

Lights of the Northwoods 2019 TIMELINE – Status Report

2019 January **DONE**

- Takedown and storage of all lights/displays/equipment; provide food/drink/porta potties for volunteers **DONE**
- Check clearance promotions for opportunities to buy non-unique items typically used **DONE**
- Send thank you letters/tax info to all sponsors and newspaper article thanking all involved **DONE**
- Reconcile financial books and determine carryover funds from 2018 into 2019 **DONE**
1/10/19 Financial Statement
- Distribute 50% of Event Collections to cooperators per Board of Directors direction **DONE**
\$6000
- Admin & Finance Committee submits revised 2019 Timeline to Board of Directors for approval **DONE APPROVED 1/10/19 BOARD MEETING**
- Begin formulation of Draft 2019 Budget **DONE**
- Board of Directors critiques 2018 Event and agrees to necessary changes for 2019 **DONE**
- Infrastructure Committee begins formulation of options for expanding event in 2019 **DONE**

2019 February **DONE**

- Infrastructure Committee submits budget scenarios for expanded 2019 Event to Admin & Finance Committee for use in 2019 Budget **DONE**
- Membership Drive - Reach out to other groups/organizations to expand Lights membership while event is still fresh on their minds **ONGOING WORK – GRANT GUIDELINES AND PERSONNEL NEEDS SUMMARY DOCUMENTS DEVELOPED AND APPROVED; BEGINNING WORK ON IMPLEMENTATION PLAN AT JUNE 27 MEETING.**
- Admin & Finance Committee submits Draft 2019 Budget to Board of Directors for review **SCHEDULED FOR 2/28/19 MEETING**
- Board of Directors posts notice of elections and solicits candidates for positions involved **DONE**

2019 March **DONE**

- Board of Directors finalizes 2019 Budget and approves @ first meeting in April after election of new officers **DONE – 6/13/19 BOARD MEETING**
- Infrastructure Committee begins developing narratives for budget scenarios in 2019 Budget **DONE – BUILT INTO MARKETING LETTER TO POTENTIAL SPONSORS**
- Elections held for Vice President, Treasurer, and 1-year Director Position to take affect April 1 **DONE – APRIL 25 SPECIAL MEETING**

2019 April **DONE**

- Board of Directors finalizes and approves narratives for budget scenarios in 2019 Budget **DONE**

- Board of Directors sets target goal for fund raising **DONE AT 6/13/19 MEETING (\$50,000 AND 150,000+ LIGHTS FOR 2019 EVENT)**
- Identify the types and numbers of skills needed to conduct 2019 Event, and develop volunteer recruitment plan to meet these needs **DONE – WORK SCHEDULE AND PERSONNEL NEEDS SUMMARY DEVELOPED AT 5/23/19 MEMBERSHIP MEETING**
- Marketing/Publicity/Solicitation Committee blends budget scenario narratives into 2019 Donor Request Letters and sponsor presentations **DONE – LETTER REVIEWED AT 6/13/19 BOARD MEETING**
- Board of Directors approve Committee Chair-Persons for 2019 **DONE- MARCH BOARD MEETING**

2019 MAY

- Send out 2019 Donor Letters and begin sponsor presentations **ONGOING – SELECT LETTERS WILL BE SENT OUT TO POTENTIAL DONORS MAKING REQUESTS FOR EARLY LETTER**
- Develop follow-up plan for donor contacts
- Committee Chairs organize their committees, review/update their assigned tasks, and develop timetable for completing their responsibilities in 2019 Event **DONE – MEETINGS HAVE BEEN HELD FOR ALL COMMITTEES AND INTEGRATION OF IDEAS BEGAN AT MAY MEMBERSHIP MEETING**
- Finalize 501c3 Status for “Lights of the Northwoods” **ONGOING**
- Prepare Room Tax and Rhinelander Community Foundation Grants **ROOM TAX DONE**

2019 JUNE – JULY –AUGUST

- Renew permit with city for use of Hodag Park for 2019 Lights of the Northwoods event
- Renew our insurance policy for 2019 Event
- Marketing/Publicity/Solicitation Committee develops plan to involve local newspapers, TV, and other media outlets in letting the community know “who we are” and “what our plans are for 2019”
- Finalize park layout, safety, and transportation plan with City Recreation Committee
- Contact key outside talents for their support in 2019 Event, ie. electricians, bucket truck owners (WPS and others), carpenters, etc.
- Secure indoor work space for use in display development, laying out lights/displays by zone, prop construction, etc.
- Place initial light and display orders
- Explore new and/or improved options for more effectively moving people through the 2019 Event, reducing congestion, and improving the quality of the experience to our customers, ie. downtown shuttles, horse and buggy (carriage) vendors, etc.

2019 SEPTEMBER

- Finalize light and display plans for 2019 Event
- Tie up loose ends on Volunteer Plan, Marketing Plan, and Publicity Plan
- Shift over to two meetings per month, board meeting @6PM and regular committee meetings starting @6:30 PM
- Place final lights order

2019 OCTOBER

- Develop schedule for activities at pavilion and list of lead organizations for managing daily light shows during two week, Friday-Sunday 2019 Event
- Start intensive media blast
- Infrastructure Committee develops work schedule for setting up the park **
- Place final display order
- Conduct safety briefings prior to ALL project work

2019 NOVEMBER

- Plan for a special grand opening of 2019 Event
- Install all lights and displays per approved work schedule; provide food/drinks/porta potties for volunteers
- Trouble shoot unexpected setbacks
- Publish volunteer schedule for implementing 2019 Event
- Conduct safety briefings prior to ALL project work
- Order sponsorship signage
- Publish “Lights of the Northwoods” Booklet in time to hand out during two-week event

2019 DECEMBER

- Implement 2019 Lights of the Northwoods Event
- Check for needed repairs every day while lights are on (goes beyond two-week event)
- Take care of miscellaneous items such as providing wood for fire, feeding volunteers, porta potties, etc. during two-week event
- Organize effort to collect donations and food items during the two-week, F-Sun event
- Conduct safety briefings prior to ALL project work