.** CanopyFest strives to keep the theme simple and organic. There is no extra decor needed for the event. The warehouse is organic with no decorations and vendors are required to bring their own decor for their exhibit tables. Canopy Studio has an interesting theme of dark colors and blues. It sets the mood for aerial art classes. The warehouse needs twenty circular tables, five banquet tables, and two hundred and two chairs. Nineteen of these circular tables, with ten chairs each, are positioned on the right side of the warehouse (upon walking in) for resting and eating. Five banquet tables and one circular table, with two chairs each, are positioned on the left side's perimeter.

**Special Services.** CanopyFest wants to accommodate all attendees. Handicap parking is available on the left side (when facing the main entrance of Canopy) of the Canopy Studio building, where the ground is level with the main entrance of Canopy Studio. Signs designate these parking spots. The warehouse entrance is also wheelchair accessible. Apparatuses are adjustable, accommodating persons in wheelchairs who cannot jump to reach hanging structures.

## Food and Beverage

**Catering Options.** CanopyFest decided to use a food truck because of limited space and the fact that it is a drop-in, all day event. It also keeps the "simple" theme of the event. Organizers researched food trucks using the website, Roaming Hunger (Roaming Hunger, 2015). The findings included:

- Smokin' Mo's BBQ
- The Loaded Burger

- Linkz Express
- Atlanta Ice Cream Truck
- Tracy's Tasties
- Gotta Have It Catering

After careful evaluation, organizers chose The Loaded Burger. The Loaded Burger offers loaded burgers and hot dogs, unique sides, refreshments, and desserts. This type of food is easy to grab and eat, whether sitting down or walking around. The Loaded Burger also has the ability to meet nutritional needs such as vegan, vegetarian, gluten free, and high protein options. CanopyFest also wants to offer attendees with actual meals, and not just desserts. The Loaded Burger has an \$800 minimum, so if guests spend \$800 in total, CanopyFest will not have to pay for the food truck. If the \$800 minimum is not reached, CanopyFest will cover the difference (see [Appendix F](#) for quote).

**Alcohol Management.** Before, during, and after The Canopy Repertory Company Performance, alcohol is offered to attendees who are twenty-one years of age and older. Organizers researched bartends using the website, Thumbtack ("Events," n.d.). Because CanopyFest is not in charge of the performance, it was necessary to find a bartending service that brings their own equipment and does their own set-up, clean-up, and tear-down. The findings included CDE Bartending, Fire's Bartending, Drinkz by Design, and other single bartenders. The best fit for the event is Fire's Bartending. They offer a flat rate, create their own mixes, and include extra help, ice, and their own bar (see [Appendix G](#) for quote).

## Marketing

### Goals

CanopyFest's marketing objectives focus around raising money for Canopy Studio and promoting the opportunity to experience aerial arts. Subsequently, CanopyFest aims to reach the following marketing goals to evaluate the success of marketing initiatives in achieving its objectives:

- Increase brand awareness in college students and local residents, leading to 200 persons from each target segment to attend
- Generate at least \$8,000 in ticket sales by the end of the event
- Reach at least 300 likes, comments, and posts on social media using the event hashtag in order to gather and evaluate consumers' thoughts and opinions

The detailed marketing plan is designed to achieve CanopyFest's stated marketing objectives and meeting its intended goals. The plan is targeted to local Athens families and college students through implementing an integrated promotional campaign that takes into consideration the products, places, and pricing associated with the event for optimal positioning in the Athens market.

## SWOT Analysis

**Strengths.** CanopyFest's strengths include the setting of the event, the professionals involved, and the hands-on experience of the consumer. The event takes place on August 13, 2016, the first weekend after class has started for college students. This is an ideal time for a festival as the weather will likely be good for outside activities. The timing is also convenient because children are back at school and college students are in town, but the demands of school have not commenced. In addition, because consumers physically attend Canopy Studio for the event, they are able to see and interact with the studio to which they are giving money. The experience becomes more personal for them when they visit the studio and build a personal connection with the studio and the staff.

Another CanopyFest strength is the talent involved in creating the atmosphere. The professional aerial artists at Canopy Studio perform a fun and engaging show. The artists possess years of experience and know how to keep the audience immersed in the performance. In addition, the Canopy Studio team is staffing the event as well. They know the premises extremely well, have safety procedures and precautions already in place, and are experienced with similar events.

CanopyFest's most significant strength and competitive advantage is the hands-on experience of the consumer. Most aerial arts events are major performances, such as Cirque du Soleil. However, CanopyFest offers a more immersive experience because consumers can participate in the aerial arts activities themselves. In addition, this event sets itself apart from other aerial arts events by the atmosphere and environment. Because CanopyFest offers food, live music, and activities for children, consumers receive more than a performance; they experience a festival with elements for everyone.

**Weaknesses.** One weakness that CanopyFest faces is Canopy Studio's size. The venue's size is appropriate for classes and performances, but not ideal for an entire festival. This weakness is addressed by renting out the Broad 9A warehouse. The warehouse holds the vendors' tables and activity tables, creating a more festival-like atmosphere and opening up the studio, allowing for a more comfortable environment.

Another weakness is the accommodations for people with disabilities or handicaps. However, the team makes suitable accommodations to ensure accessibility for all attendees. The performances have handicap sections to allow for wheel chairs, while the classes have adjustable apparatuses to allow access.

**Opportunities.** CanopyFest provides several opportunities for the future. Canopy Studio anticipates gaining significant brand awareness from the event, which is an event goal. The team seeks to promote the event and generate participation, but also to introduce consumers to Canopy Studio and spread awareness of the business. This event can also become an annual fundraiser for Canopy Studio, while introducing more people to the thrills of aerial arts.

**Threats.** One threat for CanopyFest are the preconceived ideas in the minds of consumers. For example, when individuals think of aerial arts, they often think of Cirque du Soleil, which provides some of the better-known aerial arts events. This conjures the thought of one large performance. CanopyFest offers a vastly different experience, with several interactive and hands-on activities to engage the consumer. This threat is overcome by showing consumers the unique value proposition and competitive advantage of CanopyFest. CanopyFest allows consumers to take aerial art classes, listen to music, enjoy food and beverages, and watch the professionals perform, all in a family-friendly environment. Ticket prices for the event are affordable and provide a more inclusive experience than its indirect competition.

## Event Positioning

The target markets for CanopyFest include college students and local families. Organizers choose to target these consumers because of the large number of college students and families in the surrounding area. This event attracts both segments of the market because of the thrills of aerial arts, but also the child-friendly options that still maintain an element of adventure.

**Product.** The event team positions the product in a way that creates brand awareness for college students and families. This awareness ideally develops into interest, leading to desire that can promote action. CanopyFest is a unique product experience where people can partake in aerial arts first-hand, see professional artists perform live, and acquire a taste of Athens culture, all while experiencing a lesser-known physical activity and enjoying the atmosphere of the Classic City. There is not currently an event similar to CanopyFest in the Athens area. In addition, comparable big-name events in Atlanta are expensive and only offer passive spectating. CanopyFest is much more unique. In essence, this event distinguishes itself from competitors with the level of audience participation. Consumers switch from passive spectators, to active, immersed participants. This also improves the duration and memorability of the event for consumers.

The event logo is “Classic City CanopyFest” written in black in all capitals, with “Canopy” in bright blue, with the black outline of an aerialist underneath (see [Appendix H](#) for the event logo). The event slogan is “Come hang with us at CanopyFest!” The color scheme is black and white, with a pop of bright blue. The event uses these colors because the bright blue compliments Canopy Studio’s golden-yellow logo, while still looking clean and professional (see [Appendix H](#) for Canopy Studio’s logo). CanopyFest emphasizes these elements in order to build a solid brand that has a concrete and memorable visual in the mind of the consumer. The event team also wants to distinguish the event from Canopy Studio. The studio is a brand that the team wants to promote and spread awareness of, however, it is important to show that CanopyFest and Canopy Studio are different entities. The team desires to set the event apart from the studio, show distinction between the two, and promote both brands. They will do this separately so consumers can differentiate between them. The team thinks that establishing a

unique and distinct brand is the best way not only to distinguish the two, but also promote them.

**Place.** Canopy studio is a local, non-profit aerial arts studio in Athens. There are major studio benefits associated with hosting the event. First, it has held similar events, but on a smaller scale. Their team has managed other festival-like events, so this is not an entirely new concept to them. The members (performers) possess years of experience and are extremely familiar with this studio, helping to ensure a smooth operation. Second, the consumers participate at an actual aerial arts studio. This not only enhances event experience but also allows for time efficient set-up and break-down of the event. Lastly, consumers see and experience the nonprofit to which they are donating money. They establish a deeper connection to the mission and vision of the event. As opposed to some events with detached or somewhat random ties to a nonprofit, the studio itself hosts the event.

The Broad 9A warehouse comprises the second part of the location. Canopy Studio and Broad 9A have an established relationship and have used each other's properties for past events. Broad 9A has already approved and given CanopyFest permission to use their warehouse for a small rental fee. Canopy Studio hosts the performance and classes, while Broad 9A hosts the vendors' tables, information tables, and activity tables.

**Pricing.** For the event, consumers can purchase online tickets for the classes and performances separately. For adults, classes and performances are both \$25. The event utilizes several sales promotions tactics to adjust price and attract a potentially larger audience. Ticket discounts include those for students and children under 10 years old. Both the classes and performances cost \$15 for students and children. All tickets are sold online, however people have the option to purchase printed performance-only tickets at the door.

The event team bases ticket prices off of Canopy Studio's typical rates. The event team projects that by persuading at least 400 people to purchase tickets, CanopyFest can fulfill the marketing objective of hitting \$8,000 in ticket sales. However, with the current attendance projection, the event team calculates that with promotions for students and children, they can still reach the goal. Considering the size/scope of the event along with previous attendance for events at Canopy Studio, the event team estimates that 200 adults and 200 students/children will purchase tickets for \$25 and \$15, respectively. The tickets are affordable and include many activities, music, and performances. CanopyFest offers an incredible amount of child-friendly activities that are fun for people of every age. The event is affordable for college students and families with children; however the unique product experience is priceless.

**Promotion.** The promotional strategy of CanopyFest focuses on four components of the promotional mix: advertising, sales promotion, public relations, and online marketing. The event team channels advertising efforts into local print media, as well as fliers. The event has a spot in *The Red and Black* to increase brand awareness through the local print media ("Media Kit," 2015) (see [Appendix I](#) for quote). *The Red and Black* reaches thousands of University students, so this helps increase the speed of brand awareness to that portion of the target

audience, students. The event team has purchased a spot in the issue scheduled one month prior to the event. This is the most appropriate time to advertise in the paper because people are afforded time to make plans to attend without feeling rushed. Lastly, CanopyFest has purchased 250 fliers (for \$39.75 from Bel Jean), as they have a 10 percent non-profit discount (see [Appendix J](#) for pricing information). The event team plans on handing out the fliers throughout town and near campus. These actions help quickly spread information about the event around town, though this is not the primary means of reaching potential consumers.

The next promotional element is sales promotions aimed at the target markets of students and families. As discussed earlier, CanopyFest offers discounts for college students, as well as children 10 years of age and younger. The sales promotions efforts discount the tickets \$5 for students and children for both the classes and performances. These promotional discounts help attract more consumers to purchase tickets. This range of discount options helps the event appeal to college students, children, and children's parents. Therefore, the sales promotions efforts help attract a larger number of targeted consumers.

The public relations platform for CanopyFest mostly harnesses social media and social networks. The event team has initiatives that utilize Facebook and Twitter, while using the official event hashtag “#CanopyFest” (see [Appendix K](#)). These pages help inform potential consumers of the event basics in a quick, convenient way. Consumers can share the information of the event with their friends and invite their friends to like the pages or follow them. The event team can also see how many people view the page, are interested, or are planning on attending. They post important updates on social networks to further engage the consumers and inform them if there are changes to the event.

Lastly, the marketing team utilizes online marketing to increase brand awareness of this event. CanopyFest has an event-specific website located at [aerialarts.weebly.com](http://aerialarts.weebly.com) (see [Appendix L](#)). This website gives a concise description of the event, the mission and vision of the event, information about Canopy Studio, ability to purchase tickets with discount options, map location, links to the Facebook and Twitter pages, and an option for volunteers to sign up (Classic City CanopyFest, 2016). Once a volunteer signs up, they receive emails from the event staff with further instructions.

**Promotions Schedule.** As stated above, CanopyFest has online initiatives that utilize Facebook and Twitter to reach more of the target consumers, create hype, generate buzz, and increase overall brand awareness for CanopyFest. Starting from four weeks prior to the event, the marketing team posts an engaging video of an aerial arts performance to create general awareness of both the event and aerial arts. It also builds hype and intrigue for the event. Then three weeks prior, they post a picture of a children's acrobatics class to engage the children and parents. They also encourage those interested to go to the event website for more information and ticket purchase options. Two weeks prior, they aim the message at college students, reminding them of the student discount and encouraging them to reserve their spots by buying tickets on the website. One week prior, they post about how engaging and thrilling this unique aerial arts street festival is; they also include purchasing information through the website. Then,



they post a message the day-of the event to remind everyone to attend, continue to generate hype, and encourage those participating to share their experience on social media using the official event hashtag “#CanopyFest” (see [Appendix K](#) for posts shared on both Facebook and Twitter).

Every post includes the official hashtag of CanopyFest and a call to action, and they all encourage consumers to visit the official event website at [aerialarts.weebly.com](http://aerialarts.weebly.com) for more information and ticket purchase options (see [Appendix L](#)). The posts also call consumers to take action by buying their ticket today and reserving their spot in a class or performance.

The team can measure the number of tickets purchased by students and families by the corresponding links on the event website (see [Appendix L](#)). The website links make it simple to measure not only how many tickets are sold, but how many are sold to each target market. From the website, the team can see how much revenue is made in ticket sales online; then they can add in the sales from tickets bought at the door to calculate total ticket sales and ensure the event hit its goal of \$8,000 in ticket revenue.

It is also important to CanopyFest to gather information from consumers to know how to improve upon the event the following year. The event team can obtain information off of social media, through the number of likes, positive comments, posts, shares, and retweets. The team can also track the use of hashtags on the dashboard and look at consumers’ posts. One marketing objective is to hit 300 likes, comments, and/or posts on social media. By using the dashboard to find and organize hashtags, along with the Facebook and Twitter notifications to manage likes, the event team can look track the consumer experience. They can also ensure that the event hit 300 likes and posts. This is helpful with gathering consumer opinions and thoughts on their experience and converting this information into measurable quantitative and qualitative data. The team can record and track of the number of likes/posts to measure the number of consumers satisfied with the experience from those who were dissatisfied. Moreover, the team can examine and evaluate posts and comments to obtain specific, more detailed insights directly from the consumer and measure to what degree the consumer is satisfied with the event experience. Both types of data gathering are essential to ensure CanopyFest receives the feedback it needs to improve the festival for the following year.

## Materials and Merchandise

Bel Jean, a local printing company located in downtown Athens, prints all materials for the event. Canopy Studio usually prints all of their tickets and fliers through Bel Jean, as they have a non-profit discount of 10 percent (“Our Services,” 2016). The marketing team has purchased 250 color fliers for \$39.75 (see [Appendix J](#)). They hand out these fliers around town, as well as near campus in order to market to both locals and families, in addition to students while advertising the event. CanopyFest has printed performance-only tickets available for purchase at the door. The tickets cost \$14.18 for 125 tickets (M. Gallagher, personal communication, March 16, 2016). All other tickets for the event are sold online. The classes and performances

require tickets for entry. The team strongly encourages online purchase of tickets, so the marketing team has purchased only 125 printed tickets to be bought at the door for the performances. This is about 60 tickets available at the door for each performance, or about 35 percent of seats. The team expects that the number of people who purchase tickets at the door will be significantly less, but want to ensure that there will be a sufficient number available.

As far as merchandise goes, CanopyFest sells event-specific t shirts (see [Appendix M](#) for quote). CustomInk prints the event-specific shirts (“Your All Inclusive Price,” 2016). The event logo “Classic City CanopyFest” stretches across the back, with the outline of an aerialist underneath. The shirts are black and white to match the event’s color scheme. These shirts help ensure customers remember their experience and have a tangible item to commemorate their experience at the event. Memorabilia helps extend the duration and memorability of an event, so it stays present in the minds of the consumers for a much longer duration. In addition to CanopyFest shirts, the team also sells Canopy Studio’s own merchandise in order to raise additional money for the studio and give the consumer different options when it comes to purchasing merchandise. Having both sets of shirts available for purchase also aids the consumer in differentiating between the two brands.

## Administration

### Financial Management

**Budget Management.** The overall profit objective is to raise \$5,000 for Canopy Studio. Because this is the first annual CanopyFest, the event organizers use a zero-based budgeting approach (Brown, Rascher, Nagel, & McEvoy, 2016). This means that each line item in the budget starts from a zero amount and goes up from there (Aicher, 2016). CanopyFest receives necessary startup funds directly from Canopy Studio. The Canopy Studio Board of Directors approves their budget for fundraisers, and they approve the overall budget for this event. CanopyFest generates revenues primarily through event ticket sales, with merchandise sales and donations serving as secondary revenue sources. Expenses for the event include the warehouse rental fee, portable restrooms, food, drinks, teacher fees, and publicity (see [Appendix N](#) for the budget summary). According to the estimated numbers for expenses and revenues, CanopyFest generates a total profit of \$6,597.35. Canopy Studio receives the entire profit generated from the event because it is a fundraiser for them. This is much greater than the fundraising goal of \$5,000, but this target leaves some room for error in the case that actual expenses and revenues differ from the estimates. The event organizers omit certain expenses from the budget because they are donated in-kind or provided free of charge. The basic event staff consists mostly of unpaid volunteers. Kick the Robot, the band providing entertainment, is playing the event for free due to a personal relationship between one of the coordinators and the band members (see [Appendix C](#)). The spreadsheet used to calculate the budget provides columns for actual expenses and income, so the same sheet serves as a way for the event organizers to easily compare estimated totals with actual figures.

**Expenses.** See [Appendix O](#) for the entire list of expenses and [Appendix P](#) for the detailed calculation break-down of those expenses. All quotes for these budget estimates can be found in Appendices B through M. Silvers' EMBOK website was referenced to find what types of expenses could be incurred for this event (Silvers, 2013). Site costs include the Broad 9A warehouse rental fee of \$500, portable restrooms for \$165, and tables and chairs for \$628.73. Advertising and publicity expenses include printing fliers for distribution at a cost of \$39.75 for 250 fliers. This includes the nonprofit discount that Canopy Studio has received in the past. Additional publicity expenses include printing 125 color tickets for \$14.18 and purchasing an ad in the Red and Black for \$320. Class instructors receive a rate of \$15 per hour, giving a total instructor cost of \$150 for 10 hours. The food truck requires an \$800 minimum, so CanopyFest must pay the difference if guests spend less than \$800 on food from the truck. Event organizers estimate spending approximately \$200 to cover anything the food truck does not make. Fire's Bartending costs a flat rate of \$275 for the performance's duration. 100 t-shirts cost \$546, but CanopyFest expects to make up by the cost by selling the shirts at an elevated price. Event general liability insurance cost \$238.99 to cover any issues of risk that may arise at CanopyFest. A contingency of \$150 helps cover extra expenses in case of emergency or overages in spending. The estimated total of all the aforementioned expenses is \$3,227.65.

**Revenues.** See [Appendix Q](#) for the detailed list of CanopyFest's incomes. Silvers' EMBOK website was referenced to find what types of revenues CanopyFest could possibly generate (Silvers, 2013). The largest revenue source comes from ticket sales. Tickets sell at one \$15 price point for all aerial arts classes. CanopyFest estimates selling 134 tickets at this price for a total of \$2,010. Tickets for both the children's and nighttime performance sell at two price points: \$15 for adults and \$10 for students and children under 10. Sales estimates for the children's performance are 108 adult and 72 student/child, and estimates for the nighttime performance are 135 adult and 45 student/child. This gives total revenues of \$2,340 for the children's performance and \$2,475. Combining all of these totals gives an estimated ticket sales revenue of \$6,825. CanopyFest sells booth space to vendors from Indie South Fair at a cost of \$100 per large booth. Estimating five booths sold for vendor space gives a total revenue from vendors of \$500. Revenue also comes from merchandise sales, particularly t-shirts with the CanopyFest logo. T-shirts sell at a price of \$25 each, indicating a total profit of \$2,500 from an estimated 100 shirts sold. Because this is a fundraising event, revenue is also expected from in-kind donations. A conservative estimate for this revenue stream is \$200. Combining all of these revenues gives CanopyFest a total income of \$9,825.

**Pricing Structure.** As mentioned above, the price for all aerial arts class tickets is \$15. This is one flat rate regardless of age to help cover the cost of class instruction. CanopyFest offers a discount for the performance tickets, however. Adult tickets cost \$15, and discounted tickets cost \$10. In order to encourage students to attend the event, they receive a discount if they present a valid college ID. CanopyFest organizers feel that \$15 is too expensive for students, but local Athens residents would pay that price. CanopyFest also offers a discount for children under 10 in order to encourage families with young children to attend the event and take advantage of the family-friendly activities CanopyFest offers.

**Cash Management.** See [Appendix R](#) for CanopyFest’s Cash Handling Policy. This policy was developed using references from The Thriving Small Business website (Lotich, 2013). The policy’s goal is to ensure that cash is accounted for at all times. All ticket sales personnel must follow the cash handling procedures when selling tickets throughout the event’s duration. CanopyFest only accepts cash and check at the door. Organizers direct patrons wishing to pay by credit card to buy tickets online. Tickets serve as payment receipts for cash and check transactions. In order to ensure transparency and control of funds, two event staff members (including at least one event coordinator) must handle all cash transactions. Only the coordinator has access to and control over the cash lockbox. The coordinator reports and documents the initial change fund as well as the total cash amount collected using cash collection sheets provided by the event organizers. Immediately following the event, two event coordinators transport the cash to the bank for deposit.

**Reporting and Retention.** In order to guarantee accurate record keeping, the Administration Coordinator must collect all receipts for purchases made by other coordinators. The Administration Coordinator compares purchases to the budget to ensure that event spending is on track. It is important to constantly keep expenses updated so overspending does not occur. The Administration Coordinator also creates financial statements in the week following the event to summarize actual revenues and expenses. This is done to determine whether or not the \$5,000 fundraising goal for Canopy Studio was reached. The Administration Coordinator creates and finalizes these documents.

## Human Resources Management

**Organizational Structure.** See [Appendix S](#) for the organizational structure outline and chain of command. As Event Coordinator, Laura Schoop represents the highest level of authority at the event. The four sub-coordinators provide the next authority level. Sydney Robertson will serve as Administration Coordinator, Heather Babcock as Event Design Coordinator, Alisa Sanborn as Marketing Coordinator, and Luke Bennett as Risk Coordinator. All coordinators work in conjunction following the EMBOK model outline to ensure a successful event (Silvers, 2013). Roles and responsibilities for each coordinator and the volunteers working for them are located in [Appendix T](#). All volunteers operate under the coordinators’ authority and report to them. The coordinators must supervise and guide volunteers throughout set-up, event operation, and clean-up.

**Staffing.** A local fraternity supplies volunteers for CanopyFest, and the event website recruits other volunteers as well. When a volunteer signs up, they must provide the following information:

- Full name
- Phone number
- Email address
- Emergency contact information

They must also agree to the worker code of conduct (see [Appendix U](#)) and digitally sign the document stating that they will abide by it at all times. All coordinators as well as employee volunteers from Canopy Studio must sign and abide by the code of conduct as well. After a volunteer signs up, CanopyFest sends them an area assignment and instructions for event day operations via email. Orientation and training for all staff and volunteers takes place the day before the event onsite at Canopy Studio. This ensures that every worker knows their responsibilities on the event day.

**Compliance.** Event coordinators are responsible for keeping accurate personnel records. This includes information such as personal contact details, emergency contacts, and insurance information. As mentioned above, CanopyFest organizers collect this information when a volunteer signs up online. Canopy Studio provides personnel records for their employees because they have the information on-hand already. Records stay confidential, and only coordinators have access to the information.

## Information & Systems Management

**Distribution.** CanopyFest distributes all information to volunteers via email. This includes their assignment details as well as information about the orientation session. Event coordinators share information and communicate to each other the via email, GroupMe, and Google Drive documents. CanopyFest distributes the event operations manual ([Appendix V](#)) to all volunteers and workers to ensure that everyone knows the necessary event details.

**Communication Systems.** During the event, organizers communicate via texting and calling of personal cell phones.

## Stakeholder Management

**Identification.** Internal stakeholders include Canopy Studio, the event coordinators, and volunteers (both outside and from Canopy Studio). External stakeholders include the patrons/participants, refreshment providers, the local band, and the City of Athens. Internal stakeholder priorities concern putting on a successful, fun event while raising \$5,000 for Canopy Studio. Outside vendor priorities are to earn a profit and create local brand awareness. The local band's priorities are to earn new fans, sell merchandise, and increase their exposure in Athens. Patron priorities include learning more about aerial arts, having fun, and supporting the local community.

**Relationship Management.** In order to engage and actively involve stakeholders, CanopyFest proactively communicates with all stakeholders before, during, and following the event. All patrons who purchase tickets to the event online receive a follow-up email with an event reminder and information about everything that CanopyFest offers.

## Time Management

**Activity Definition and Architecture.** The Work Break-down Structure (WBS) is located in [Appendix S](#). It outlines the tasks and volunteers assigned to each coordinator. The Gantt chart is located in [Appendix W](#), and it outlines tasks that CanopyFest organizers must complete in order and the timeline in which they must complete them in order to put on a successful event (“Gantt Charts,” 2016).

**Schedule Development and Duration Estimation.** The Run of Schedule is located in [Appendix A](#). CanopyFest organizers distribute detailed schedules to all volunteers and workers to ensure that everyone knows their responsibilities at all times.

## Operations

### Attendees

**Registration and Ticketing.** CanopyFest holds registration for events in two ways: online through the CanopyFest Website, and in person at Canopy Studio. Participants need only to register with one of these options. Once registered, the participant’s information is logged into Mindbody, the online registration system that Canopy Studio uses. During registration, guests provide their personal information: name, email, phone number, and age. Guests taking Canopy Studio classes also provide a quick description of their aerial experience, if any, and any physical impairments that they’d like the instructor to know about. When registering, guests select which Canopy Studio class(es) that they would like to take during the event, and which performance(s) they would like to attend. After providing information and selecting classes and performances, guests pay the appropriate fee. All classes cost \$15 per participant, and all performances cost \$15 for adults and \$10 for students and children. All payments are taken at the time of registration. When registering, check in lists for classes are generated online through Mindbody. For guests who purchase tickets to performances, those who register online print out their tickets, and those who purchase in person are given a physical ticket.

**Admittance Controls.** All participants’ information is logged into Mindbody, and Mindbody generates check in lists for the Canopy Studio classes. Students check in at the front desk for classes. For performances, a physical ticket is required for entrance at the front desk, as noted above.

Regarding the outdoor area and Broad 9A, there are no admittance measures. Anyone is welcome to come and go to these portions of the event. Revenue for these sections of the event comes through the sales of food/drinks and merchandise.

**Movement and Traffic Flow.** The entire event takes place over three adjacent locations: Canopy Studio, Broad 9A, and the outdoor space in between the two venues. Volunteers are

stationed throughout these spaces, with 10 volunteers in Broad 9A, four in Canopy Studio, and six outside. The volunteers are available to answer questions, guide guests to where they would like to go, and ensure that no area becomes too crowded.

In Canopy Studio, the primary activities are aerial arts classes and the performances. There is a children's performance scheduled midday at 2:45 p.m. and a Canopy Repertory Company performance at the end of the night. During classes, the volunteers ensure that only students taking class are allowed on the main floor, and they also guide any guests who wish to watch the class to the appropriate seating area. During performances, current Canopy Studio student volunteers act as ushers to guide guests to seats.

In Broad 9A, the primary activity is a vendors fair, with Indie South Fair vendors and Canopy Studio/CanopyFest information and merchandise tables. Ten volunteers work in Broad 9A, to direct traffic if necessary, and to answer any questions about Canopy Studio or the event.

## Communications

**Internal and External Modes.** Prior to CanopyFest events, internal communications are done through emails and meetings. Canopy Studio's Executive Director leads these meetings and sends out all email communications to those working the event. During events, communication is done person-to-person. The venues are next door to each other, so one volunteer is designated to pass on messages among Canopy Studio, Broad 9A, and the outdoor space in between.

**Equipment and Protocols.** The only equipment used throughout the day are the apparatuses in the Canopy Studio classes. Inspection of the apparatuses is done by Canopy Studio staff as a part of their routine. Canopy Studio inspection protocols call for all apparatuses to be inspected once weekly, and all apparatuses used during CanopyFest will be inspected prior to the first class of the day (Saturday morning at 10:00 a.m.). Apparatuses are inspected for any wear and tear. All apparatuses are set-up prior to the beginning of each class.

See [Appendix X](#) for full Canopy Studio policies and procedures.

**Briefing and Debriefing.** As the event approaches, briefing is done through in-person meetings. There will be:

- One volunteer meeting
- One staff/performer meeting
- One meeting with all staff, performers, and volunteers

These meetings are conducted by Canopy Studio's executive director, to ensure that each member knows their roles during the event. Volunteers are given stations and the information that they should know will be reviewed. Staff are given class rosters so that they may review what kind of students with whom they will be working and use that information to structure

their classes. Performers review the schedule of the day so they know how much time they have to warm up and prepare themselves for their performances.

## Infrastructure

**Parking.** Parking is available around the entirety the Chase Street Warehouse, including directly in front of Canopy Studio and on the street in front of the warehouse (Tracy Street). CanopyFest designates five spots as handicapped parking and there is no charge for parking.

**Utilities.** Existing amenities are located within both Canopy Studio and Broad 9A. Canopy Studio has one unisex, accessible toilet while Broad 9A has three unisex, accessible toilets. CanopyFest also rents two portable toilets located in the outdoor area.

**Waste Management and Sanitation Services.** Canopy Studio has four large trash cans. These are placed accordingly: one outside, one in Canopy Studio, and two in Broad 9A, to address trash and waste. In terms of sanitation, there is no hired sanitation service. Event staff and volunteers are responsible for cleaning. Canopy Studio and Broad 9A are cleaned prior to the event (e.g., floors mopped, apparatuses cleaned, and tables wiped down). Volunteers tidy up during the day as needed, and thorough cleaning takes place following the event. Post-event cleaning is detailed below under “Task Sequencing”.

## Logistics

**Task Sequencing.** The whole event starts at 11:00 a.m. This is when the food truck arrives outside, Broad 9A opens with vendors, and the first class of the day at Canopy Studio begins. Canopy Studio opens on the event morning at 9:30 a.m. for event coordinators, teachers, staff, and volunteers to come and set their personal belongings in Canopy Studio. Canopy Studio staff and instructors set-up Canopy Studio for classes and performances while volunteers set-up Broad 9A. Canopy Studio set-up entails rigging all apparatuses for the first class and setting up chairs in the space for performances and for those who would like to watch classes.

Broad 9A opens for the event at 10:00 a.m., so the team has an hour to set-up the warehouse before the event opens to the public. Volunteers will set-up the Canopy Studio/CanopyFest tables with information and merchandise, as well as the tables for the Indie South Fair vendors. The Indie South Fair vendors arrive between 10:15-10:30 a.m. to design their tables and set-up their products to their preferences.

The whole event ends at 9:00 p.m. with the end of the performance at Canopy Studio. The performance starts at 7:30 p.m., and it is at this point that Broad 9A closes to the public and the outdoor festivities end. From 7:30 – 9 p.m., volunteers clean the outside area and Broad 9A. They break-down tables, pick up any loose trash, and store everything in Canopy Studio’s storage area, which is accessible from the outside, between Broad 9A and Canopy Studio’s entrance. After the performance ends at 9:00 p.m., there is a 45 minute period allotted for



guests to mingle with performers. After 9:45 p.m., Canopy Studio staff, performers, and event volunteers clean Canopy Studio. Cleaning consists of laying out panel mats on the main floor, picking up all chairs, and re-rigging all trapezes back up in the space for class on Sunday. This is anticipated to take approximately 30 minutes, and Canopy Studio should be locked by 10:30 p.m.

See [Appendix V](#) for the full operations manual.

## Site

**Site Sourcing, Inspection, Selection, and Contracting.** Canopy Studio is used for all aerial and circus arts classes. However, Canopy Studio did want to expand this event beyond a typical fundraiser, so the event takes advantage of the warehouse next door to Canopy Studio, Broad 9A. The space is designed as a co-working space and a general, mixed-use space. It can be rented for virtually any event, particularly those with a creative focus. The space is widely recommended and positively reviewed. It is 4,000 square foot space, which is emptied out for events so that CanopyFest may set it up in any layout necessary. Broad 9A's rental rate is \$50 per hour (see [Appendix Y](#)), and CanopyFest is renting it from 10:00 a.m. to 8:00 p.m. for a total of \$500.

Regarding the outdoor area, this space is open for all surrounding businesses to use. CanopyFest cleared the event date with surrounding businesses and has ensured that the space is available throughout the event day. There is no cost associated with using this area.

**Site Planning and Development.** Canopy Studio sets up for classes and performances in their usual manner. Outside, food trucks set-up just off the street, and the band sets up on the paved pavilion just outside of Canopy Studio's main entrance. Broad 9A is structured with vendor tables on one side of the warehouse and tables set-up for eating and relaxing on the other side. This creates a wide walkway down the center of the warehouse for guests to walk through and mingle.

## Risk Management

### Compliance

The CanopyFest Compliance department takes extensive measures to ensure the event follows the values and laws of The United States Government. CanopyFest intends to promote high integrity within the workplace while striving towards the goal of creating an unmatched experience for all of CanopyFest's stakeholders.

All volunteers are recommended by Canopy Studio and go through an extensive application process prior to selection. CanopyFest coordinators then compare applications and select the

best fit candidate for the event. CanopyFest does not discriminate based on race, gender, sex, or religious views. The organizers do not ask for this private information in the application process.

**Vision Statement.** CanopyFest strives to bring popularity to aerial arts in the community while offering a fun and engaging experience for people of all ages, including events for the pre-professional.

**Code of Conduct.** CanopyFest aims to provide a fun and engaging learning experience to all stakeholders. With that being the central focus, CanopyFest has a code of conduct that outlines the rules and regulations that all coordinators and participants must follow to avoid any potential injury or harm. Failure to comply with these requests results in removal from the event. The Code of Conduct can be found in [Appendix U](#).

**Worker and Volunteer Rights.** All coordinators and volunteers are guaranteed certain rights. These rights include:

- The right of access to sufficient training in order to have the task completed effectively
- The right to be notified of any potential dangers or threats
- The right to have a clear, designated role within CanopyFest
- The right to access of feedback
- The right to be notified of any schedule changes/cancellations

**Permits.** Canopy Studio worked with the city of Athens, GA and other necessary stakeholders to obtain all documents necessary for safe and legal operation of CanopyFest (“Athens-Clarke,” n.d.). Canopy Studio has hosted events before, so the majority of necessary permits were already obtained. However, due to the live band performance, a Sound Ordinance Permit was needed and applied for (see [Appendix Z](#) for permit application).

**Waivers.** Several aerial art classes are scheduled throughout the duration of the event. Aerial art classes possess an inherently high level of risk (i.e. physical harm) for participants. Thus, class registrants are required to complete and sign a waiver prior to participation. Waivers are accessible online upon registration (“Waiver of Liability,” n.d.).

***Waiver Permissions.*** You must be at least 18 years of age to fill out the waiver agreement. Anyone under 18 years of the age of 18 must have parent or guardian permission; requiring that the parent or guardian co-sign their waiver. However, CanopyFest reserves the right to deny participation to any minors whose physical maturation is deemed insufficient for the rigors of the class, whether or not a waiver has been co-signed with parent/guardian consent. This waiver was based on a template found online and modified accordingly (Printable Contracts, n.d.). The waiver agreement can be found in [Appendix AA](#).

**Insurance Coverages & Legal Matters.** CanopyFest is covered by General Liability Event Insurance. This insurance coverage protects CanopyFest against liquor liability, injury liability,

property damage, and advertising injury. The insurance was acquired through Progressive Advantage (see [Appendix AB](#) for proof of insurance). If any participant, volunteer, or coordinator has a legal matter or question they would like to discuss, CanopyFest recommends the party to contact their lawyers at Johnson and Johnson. Johnson and Johnson are based out of Athens, GA (“Event Insurance,” 2016).

**Who to Contact in the Event of an Emergency.** [Appendix AC](#) provides a document that contains all event coordinators, volunteers, and teachers that will be participating in CanopyFest. The title of each individual along with their contact is made available. Please direct all inquiries regarding CanopyFest to the event coordinators. Any questions regarding safety, emergency matters, or potential risks should be directed to the Risk Management Coordinator. If there are any questions about the classes offered, vendors available, and the set-up of CanopyFest please contact the Design Coordinator.

## Emergency Preparedness

The following section provides CanopyFest practices for assessing potential emergencies and protocols before the start of the event to avoid such emergencies.

**Health & Safety.** All food trucks must have a valid permit that allows that food truck to sell food. Fire extinguishers are located inside each food truck in case of an emergency. A walk-through of each food truck is conducted to ensure safety measures are met. Along with these procedures, CanopyFest requires each class teacher to be certified in CPR. The classes taught at CanopyFest are mostly for people new to aerial arts, therefore CanopyFest understands that the participant may not be familiar with the rigor of aerial arts. CanopyFest hopes to make all participants feel safe and comfortable while challenging themselves in class. All guests who require special assistance should notify event coordinators prior to the event. Any guest with special needs is assigned a volunteer briefed on the proper evacuation route for that guest if an emergency were to occur. Canopy Studio’s maximum occupation is 180 people. In order to comply with these fire codes, CanopyFest only allots tickets based on availability. If the coordinators feel that the studio is becoming overcrowded, they have the right to ask people to remove themselves from the studio.

**Pre-Emergency Assessment.** An assessment of all emergency equipment is conducted prior to the event. 24 hours prior to the beginning of the event, coordinators conduct a walk through to prepare for all emergency situations. All coordinators and volunteers are briefed on the location of first aid kits, fire extinguishers, and AEDs. The location of these medical supplies is detailed on the evacuation map found in [Appendix AD](#). First aid kits are located next to each AED. There are no EMT services on site. If any injury should occur, 911 should be notified immediately. All equipment is reviewed during this time to ensure the equipment inspections are up to date. Some examples include:

1. Testing of fire alarms in the facility
2. Checking of each fire extinguisher to make sure they are up to date on inspection

3. Location of all first aid kits and making sure they are properly stocked
4. Locate all health machines
5. Make sure that all EXIT signs are lit and easily visibly

**Evacuation Procedures.** Evacuation plans are posted throughout the event site. These plans can be found at the check in station and are available at each exit. See [Appendix AD](#) for a map of the event site as well as the recommended evacuation route. There are no law enforcement on site, so it is vital for all coordinators to remain calm if an emergency situation occurs.

**Chain of Command.** All volunteers must follow the orders of CanopyFest coordinators in the event of an emergency. The Event Coordinator has the power to delegate orders to everyone involved in CanopyFest. Each volunteer must follow commands from any and all coordinators. Failure to comply with these orders can result in injury or harm in the event of an emergency. See [Appendix S](#) for the chain of command flow chart.

## Emergency Assessment

A risk assessment matrix is established to help minimize any risks if they should occur. The risk matrix is based on a template found online when researching risk management practices and can be located in [Appendix AE](#) (“Risk Matrices,” n.d.). For each possible risk, a color code is established. This color code quickly allows CanopyFest to know the impact and possibility of said risk. (“How to Create,” n.d.)

**Natural Disasters.** In the event of a natural disaster (i.e.: tornado, earthquake, hurricane) all events at CanopyFest will be cancelled. All guests will be ushered to a safe corridor by CanopyFest staff in an attempt to avoid any injury. Once the event site is considered safe, event staff will escort all guests out. Natural Disasters are coded blue. No refunds will be given.

**Threats.** If a threat of any kind is made, CanopyFest volunteers will immediately direct guests to safety. The Risk Management Coordinator is responsible for notifying the proper authorities. Anyone who is made aware of a potential threat should contact CanopyFest coordinators immediately. Threats are coded green due to their unlikely occurrence.

**Injuries.** If any injury of any kind should occur, the EMS should be contacted immediately. By providing CPR certified teachers, first aid kits, and AED machines, CanopyFest hopes to contain injuries of any kind. CanopyFest provides free water during the event. All participants are encouraged to stay hydrated to avoid injury. Any type of injury is likely, however an injury of a participant would not be critical to the success of the event. Injuries are labeled as code green.

**Loss of Electricity.** In the event of electricity loss, Canopy Studio has a generator set-up to provide temporary power. The generator is set-up and tested prior to the event. A volunteer is briefed on the proper procedures to take if such event should occur. The Risk Management

Coordinator is responsible for contacting the local power company to solve the issue. Loss of electricity would severely affect the outcome of the event, therefore it is labeled code blue.

**Severe Weather Implications.** The live entertainment is a local group volunteering to gain some exposure. In the event of rain, the performance would be cut from the event. Food trucks are set-up outside the studio. Tables and chairs are provided for CanopyFest guests. If bad weather approaches, the food trucks have the flexibility to stay or leave. If the food trucks leave, CanopyFest will provide small snacks and water to the guests. Weather cannot be predicted therefore this risk is labeled code blue.

**Equipment Failure.** All equipment is tested prior to the event. In the unlikely event where equipment were to malfunction, volunteers will quickly replace the equipment with the backup equipment stored in the warehouse. Equipment can be replaced quickly, therefore the risk is not great. Equipment failure is code green.

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