

## **South End Art Hop**

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### **I. Initial Planning**

- Set Date & Obtain Entertainment Permit from the City/Town
- Hire coordinators (Art Hop, Volunteer, & STRUT) & graphic designer (Design logo & ads)
- Set Print, Radio, TV, Web Media sponsorships and potential outlets (i.e. street banner)
- Fill an Art Hop committee with dedicated volunteers to work on specific projects
- Define roles & responsibilities of all staff & volunteers (I stress efficiency & no duplication of efforts with staff)
- Create artist, site, volunteer, Strut registration forms (we use Jotform for all registration forms). Our artist registration also includes options for Juried show submission and Arts Extravaganza sign up
- Meet with local police & fire departments to address past and future issues.
- Begin Program Guide Ad Sales
- Secure all sponsorships
- Look at Shuttle options (We use CCTA & a variety of smaller shuttles for transportation)
- Obtain permission from property owners for food vendor or music placement. Most require a COI which SEABA collects.
- Food Vendor application (\$250 plus COI)
- Work with local trash/recycling company on collection & disposal
- Work with port-o-let company to provide bathroom facilities
- Merchandise creation & purchase. This year we are selling buttons, glow sticks, pint glasses, and water bottles.

### **II. Marketing**

- Post to all event calendars in the city, state, and beyond (great job for an intern)
- Press Releases for Art Hop, and even smaller events within
- Social Media
- Print & Web Ads to include Registration, Various events, Art Hop, Site Listings, etc
- Photographer (provide access to Social Media outlets)
- Program guide (15,000 copies printed)
- Use of QR Codes to direct to mobile website with complete listings
- Website
- E-newsletters
- Outdoor Signage (to denote all sites, event locations, parking, shuttle stops)
- All sites & artists are encouraged to market the event and what's happening
- Banner on main traffic artery into town
- Radio and TV interviews

### **III. Art Hop Program Guide**

- Compile all artists/site registrations
- Compile all advertisements
- Special event pages or sections (i.e. Strut Fashion Show)
- Artist/Site Index

- Featured Profiles
- Fold out Map
- All sponsor logos
- Timeline for Graphic Designer to follow and meet deadlines

#### **IV. Next Steps**

- We curate approx. ¼ of the sites during Art Hop. We set drop off times at the site location with the artist, they fill out a label for each piece and tape to the back of their work.
- Other sites are given a 'packet' of info including a site number poster, blank labels for their artists, program guides to distribute, letter from the police department
- Conduct site meeting to get all site managers on the same page regarding promotion, alcoholic beverage use, etc.
- Work with Vermont Tent to rent large tent, tables, chairs, staging, etc.
- Work with VCAM on lighting and sound for concert, fashion show that takes place in the tent
- Obtain sandwich boards for external signage to be placed at major events, parking, shuttle, etc.
- Place volunteers in areas that are needed most (merchandise, info, fashion show, Kids Hop, distribution, etc)
- Continue with marketing plan
- Work with Kids Hop planners to obtain supplies, basic set up
- Distribute Program Guides, posters, postcards through various avenues
- Present the Art Hop Launch Party (takes place at SEABA and is the home to the indoor juried show)
- Final set up of all the locations SEABA is responsible for, specifically the tent. Most sites conduct their own set up and operation.

#### **V. The Event**

- Board members, staff, coordinators, volunteers are on call 24/7 during the 3 days of Art Hop
- Trash, visitor safety, building safety, open container, and customer service are all areas the above are responsible for.
- Collecting funds from merchandise sales, tracking payments via credit card (mostly for fashion show), and resupplying merch tables with petty cash are also essentials.
- Executive Director handles all media requests
- Staff are responsible for all social media marketing during the event

#### **VI. Post Event**

- Thank you's sent to all sponsors, etc
- Volunteer survey, site & artist survey, and visitor surveys are sent out.
- Trash & signage pick up
- Vermont Tent comes Sunday morning to pick up all tables, chairs, staging, etc
- Art Hop Coordinator & Volunteer Coordinator submit final reports
- Executive Director reports to the board, what went well, wrong, final P&L, etc.
- Exhibits stay up for a full month in most locations, so we continue to promote the Hop until the end of September.
- Coordinate artist work pick up at the sites we curate.
- Ask for feedback from local police, fire, city officials regarding the event.