



Building  
**Communities**  
*Through*  
**Recreation**

*A Guide for Organizing an Outdoor Festival*



*Produced by*  
Sustainable Pittsburgh

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## About This Guide



**T**his guide is designed to help you incorporate outdoor recreation as an important and vital part of your community's image and is based on the successful implementation of Venture Outdoors – a three-year-old, one-day festival which introduced the public to the wealth of outdoor recreation offerings in the region. Many communities across the country – and especially here in southwestern Pennsylvania – are in search of new, creative ways to attract and retain residents and to sustain a vibrant sense of identity. In many cases, communities miss the linkage of recreation and outdoor activities as legitimate economic development tools that can help build communities and contribute to local prosperity.

Outdoor recreation is an emerging asset for communities and gets people thinking about improved health, active lifestyles, and environmental stewardship. A focus on outdoor recreation can attract families and young people to a region and improve the quality of life for the entire community.

While we may recognize the importance of these amenities, it is often not immediately evident how to use them advantageously. An outdoor festival showcases a community's unique assets and gives residents and visitors the opportunity to sample the amenities a community has to offer. The advantages to mounting such a festival are numerous.

- 1** It attracts new people to a community and helps promote the assets that make it unique and viable.
- 2** It can be tailored to fit the image of each community.
- 3** It can be large or small depending on the size of the community.
- 4** Paid professionals or volunteers can staff the festival.
- 5** It gets people thinking about what is important and worth preserving in their communities and encourages them to invest in the places they live.

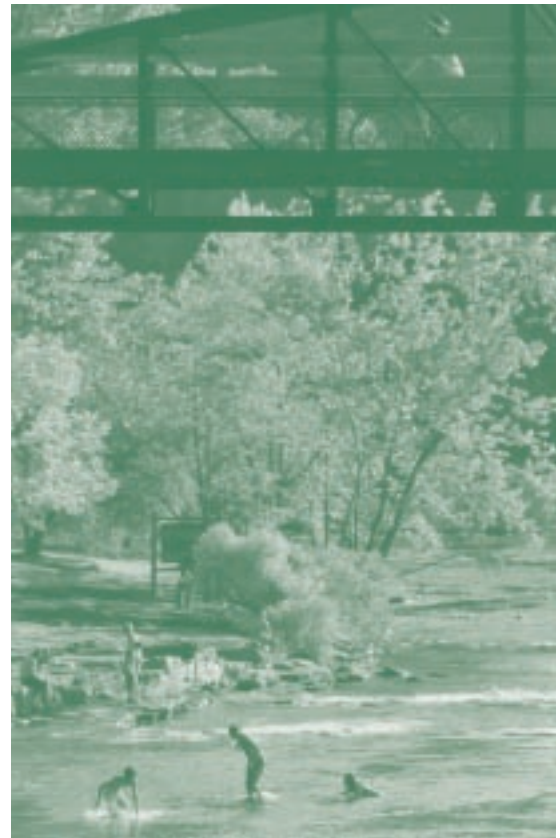
While residents of a region may appreciate its outdoor amenities, their value is often overlooked and validation frequently comes from other sources. One example is the November, 2002 issue of *Bicycling* magazine which noted that Pittsburgh's parks and hills "provide beautiful places to ride and challenge yourself, and the surrounding countryside offers some of the best Eastern-style mountain biking." The magazine goes on to recognize the abundance of trails where the "lattice-work of short-haul and trunk railroads have given way to some of the sweetest, and remotest, double-wide riding we know."

Individuals or organizations that want to promote their communities by hosting an outdoor recreation festival can use this guide. Just remember that – large or small – every community is unique and has the potential to create excitement and raise awareness by highlighting the natural resources and recreational activities that make it a fun and vibrant place to live.

## Introduction

**W**HAT IS VENTURE OUTDOORS? Imagine strolling past a tent where a variety of speakers are giving presentations on hiking, biking, native plants, bird watching, and environmental preservation. As you continue your walk, note the children on skateboards whizzing by and the bikers making their way to the special trail. Follow the path down to the river and watch children and adults climbing into canoes and kayaks for a first try. Note the group gathering at the head of a trail – about to start a nature walk being led by a local expert. Go a little further and you'll see a climbing wall where even the mayor of Pittsburgh tries to make it to the top. Finally, stroll through the booths and demonstrations by over 80 exhibitors on everything from fly-fishing to environmental conservation. That is Venture Outdoors. It is an example of a large-scale outdoor festival from which this guide draws its examples, but the concepts can be applied in communities of any size.

Venture Outdoors was the creation of Sustainable Pittsburgh, a public policy advocacy organization that integrates economic prosperity, social equity, and environmental quality. Sustainable Pittsburgh's Amenities Committee wanted to showcase the incredible breadth and variety of outdoor recreation that is available throughout the region and developed the festival concept in a series of meetings and conversations with others of the same mind. Several local organizations including the Western Pennsylvania Field Institute, Three Rivers Rowing Association, Venturing BSA, Friends of the Riverfront, and the Riverlife Task Force joined Sustainable Pittsburgh in planning and organizing the first festival. Venture Outdoors 2001 was held on September 8 on Washington's Landing, and Venture Outdoors 2002 followed on May 18 at the same venue. Both festivals included a number of outdoor recreation activities – water sports, rock wall climbing, nature walks, and mountain biking – as well as speakers, presentations, and exhibitors representing everything from white water rafting to environmental preservation to native birds to spelunking.



Although the main goal of the festival was to encourage the novice to try new and different activities, many secondary advantages have been realized.

- A sense of community has developed among the many vendors and outfitters who provide the gear, instruction, and – often – motivation for participation in these activities.
- The region's many assets have been showcased, encouraging and promoting growth and economic development.
- The concepts of regional growth, stewardship of the environment, and healthier lifestyles have been successfully integrated into other efforts to promote the region.

The success of the first two festivals led planners and organizers to consider how the concept of a festival focused on outdoor amenities could be used in other communities throughout the region with the same positive results. At any scale, outdoor recreation is a great way

to promote sustainable development because it links the economy, society, and nature. All are key to the quality of life.

- Outdoor recreation is a magnet for people of all ages and integral to the changed image of a region.
- Outdoor recreation contributes to equity by serving all people and narrowing the disparities gap.
- Participating in outdoor recreation contributes to healthy lifestyles for young and old.
- Outdoor enjoyment leads to awareness, appreciation, and likely action by all to be better stewards of the environment at home, at work, and at play.
- In common with Pennsylvania's two biggest industries – agriculture and tourism – recreation amenities are resource-based strategies for significant economic development.
- Recreation resources such as trails, watersheds, connected parks, rivers, and streams know no political boundaries.

These linkages speak volumes about why recreation and sustainability go hand in hand. Strategies that showcase a region's amenities bolster social, environmental, and economic prosperity. ***Promotion of amenities within regions and communities can lead to legitimate economic development in the form of jobs, tourism, and vitality.***

*There is  
no limit  
to what you can  
achieve.*

So why would a community and/or local organization take on the task of mounting an outdoor festival to achieve these aims? *Because, at any size...*

- It is a fun, unique way to build communities.
- It can be enjoyed by people of all ages.
- It can be tailored to highlight the unique assets of each community.
- It raises public awareness of parks and the organizations that maintain them.
- It is a fun way to educate people about their community, its assets, and how to preserve and protect them.
- It promotes and encourages healthy lifestyles which improve community vitality and longevity.
- It promotes tourism.
- It contributes to economic development.
- It exposes people to a variety of affordable – and in many cases – free activities.
- It is newsworthy and draws positive media attention to the sponsoring community and organizations as well as all participants and exhibitors.
- It identifies volunteers and creates a new pool of engaged citizens.
- It gives visibility to local businesses.
- It involves individuals in something they have not done before.

The communities in this region have many unique attributes that can be incorporated into an outdoor festival. Possible variations of the theme could include making a site cleanup part of the day's activities, holding a contest for naming the event, using a scavenger or treasure hunt to encourage attendees to identify unique natural assets, and creating teams that would compete for the most innovative new strategy for promoting and developing the community.

The possibilities are endless. In the remainder of this document we will give you practical guidance, ideas, instructions, and helpful hints for creating your own community festival. Remember, use this as a guide, but be creative.

# Creating Your Own Festival

**N**ow that you have decided that an outdoor festival is just what your community needs, how do you get started? And what are the components that make a successful festival? In the paragraphs below we will answer these questions and give you some helpful guidelines for getting started.

**How long does it take?** You should allow up to six months of planning time. Though this may seem long, remember that potential sponsors often make decisions a year in advance and many organizations and media outlets that can help you spread the word have deadlines of two months or more prior to publication. You may also need this time to identify your location and submit all the necessary space applications as well as securing adequate insurance coverage.

## **Identify your community's assets and amenities.**

What are the things that make your community unique? Who are the businesses and vendors that reside in your community and provide outdoor recreation services and equipment? What are the opportunities for education? Is there a particular historic significance to your region? Stand outside and look around. What do you see? Are you surrounded by mountain trails perfect for hiking and biking? Is there a body of water for canoeing and kayaking? Are there places for bird watching? Unique and unusual foliage? Native plants and animals in abundance? Geological formations and cultural artifacts? Make a list of the possibilities and use that as the foundation for your festival. Focus on the things your community has in abundance or is known for like hiking trails, scenic vistas, fishing, or public parks. Your festival may include, but not be limited to:

canoeing	kayaking	mountain biking
rowing	sailing	whitewater rafting
biking	fishing	ultimate sports
ice skating	skateboarding	snowshoeing
skiing	road lug	snowboarding
curling	rock climbing	spelunking
hiking	flower identification	
orienteering	bird and wildlife watching	

Please refer to Appendix A for a list of activities and vendors featured at Venture Outdoors. Although the organizers chose not to focus on hunting or team sports, they are appropriate for inclusion in the mix of community offerings.

**Identify your partners.** It takes the cooperation and participation of the whole community for a festival to be successful, so think about your potential partners. The lead planning organization could be the local borough, township, or municipal office; a local community development organization; library; or a combination of several organizations. There is a long list of potential partners to consider including outdoor clubs, birding clubs, scouting organizations, parks and recreation boards, municipal or borough staff, sporting goods stores, outfitters, bike shops, libraries, and high school and college groups. And don't forget the rotary; elks, lions, and moose clubs; and church groups.

**Location.** Once you have identified the amenities and outdoor recreation to showcase, the most critical step is finding a site that allows you to include all of them while still being accessible and providing enough asphalt space for exhibitors and other vendors. You also need to consider the availability of parking and identifying an area that allows festivalgoers to walk easily from one activity to the next. If your plan includes speakers who will use slide projectors or other light sensitive equipment, you need to identify a space that provides enough darkness for images to be easily viewed. Access to electricity and running water are also critical, and be sure your venue can withstand the impact of the number of people you anticipate; an environmentally sensitive location is probably not suited to an outdoor festival. And don't forget public restrooms and portable toilets!

**Choosing a date.** This can be tricky! Venture Outdoors 2001 was held in September to encourage and include college students who had returned to their Pittsburgh campuses after the summer break. The weather at that time of year is generally mild, rainfall is usually minimal, and competition with other outdoor activities is rare. However, in a post-event

survey, participants expressed a preference for an early spring date so that festivalgoers might take advantage of the activities they sampled during the summer months. A decision was made to move the festival to May. However, the weather in May can be very unpredictable and rainy (in fact, it was barely 40 degrees the day of Venture Outdoors 2002), and the spring and summer months are filled with activities that fiercely compete for potential attendees' time. You also must consider the availability of vendors and exhibitors during the busy summer months. Many who would willingly provide equipment, gear, and instructors during slow or down times may simply be unable to do so during the peak of the summer season. The bottom line – there is no “best” time. It is what works for the sponsoring organizations, the vendors and exhibitors, and the availability of appropriate space.

You may also want to consider scheduling your festival during the season that best showcases your community's assets. A winter festival would be perfect in an area with lots of outdoor snow activities; an area featuring a large body of water would be terrific for a spring or summer event that highlights water sports like sailing, rowing, kayaking, and canoeing.

### **Participation of local outfitters and vendors.**

Your ability to get local outfitters and vendors to commit to participating and promoting the event can mean the difference between success and failure. Be sensitive to the needs of those who run these businesses. Can they sponsor and conduct an activity for you? Will they bring the necessary equipment participants might need and required safety gear? Will they provide instructors or guides? These vendors can also be your best resource for getting the word out. Many have email distribution lists and connections to local outdoor clubs and organizations that can help promote your festival. Including them early ensures a sense of ownership.

**Promotion and publicity.** What local media contacts can help spread the word? Does your local newspaper have a columnist or feature writer who focuses on the outdoors, healthy living, or recreation and entertainment? Involve that person early. What other celebrities and

personalities in your community are known for their love of the outdoors? Perhaps they can be enticed to join your efforts while helping to promote the festival. You may also want to consider joining forces with a media sponsor (*see page 13 for more information*).

**Food.** It is important to include food and drinks as part of the festival. What kind? Who are the local vendors and how can you involve them? How can you include food vendors without having them overshadow the real purpose of the festival? It is important to note that festival food vending is an industry unto itself. While local restaurants and caterers might be interested in participating, they may not be equipped for the uncertainties of selling festival food. Traditional festival food vendors sell a selected number of inexpensive items and are well versed in the uncertainties of festival attendance. They keep overhead to a minimum and manage well in this environment. However, the items they sell can be considered “unhealthy” (hot dogs, hamburgers, french fries) and may not enhance a healthy lifestyle theme. Consider looking for vendors that sell nontraditional foods like fruits and vegetables as well. They are out there, and your patrons will appreciate having some low fat or vegetarian options.







**Entertainment.** Many festivals use music and other entertainment as a way to attract a diverse crowd. People who come because they want to hear a certain band may hang around to go on a hike or take a bike for a spin. This may also be a great opportunity to highlight local talent.

**Exhibitors.** While it is important to include all local organizations and vendors, it may be necessary to establish a policy early on for what is considered appropriate for the festival. This applies not only to safety issues but making sure that participants support or follow the festival's mission. For example, an organization of equestrians asked to exhibit (and bring a horse) to the second Venture Outdoors festival. While this does represent an important outdoor activity it was not one that fit with the festival's location. Finally, because the festival was held in a compact space, organizers developed a fairly strict policy banning the inclusion of firearms and other "projectiles" (including bows and arrows) that could cause serious injury. Given the right space and the ability to safely

contain these activities in a closely monitored area, they may be included in future festivals. You might also consider a policy on the inclusion of politically oriented organizations.

**Speakers and other presentations.** The organizers of Venture Outdoors have found that local experts on adventure, recreation, nature, and the environment augment the hands-on activities. Both years featured a keynote speaker – the first a nationally known climber who had scaled Mt. Everest on an environmental expedition and the second a local teacher and athlete who was featured on a Wheaties cereal box. Other local experts on native plants and animals, conservation, caving, and river life were interspersed with the keynote speakers. Of course, the keynoter need not be a national figure; local authorities are ideal too.

**Charging an entrance fee.** You should consider whether or not to charge a fee for festival attendance and/or for parking. Obviously, avoiding fees can encourage greater attendance.

# The Planning Committees

**R**emember that the size of your festival will dictate your committee structure. A successful festival is the result of the work of many people, and establishing planning committees is recommended to bolster the staff of the planning organization(s). A two-tiered structure is advisable to involve the largest number of people while keeping operations and management on track. *The important thing is to involve a large group in the fundraising effort but keep the decision-making body small and streamlined.* This can be accomplished by establishing two committees as follows.

**Steering Committee.** The Steering Committee should be a large, diverse, and well connected group of individuals primarily engaged to assist with fundraising and promotion. Committee membership should include representatives of local businesses, media, and potential and actual sponsors. Committee members should fully understand and be comfortable with their roles, i.e., to help raise money through sponsorships, to identify and solicit the in-kind donation of goods and services, and to help promote the festival. It is useful to send a letter to prospective committee members outlining the expectations of their participation followed up by a telephone call from one of the organizers. Unless an individual is willing to contribute *significantly* to the fundraising/sponsorship effort, s/he should be encouraged to assist with the festival in other ways. Individuals may be willing to raise money, volunteer, and help promote your event simply because they believe in it and will do so without requiring committee membership. However, offering a place on the Steering Committee provides a connection with the event without hindering the day-to-day operations. The Steering Committee should have no more than 25 members and should meet monthly.

**Executive Committee.** The Executive Committee is responsible for implementation and management of the festival. The Executive Committee should be comprised

of five members, each of whom is responsible for one major area:

- 1) administration
- 2) programming
- 3) sponsorships/fundraising
- 4) marketing and public relations
- 5) logistics and operations

Based on the size of the festival and the complexity of the planning process, these five areas can also represent subcommittees, each one chaired by the respective member of the Executive Committee. This allows for greater community involvement while preventing the two major committees from getting over-involved in minute details. Individuals who do not have the time to sit on the Executive Committee and are not included on the Steering Committee can still have a positive impact on the festival by joining one of the subcommittees and assisting with efforts in those key areas. The Executive Committee should also be the primary decision making body to set policy and develop and manage the budget. The committee should meet at least biweekly with reports from each subcommittee/area. The results of these meetings should be summarized at the monthly Steering Committee meetings. All members of the Executive Committee are members of the Steering Committee.

Existing staff from the planning organization(s) – which could be the local borough or municipal office, a local community development organization, or a combination of several organizations – may be assigned to coordinate, manage, and execute tasks at the direction of the two committees. For example, staff may be asked to compose and send letters and sponsorship packets; track responses and communicate results with committee members; compose and send press releases; make follow-up calls; and provide hands-on assistance to the Executive Committee. If you are planning a large festival with multiple components, it may also be wise to consider employing the services of a dedicated event planner who can focus solely on the festival.



## Budget

**W**hile budgets will vary based on the activities included, sponsorship money available, and costs incurred for equipment and supplies, the following is a list of items that could be included in a festival budget. Use this list as a template when constructing your own budget, deleting irrelevant items and adding ones not included here. The budget will, of course, be adjusted to the scope and size of your event.

Consider providing each exhibitor with a table, one or two chairs, and space under a tent and assessing a modest fee to cover the costs of these items.

### Income

- Grants and Contributions
- Sponsorships
- Vendor Fees
- Parking Fees
- Entrance Fees
- In-Kind Donations

### Expenses

- Salaries and Consultation Fees
  - Event Coordinator
  - Marketing/PR
  - Clerical Support
  - Designer
- Equipment and Supplies
  - Tents
  - Signs and Banners
  - Letterhead, Envelopes, Postage
  - Office Supplies
  - Portable toilets
  - Dumpster, trash receptacles, recycling containers, trash bags
  - Tables
  - Chairs
  - AV Equipment; PA system and stage; technician
- Marketing/PR
  - Brochure and flyer production and mailing
  - Advertising
  - T-shirts, hats, bumper stickers, promotional items (water bottles, decals, etc.)
  - Sponsor acknowledgement
- Program
  - Keynote speaker(s)
  - Program production and printing
  - Musicians and other entertainment
  - Post-event survey costs
  - Equipment and gear
- Logistics/Operations
  - Permits, licensing, insurance
  - EMS personnel and ambulance
  - Police and security personnel
  - Electricity

**Appendix B** includes a budget worksheet. An electronic version of this template in Excel with formulas already built in can be downloaded from the Sustainable Pittsburgh web site ([www.sustainablepittsburgh.org](http://www.sustainablepittsburgh.org)).

# Sponsorships

**T**he sponsorship effort should be organized and targeted and involve *every* member of the Steering Committee. The logistics of the effort may be managed by the appropriate member of the Executive Committee, a designated staff member, or the event coordinator. The following is a guide for mounting a successful sponsorship effort.

**1. Develop a list of sponsor levels** and appropriate recognition at each level. This recognition includes things like ads in the festival program, inclusion in printed materials and on t-shirts and other promotional items, and acknowledgement in press releases. There should be a separate category for an exclusive, title sponsor who may receive more extensive recognition – including naming the festival if appropriate. The associated dollar level should be high enough to exclude all other businesses in the industry category without jeopardizing the financial viability of the festival. A review of the budget and anticipated costs will determine appropriate sponsorship levels.

**2. Compose a one-page letter** to send to potential sponsors that can be tailored to address the particular needs and concerns of each. The letter should include a paragraph asking for a specific dollar amount and noting the attendant recognition as developed in the sponsorship levels. The letter should be sent to prospects along with relevant materials like articles on the region or the importance of outdoor recreation, an outline of the festival program, and a budget.

**3. Generate a list of all potential sponsors** for review by the Steering Committee. Committee members should do the following: a) review all prospects on the list and note the ones s/he will solicit on behalf of the festival, b) note the appropriate contact name for each prospect, and c) note the amount to be solicited. Members should also add any prospects not included. This information should be gathered from each committee member and compiled in one comprehensive document by the designated staff member or event planner. Be sure to track which committee member secured which sponsor; this information will be invaluable in future years.

**4. Generate letters to each of the prospects** to be signed by the appropriate committee members. Within a week of mailing, committee members should begin making follow-up calls to all of their prospects. The results of the follow-up calls should be communicated to the designated staff member or event coordinator, and weekly status reports sent to the Steering Committee.

**5. Follow-up should continue** until all prospects have contributed or declined. All positive responses should be tracked and monitored throughout the planning process to ensure that appropriate acknowledgement is given to all sponsors.

**6. Develop a list of goods and services** needed to produce the festival with their associated dollar values. Use this list when sponsors decline to provide a cash contribution. These should be items that are needed to mount the festival (food for volunteers, t-shirts, equipment and gear) and not items that will promote the business (like magnets and hats) but not offset specific budget line items.

It is important to note that the list of sponsorship levels should not be sent to all prospects. When given the option, many companies will take the least expensive way out. If a potential sponsor declines at the requested level, the designated committee member can discuss other sponsor levels or the possible donation of in-kind goods and services during the follow-up call. An example of designated sponsorship levels is included as **Appendix C**.

The strength of the Steering Committee is directly linked to the success of the sponsorship effort. Although anyone can make a follow-up call, it is the personal contact of committee members that results in significant contributions.

*The strength of the Steering Committee is directly linked to the success of the sponsorship effort.*



## Marketing

**W**hen planning your marketing effort it is important to identify your target audience first and then have a brainstorming session on the best methods for reaching that audience. For example, the target audience for Venture Outdoors is people who have not taken advantage of or do not participate regularly in outdoor recreation activities. Therefore, efforts to reach those individuals included many nontraditional approaches like working with senior citizens centers and professional organizations that cater to young professionals. It is also important to develop a sound marketing plan and strategy based on the target audience. There are numerous outlets and various ways to reach people; it often takes a combination of many efforts to be successful.

Keep in mind that partner organizations have email distribution lists, newsletters, and regular meetings through which information about the festival can be quickly and easily disseminated. In fact, many are often looking for interesting news items that can be dropped in to available newsletter space. Three “blurbs” about the festival were developed (one paragraph, half-page, and full-page) that could be used as a newsletter article, faxed, or emailed to the organization for distribution to their membership and constituents.

When working with community based organizations it is important to remember that deadlines are frequently two months or more prior to publication. Make your list of possible targets early and make contact at least six months before the festival. In order to meet these

deadlines your materials should be prepared well in advance so they can be distributed easily. By having these options readily available you give organizations the opportunity to choose the best distribution method for them and can start getting the word out early and often. **Appendix D** includes a worksheet that you can use as a starting point for your own targeted marketing initiative. **Appendix E** includes sample articles of varying lengths.

Other materials and approaches you might want to consider for your marketing effort include:

- Feature articles in newspapers and magazines
- Festival web site and dedicated telephone line
- Web-based community bulletin boards
- Free Public Service Announcements (PSAs) on local radio stations
- Press conferences and other press events
- Email blasts
- Simple flyers that can be displayed and mailed easily
- Advertising
- Banners
- Distributing information and flyers through vendors, exhibitors, and other participating organizations
- Securing a media sponsor/partner

With the increased use of the internet for conveying and disseminating information, a dedicated web site for your festival can be an effective way to provide information. It can be a part of the sponsoring organization’s site or stand alone. The site should include the basic information like date, time, place, and directions as well as a summary of activities, featured speakers and events, and information about fees and sponsors. It can also link directly to key sponsors and exhibitors giving them added visibility. Finally, the sponsoring organization might consider establishing a dedicated telephone line with voice mail that summarizes basic information and refers callers to the web site for the most current information.

When dealing with the media, remember that editors determine what is newsworthy. You may find a great deal of interest among writers and reporters for what you are doing, but they are not the decision makers; editors

*Building personal relationships with local media representatives can be crucial to developing interest in your festival.*

are. When scheduling press conferences or other press events remember that your event may be overshadowed by the unexpected – a serious accident, a national crisis or emergency – which will shift media attention away from you. Your marketing plan should include a broad based, comprehensive effort that reaches out to people through multiple sources in order to ensure the best chance for success. No matter what you send via mail, fax, or email a strong telephone follow-up effort will be necessary to generate and sustain interest. Building personal relationships with local media representatives can be crucial to developing interest in your festival and gaining widespread coverage.

Although sending press releases is important and often useful in raising awareness, the print media is always looking for an angle – a story – something unique and different that will set your festival apart and make it worthy of a feature article or ongoing coverage. You may also need to develop several different angles to achieve broad coverage. For the health reporter you might focus on the benefits of a more active lifestyle, for the outdoor or sports reporter you might focus on the variety of activities your community offers, for the business reporter you might focus on the importance of outdoor amenities in economic development. The important thing is to develop many different areas of interest when approaching the print media. Newspapers have short deadlines and quick turnaround times while magazines often require articles at least two months prior to publication.

Radio stations offer free time for public service announcements and often maintain web-based community calendars and make on-air announcements of upcoming events. Explore and take full advantage of all of these opportunities.

Finally, you may want to explore the possibility of a media partner which could result in significantly improved coverage of the festival. For example, your partner may guarantee a certain number of feature articles or stories leading up to the event, regular air time, free or discounted ad space, an insert or other special flyer distributed through their distribution network, and the presence of media personalities at the festival. These are all very good things, but remember that this kind of coverage may not come for free. In exchange for increased visibility, the media sponsor may require that you purchase a certain amount of advertising and pay for the costs of distributing an insert or flyer. However, this approach may be extremely beneficial in reaching your target audience, and potential media sponsors may be enticed by the uniqueness of your event. Show them how it will reach their audience and make participation advantageous for them. Choose your media partner carefully. They should reach – or want to reach – the same people you are trying to reach.



## Licensing, Permits, Insurance, Waivers

**P**arks and other areas are usually available for public use but require the submission of a permit application and accompanying fee several months in advance of the event. Check with your local municipality immediately after deciding on a date and venue in order to meet any established deadlines for application submission.

The sponsoring organization's existing insurance may provide coverage or it may be added to the existing policy with a rider. Most vendors and outfitters will carry their own insurance coverage and may require participants to sign a waiver. It is important to verify existing coverage well in advance and to expand coverage for the festival if necessary. In addition, some communities may require vendors who sell items on site to be licensed. This information is available from your borough manager, municipal office, or city planning office.

## Logistics

**Foul weather plan.** Whether you plan your festival for spring, summer, fall, or winter the inconsistency of local weather must be taken into consideration. Although early spring often brings torrential downpours and frequently cold temperatures, hurricane season begins in early June and runs through October. Residual rains from those storms can often plague our region throughout the summer and fall. Good weather is never a sure thing.

Organizers for Venture Outdoors decided not to plan for a rain date; both festivals were held rain or shine. The organizers believed that the logistics of planning for a rain date – the need for vendors and exhibitors to reschedule and the ability to get the word out – would be more difficult than dealing with the weather itself. In the first year, this plan worked fairly well. Venture Outdoors 2001 was held on a sunny, HOT September Saturday. However, Venture Outdoors 2002 met with quite a different fate. May was cold and

rainy. Due to constant, torrential rains the Three Rivers Rowing Association (TRRA) boat house (which served as festival headquarters and the place for all water activities) closed their docks for 17 straight days eliminating all water activities. Set up of tents the day before was hampered by a constant, chilling rain and the area set aside for exhibitors was literally a swamp on festival day. In addition, the temperature barely reached 40 degrees.

Although the organizers knew that water activities would have to be canceled and that weather conditions would be less than optimal, they sat down the day before to map out a contingency plan. Local organizations offered to provide equipment for fishing from the TRRA docks, and licensing requirements were waived by the PA Fish and Game Commission who covered all participants under their educational license. All other activities would go forward as planned and to the best of our ability. The morning of the festival – as exhibitors arrived to set up – it became clear that the grassy area that had been set aside was simply too wet and muddy. Therefore, the entire festival space had to be reconfigured to make room for additional exhibitors on the asphalt.

Eventually, everyone got resettled and people actually began to arrive. Though attendance was much less than anticipated, many brave souls ventured out into the less than ideal conditions to sample the many offered outdoor activities. ***The lesson to be learned from all of this is that, while plans should move forward with the expectation of cooperative weather conditions, a contingency plan should be in place well before festival day to minimize confusion and chaos.*** Some questions to consider include whether activities can be modified to accommodate inclement weather and if demonstrations or other educational programs can be offered in lieu of participation in the activity itself. Finally, though a rain date was not an option for Venture Outdoors that does not mean it could not work in other communities. Many outdoor activities regularly include a rain date as part of the planning process. The important thing is to have some kind of contingency plan, develop it early, and be ready to implement it.

**Parking and accessibility.** Plenty of parking is absolutely critical to the success of your festival. In addition, your chosen venue should be handicapped accessible and easy to find. Festivalgoers should not be expected to walk more than 100 yards or so, and those with physical limitations should be able to park within a few feet of the main staging area. The venue selected for Venture Outdoors in its first two years had limited parking available; therefore, arrangements were made with local businesses to provide additional parking offsite with shuttles taking festivalgoers back and forth to the main staging area. In addition, the use of traffic police helped keep cars moving into and out of the festival area, and numerous volunteers were stationed along the route to keep track of available spaces and guide cars into them. It is important to remember that people who spend an hour or more sitting in traffic or trying to find a parking space will not come to your festival in a very good mood. Spend a lot of time planning entry and egress in order to minimize traffic jams and unhappy patrons.

**Site set-up and strike.** When selecting your venue and planning for set-up, it is best to allow for at least one full day to erect tents, set up tables and chairs, and construct a staging area for music. This day should be requested in your original permit application.

Some other things to consider include whether another organization will be using the space the day before thus limiting your access, whether security is available allowing exhibitors to set up the day before, and whether cars or other vehicles will need to be moved in order to allow for set-up. If exhibitors will set up on festival day, it is important to allow enough time for this to occur. Depending on the number of exhibitors, up to three hours may be necessary. In addition, vendors and exhibitors must be given specific instructions concerning when to arrive and how long they have to set up. Cars, trailers, vans, and other vehicles should be out of the main festival area

long before the first patron arrives. For the most part, tear down should occur on festival day; the festivities should end in time to allow for tables and chairs to be folded and stored or picked up, tents dismantled, and other gear removed from the area.

Most vendors will erect and dismantle tents and set up and remove tables and chairs for a small fee that is added to the order. Do not underestimate the value of this service. Refer to **Appendices F and G** for exhibitor information and instructions that were sent prior to Venture Outdoors.

**Equipment.** Tents, tables, chairs, portable toilets and other outdoor equipment and supplies are available from a variety of vendors throughout the region. It is advisable to contact these vendors at least three months before the festival with a rough estimate of the number of each item you will need, when you want them to deliver and pick up, whether you want them to set up and strike for you, and a rough estimate of the total cost. It is also advisable to have these vendors visit your festival site so they are familiar with the area. A final tally of the equipment needed should be submitted no later than three weeks before the festival. A mid-event servicing of the portable toilets should also be scheduled, so it is important to have them located in accessible areas. At least one handicapped accessible portable toilet along with a hand washing station is advisable.





**Volunteers.** You will need them – lots of them – to ensure the success of your festival. At least a month in advance the subcommittee chairs should make a list of all potential tasks for volunteers, how many volunteers will be needed for each task, and how many hours are required for each task (e.g., some assignments – like checking in exhibitors – will be needed for just a few hours the morning of the festival while others – like parking guides – will be needed throughout the day). A volunteer orientation should occur in the week leading up to the festival so that those giving their time are well versed in the venue, location of activities, and other facts pertinent to the festival. To the extent possible, volunteers should be assigned a task in advance so they know when to arrive and what to expect. There should be one person assigned to coordinate the volunteer efforts so that all assignments remain filled and those who have completed an assignment and are willing to stay can be reassigned to a new task. **Appendix H** includes sample volunteer instructions.

The organizations identified in your targeted marketing initiative may also be a good source of volunteers. In addition, contact local colleges, scouting organizations, and outdoor clubs. Many community organizations require a certain number of volunteer hours as a condition of membership. Find those organizations and learn the best way to recruit their members.

Volunteers should also be easily identifiable with a hat or t-shirt and name tag that clearly distinguishes them from other festivalgoers. If the time required of them spans a meal (like breakfast or lunch – and, in some cases – both) it is important to have food and drink available for them. A local restaurant or caterer may be engaged to provide food at no cost for appropriate acknowledgement and recognition. Finally, people who give their time and contribute significantly to the success of such an effort must be acknowledged and thanked – sincerely and often. A letter from the committee, discount coupons from the organizers, and a party or other gathering are all good ways to recognize your volunteer workforce.

**Trash collection and removal.** Because one of the messages being sent by this festival is to become a

good steward of the environment, it is important to collect and dispose of trash and recyclable materials appropriately. Contact your local waste management company at least one month before the festival to make arrangements for trash and recycling receptacles to be placed in plenty of locations around the festival. Also, arrange for a dumpster to be onsite so that all trash can be collected at the end of the day or for a truck to come the next day so that trash is picked up before it becomes unsightly or draws pests. It is also a good idea to ask food vendors to be respectful of the environment as well by using only biodegradable products.

**Electricity.** Scout your selected venue early to make sure there are sources of electricity that can be tapped for your vendors, exhibitors, and musicians. Get their requirements at least two months before festival day. If electricity is limited, group all those needing it together and consider renting generators that can be placed strategically throughout the festival area. But remember that generators can be noisy; be sure to place them well away from musicians.

**Signage.** The need for signs will vary based on your venue and how festivalgoers will access it. Some considerations:

1. Do you need directional signs that guide patrons to the festival?
2. Do you need signs that designate parking areas?
3. Will you need signs to designate various festival areas like food, music, exhibitors, activities, and restrooms?
4. Will you need signs to designate speakers and other time sensitive events?

## *Conclusion*

Sounds like a lot of hard work doesn't it? It can be, but the rewards to your community cannot be underestimated. Outdoor recreation festivals can help build your community, increase visibility, and involve residents and visitors in activities that increase their appreciation of and respect for the places they live.

If you would like additional assistance or have questions about starting your own festival, just call Sustainable Pittsburgh at 412/258-6642.



## **APPENDICES**

- A. Resources**
- B. Sample Budget**
- C. Sample Sponsor Levels**
- D. Targeted Marketing Initiative Worksheet**
- E. Sample Articles**
- F. Exhibitor Registration Form**
- G. Exhibitor Instructions**
- H. Volunteer Instructions and Schedule**
- I. Festival Checklist**



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## **B. BUDGET**



# Festival Budget Worksheet

	Budget	Actual	Variance	Status
<b>INCOME</b>				
Grants and Contributions				
Sponsorships				
Vendor Fees				
Parking Fees				
Entrance Fees				
In-Kind Donations				
<b>TOTAL INCOME</b>				
<b>EXPENSES</b>				
<i>Salaries and Consultant Fees</i>				
Event Coordinator				
Marketing/PR				
Clerical Support				
Designer				
<i>Equipment and Supplies</i>				
Tents				
Signs and Banners				
Letterhead, Envelopes				
Office Supplies				
Portable Toilets				
Dumpster, trash receptacles, recycling containers, trash bags				
Tables				
Chairs				
AV Equipment; PA system and stage; technician				
<i>Marketing/PR</i>				
Brochure/Flyer Production and Mailing				
Advertising				
T-shirts, hats, bumper stickers, promotional items				
Sponsor acknowledgement				
<i>Program</i>				
Keynote Speaker(s)				
Program production and printing				
Musicians and other entertainment				
Post-event survey costs				
Equipment and gear				
<i>Logistics/Operations</i>				
Permits, licensing, insurance				
EMS personnel and ambulance				
Police and security personnel				
Electricity				
<b>TOTAL EXPENSES</b>				
<b>NET (Income-Expenses)</b>				



# **C. SAMPLE SPONSOR LEVELS**

# Venture Outdoors

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**ULTIMATE (TITLE) \$10,000**

Title Sponsorship  
Media acknowledgement; mention by name in all press releases and announcements  
Back cover program advertisement  
Logo listing on all printed materials, t-shirts, premiums, etc.  
Listing on the festival web site  
Choice of location for on-site exhibit during the festival  
Opportunity to speak as one of the series of presenters at the festival  
Canoe trip on the river or a bike tour on local trails for 20  
Commemorative plaque

---

**EXTREME \$5,000**

Mention by name in all press releases and announcements  
Full-page program advertisement  
Logo listing on all printed materials, t-shirts, premiums, etc.  
Listing on the festival web site  
Choice of location for on-site exhibit during the festival  
Canoe trip on the river or a bike tour on local trails for 20  
Commemorative plaque

---

**PRO \$2,500**

1/2-page program advertisement  
Logo listing on all printed materials, t-shirts, premiums, etc.  
Listing on the festival web site  
Canoe trip on the river or a bike tour on local trails for 10  
Commemorative plaque

---

**RECREATIONAL \$1,000**

1/4-page program advertisement  
Listing on all printed materials and festival web site  
Canoe trip on the river or a bike tour on local trails for 10  
Commemorative plaque

---

**LEISURE \$500**

Listing in program book, printed materials, and festival web site  
Commemorative plaque

---

**NOVICE \$100**

Listing in program book

---

**FRIEND \$50**



## **D. TARGETED MARKETING INITIATIVE WORKSHEET**

# VENTURE OUTDOORS

## Targeted Marketing Initiative

CONSTITUENCY	ORGANIZATION(S)	EMAIL/CONTACT	STATUS
Seniors	AARP		
Youth	AYH		
All Ages	Allegheny Outdoor Club		
All Ages	Allegheny Trail Alliance		
All Ages	Audubon Society of Western PA		
All Ages	Bartramian Audubon Society		
All Ages	Butler Outdoor Club		
All Ages	Calliope		
All Ages	Chartiers Nature Conservancy		
All Ages	Citiparks		
College Students	CMU Explorers Club		
Seniors	County Agency on Aging		
Seniors	Elder Hostel		
All Ages	Erie Outing Club		
College Students	Explorers Club of Pittsburgh		
Young Professionals	First Fridays		
Young Professionals	Ground Zero		
Young Professionals	High Tech Council		
Youth	Hosteling		
Youth	Hosteling International – American Youth Hostel		
All Ages	Jewish Community Center		
All Ages	National Aviary – Pittsburgh		
All Ages	Nature Observer News		
All Ages	North Side Leadership Council		
Young Professionals	Party Geek		
All Ages	Pittsburgh Outdoor Club		
Young Professionals	Pittsburgh Regional Champions		
Young Professionals	Pittsburgh Young Professionals		
Young Professionals	Pittsburgh's Next		
Young Professionals	PUMP		
College Students	SCA		
Seniors	Senior News		
All Ages	Sierra Club – Allegheny Group		
All Ages	Steel Valley Trail		
Youth/Young Professionals	Three Rivers Inline Skating Club		
Youth/Young Professionals	Ultimate Frisbee		
Seniors	Vintage		
All Ages	Western PA Blind Outdoor Leisure Development, Inc.		
All Ages	Western PA Wheelmen		
All Ages	Westmoreland County Bird Club		



# **E. SAMPLE ARTICLES**

For Immediate Release

May 3, 2002

***(Short Blurb)***

### **Festival highlights the region's best in outdoor recreation**

Venture Outdoors 2002 will be held Saturday, May 18, rain or shine on Washington's Landing from 9 a.m. to 5 p.m. This free, family-friendly event features canoeing, kayaking, mountain biking, nature hikes, a ropes course, rock climbing, inline skating, skateboarding and more. Guest speakers, exhibits, live music, free giveaways, the Venture Outdoors ROCS Award and plenty of food are also part of the festivities.

Primary organizers include Sustainable Pittsburgh, Western Pennsylvania Conservancy, Western Pennsylvania Field Institute and Venturing BSA. For more information, including details about free parking, see [www.ventureoutdoors.org](http://www.ventureoutdoors.org) or call 412-258-6647. Don't miss the insert in the May 15 *City Paper*.

For Immediate Release  
May 3, 2002  
*(Medium Blurb)*

### **Festival highlights the region's best in outdoor recreation**

Venture Outdoors 2002 a free festival where you can sample the many outdoor activities available in our region, will be held Saturday, May 18, rain or shine on Washington's Landing from 9 a.m. to 5 p.m.

This family-friendly event features canoeing, kayaking, mountain biking, nature hikes, a ropes course, rock climbing, inline skating, skateboarding and more. Hone your skills or try these activities for the first time, and find out where to enjoy them all season long. Presentations by experts, exhibits, live music, free giveaways, the Venture Outdoors ROCS! Award and plenty of food are also part of the festivities.

Keynote speaker Marie Bartoletti is the "Everyday Champion" pictured on the new Wheaties Energy Crunch cereal box and a physical education teacher in the West Jefferson Hills School District.

Special guest speaker is Shane Mahoney, executive director, Newfoundland and Labrador Science Division at St. John's, Newfoundland, Canada. Mr. Mahoney will address the ways outdoor enthusiasts care for and help advance conservation by protecting the natural amenities they enjoy. Major support for this lecture is through a grant from the Heinz Endowments to the Pennsylvania Biodiversity Partnership.

John Oliver, secretary of the Pennsylvania Department of Natural Resources, will lead a hike from Point State Park to Washington's Landing.

Primary organizers include Sustainable Pittsburgh, Western Pennsylvania Conservancy (WPC), Western Pennsylvania Field Institute and Venturing BSA. In addition, WPC will hold its annual Members Day event on Washington's Landing in conjunction with Venture Outdoors. For more information, including details about free parking, see [www.ventureoutdoors.org](http://www.ventureoutdoors.org) or call 412-258-6647. Don't miss the insert in the May 15 *City Paper*.



For Immediate Release

April 5, 2002

**(Long Blurb – Word Count: 400)**

### **Festival highlights the region's best in outdoor recreation**

Venture Outdoors 2002, a free festival where you can sample the many outdoor activities available in our region, will be held Saturday, May 18, rain or shine on Washington's Landing from 9 a.m. to 5 p.m.

This family-friendly event features canoeing, kayaking, mountain biking, nature hikes, orienteering, rock climbing, inline skating, skateboarding and more. Participants can try these activities for the first time — with experienced instructors on hand to provide guidance — and learn where to enjoy these activities all summer long.

This year's keynote speaker will be Marie Bartoletti, the athlete pictured on the new Wheaties Energy Crunch cereal box and a physical education teacher at McClellan Elementary School in the West Jefferson Hills School District. At 1 p.m., Marie will speak about lifelong fitness in the outdoors. Afterward, her student jump rope demo team, the "Jumpin' Jags," will perform and give basic instruction about jump rope stunts.

To kick off the festival, John Oliver, secretary of the Pennsylvania Department of Natural Resources, will lead a hike from Point State Park to Washington's Landing. Anyone interested in participating in the hike should arrive at Washington's Landing by 9:30 a.m. to take advantage of shuttle service or meet at Point State Park at 10 a.m.

Other presentations by experts, exhibits, live music, a raffle and plenty of food are all part of the festivities, along with the kickoff of the Venture Outdoors ROCS! Award. The award honors an individual who has made a significant contribution to promote outdoor recreation in the region. In addition, the Western Pennsylvania Conservancy will hold its annual Members Day event on Washington's Landing in conjunction with Venture Outdoors.

Free parking will be available in the Donzi's Lot in the Strip District (with free water taxis taking festivalgoers to Washington's Landing) and in the Heinz Lot on River Avenue (with a free Port Authority Transit shuttle taking festivalgoers to Washington's Landing). Limited parking will be available on Washington's Landing for a \$5 fee.

Primary organizers include Sustainable Pittsburgh, Western Pennsylvania Field Institute and Venturing BSA. The festival is supported by the Richard King Mellon Foundation and sponsors, including Ford Motor Company, Ansys Inc., Bookminders, CoManage Corp., Dominion Foundation, Jewish Healthcare Foundation, MAIN Medical, Plus Consulting, LLC, and PNC Advisors.

More information is available at [www.ventureoutdoors.org](http://www.ventureoutdoors.org) or 412-258-6647.



**F. EXHIBITOR  
REGISTRATION  
FORM**

Dear :

We want your organization to be part of the second annual **Venture Outdoors 2002** scheduled for Saturday, May 18, 2002 on Washington's Landing. The goal of the festival is to introduce as many people as possible to the wide variety of outdoor recreational activities easily accessible right here in Western Pennsylvania. Together with the region's abundant environmental assets – the rivers, the mountains, and numerous bike and walking trails – these activities demonstrate the terrific quality of life available to residents and visitors. As an activity sponsor, you are also welcome to reserve exhibitor space by returning the enclosed registration form.

**Venture Outdoors 2001** drew approximately 2,000 people, all of whom had the opportunity to try some new activities or participate in some of their favorites in a safe, easy and fun manner. The festival offered something for everyone – a climbing wall, mountain biking, canoeing, rowing, kayaking, and inline skating for those with adventurous spirits plus nature walks, fishing and a series of presentations for those interested in a more relaxed experience. Calliope was on hand with live music all day plus a music workshop for kids. There were close to 60 exhibitors representing the outdoor community and, of course, there was plenty of food and drink.

This year we intend to attract more than 5,000 people to the festival. In response to survey results from last year's participants we hope to add new activities – like skateboarding and freestyle bike riding – plus several new exhibitors representing opportunities like skydiving and scuba that were not included this past year. We have also moved the festival date to the spring to increase the likelihood that festivalgoers will continue to enjoy these activities throughout the summer months.

As you probably know, the Pittsburgh region abounds with recreational opportunities for every age, ability, budget, and interest. Our rivers, parks, and trails provide ample access to many of the activities showcased throughout the day at Venture Outdoors. In addition to the health benefits of increased participation in outdoor recreation, we hope to increase the number of citizens who champion greater stewardship of our environment. Venture Outdoors is a great way to get people started.

As a participant your organization can realize the following important benefits:

- Being an integral part of this region's **only** festival exclusively dedicated to nontraditional outdoor activities
- The opportunity to network and interact with your colleagues and peers creating a community of organizations striving for the same goals
- Exposure to thousands of festivalgoers, many of whom are venturing outdoors for the first time
- The opportunity to generate business – be it booking a rafting trip, scheduling a canoe trip, selling equipment, or gaining new members
- Visibility and publicity generated through local and regional media coverage

In recognition of the substantial contribution your organization makes to the festival as an activity sponsor, the exhibitor fee will be waived. The festival will provide you with one eight-foot table, two chairs, and space under a 10' X 10' canopy tent. If you need additional space or have other requirements, please contact me directly to make arrangements. Although we anticipate yearly growth and more and more participants and exhibitors, we will continue to make accommodations for our important exhibitors as long as space at the venue is available.

So that we may plan effectively, please return your completed registration form by March 15, 2002. Once we have determined the full list of exhibitors, we will assign exhibit space and notify everyone prior to the festival of their exact exhibit location. Festival staff will be available on the day of the event to assist you in finding your location and in getting your display materials moved and set up.

The festival will run from 9:00 AM until 5:00 PM on May 18, 2002. Exhibitors must be set up and all vehicles removed from the festival grounds by 8:30 AM. A nearby parking area will be dedicated for your use. More detailed instructions will be provided upon confirmation of your participation in this year's festival.

Venture Outdoors is sponsored by Sustainable Pittsburgh, Venturing BSA, and the Western Pennsylvania Field Institute. Other members of the Steering Committee represent the Pittsburgh Parks Conservancy, Western Pennsylvania Conservancy, Carnegie Science Center, Ground Zero, the Pittsburgh Technology Council, the Greater Pittsburgh Convention and Visitors Bureau, PA Environmental Council, plus the Office of the Mayor and Allegheny County's Office of the Chief Executive.

Should you have any questions, please feel free to contact me at 412-255-0564. We look forward to seeing you at Venture Outdoors!

Sincerely,

# VENTURE OUTDOORS

## Exhibitor Registration Form

***Please return by March 15.***

Organization name \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

The festival will provide you with one eight-foot table, two chairs, and space under a 10' X 10' canopy tent. Please detail additional space requirements below \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you need electricity?  Yes  No

Do you plan to sell merchandise at the festival?  Yes  No

As part of their insurance for the event, Sustainable Pittsburgh can issue your organization a Certificate of Insurance, and the activity you sponsor will be covered by their policy. Please note that this does not necessarily absolve you or your insurance carrier of liability in the event of a claim but provides additional coverage from the event sponsors.

Does your organization need this coverage?  Yes  No

*(A representative of Sustainable Pittsburgh will contact you if you check "yes."  
Please note that you must request this coverage by April 30 in order to be included on their policy.)*

Please make check payable to ***Tides Center-WPA/Western PA Field Institute*** and send to:

Western Pennsylvania Field Institute  
304 Forbes Ave., Second Floor  
Pittsburgh, PA 15222



# **G. EXHIBITOR INSTRUCTIONS**

## Location

Venture Outdoors takes place on Washington's Landing, 2 miles up the Allegheny River from downtown Pittsburgh. Directions to Washington's Landing are enclosed.

## Setup Times

### **Saturday: 6:30 AM to 8:30 AM**

Please plan to arrive on site Saturday morning in time to set up your exhibit space by 8:30 AM.

*All vehicles must be removed from the festival site by 8:30 AM.*

**No vehicles will be allowed past the entrance to the festival area after 8:15 AM.** If you arrive after 8:15 AM, you will be required to park outside the entrance of the festival and carry all materials to your exhibit site on foot.

*If desired, exhibitors may set up some parts of their exhibits on Friday evening, May 17, from 6:00 PM to 9:00 PM. Please note that no security is provided for any of the exhibit space Friday night, and the Festival Committee takes no responsibility for anything left overnight on Washington's Landing.*

## Tear Down Times

### **Saturday: 5:00 PM to 7:00 PM**

Please do not begin to break down your exhibit space until after 5:00 PM.

*No vehicles will be permitted in the exhibit area until after 5:00 PM.*

## Parking

For exhibitors planning to keep their vehicles at the festival for the entire day (until after 5:00 PM), parking is available nearby behind the Gamma Sports building. No cars may be moved from this lot between the hours of 8:30 AM and 5:00 PM.

All other exhibitors should park their cars in any of the parking areas outside the entrance to the festival grounds. Parking attendants will assist you in parking.

Please note that after 8:45 AM, a \$5 fee will be assessed for all parking spaces on Washington's Landing. This should be extra incentive to have your exhibit space set up and your vehicle removed from the festival grounds by 8:30 AM. Free parking and a free shuttle is available at the Heinz Company parking lots on River Avenue as well as next to Donzi's in the Strip District.

## Location of Exhibit Space

The general location of your exhibit space is listed on the cover letter that came with these instructions. Each exhibitor will be assigned a specific location at the festival site.

***Please do not locate your exhibit in space other than that which has been assigned to you.***

Upon arrival at Washington's Landing, you may find your specific location in one of two ways:

1. Stop at the TRRA boathouse (festival headquarters) and ask to see the festival map. This map will pinpoint your exhibit location.
2. Go the general area of the festival site listed on the cover letter and look for a sign with your name on it attached to either a table (if you rented a table, chairs and tent space from us) or a stake in the ground (if you are bringing your own table, chairs and canopy.)

## Use of Exhibit Space

Unless otherwise requested on your registration form, you can expect to share a 10' by 10' tent with one or two other exhibitors. Each will be assigned one or two sides of the tent for their table, chairs and any other props or equipment. There will be plenty of space between tents to display items outside of the tent canopies.

Feel free to accessorize your exhibit space in any way that seems appropriate. Some items that you may want to consider include:

- Tablecloth/skirting for table
- Banner(s)
- Posters
- Equipment used in the field
- Books, field guides, photo albums

## Weather Considerations

The weather in Pittsburgh in mid-May can be unpredictable, but Venture Outdoors will occur regardless of the weather. If you did not rent space in a tent for your exhibit space at the festival, please consider bringing your own canopy or tent cover for your exhibit.

Also, consider ways that you can **secure any handouts and flyers** you may have so that they do not blow away if it is windy. Rocks, bricks, boots or other such paperweights may do the trick.

## Food and Beverage

Food and beverages will be for sale at the festival at modest prices. Feel free to bring your own lunch and drinks, if desired.

## First Aid Kits

We will have an ambulance and EMS personnel on site throughout the day. However, we ask that **each activity sponsor**, that is, each exhibitor helping to sponsor an activity like kayaking, mountain biking, in-line skating, rock-climbing, etc. **provide their own first aid kit** as well. This will allow small, incidental injuries to be taken care of quickly and easily.

Thank you for your participation and help in making Venture Outdoors a success. Should you have any questions, please feel contact Mike Schiller at 412-255-0564.





## **H. VOLUNTEER INSTRUCTIONS AND SCHEDULE**

<b>Date/Time</b>	<b>Activity</b>	<b># Volunteers</b>	<b>Tasks</b>	<b>Special Instructions</b>
Fri., 5/17 8 a.m.-8 p.m.	Festival Set-up	10	<ul style="list-style-type: none"> <li>•Assemble and distribute garbage boxes.</li> <li>•Distribute recycling containers.</li> <li>•Set up exhibitors' tables and chairs.</li> <li>•Set up umbrella tables and chairs.</li> <li>•Set up chairs and tables in two speakers' venues.</li> <li>•Set up hay bales.</li> <li>•Distribute, hang, and install signs.</li> <li>•Set up cones in 600 Waterfront Drive parking lot for shuttle turnaround.</li> <li>•Set up cones in 800 Waterfront Drive parking lot holding 20 spaces for McKesson employees.</li> </ul>	<ul style="list-style-type: none"> <li>•Setting up speakers' tent and cones in parking lots will occur after 5 p.m. when employees have left for the day.</li> </ul>
Sat., 5/18 6-8:30 a.m.	Complete Set-up	20	<ul style="list-style-type: none"> <li>•Set up registration area.</li> <li>•Set up barricades in front of boathouse.</li> <li>•Assist exhibitors and activity sponsors with set-up.</li> <li>•Distribute programs to off-site lots.</li> </ul>	
8:45 a.m. -5 p.m.	Registration	4	<ul style="list-style-type: none"> <li>•Stand in front of registration area and hand out programs and bags</li> <li>•Provide all parents of small children with a "Lost Kids" tag; assist them with completing</li> <li>•Direct festivalgoers to giveaway tables.</li> </ul>	<ul style="list-style-type: none"> <li>•The TRRA boathouse will serve as festival headquarters. A staff member will always be available to provide assistance to parents and lost children.</li> </ul>
8:45 a.m. -5 p.m.	Giveaways	6	<ul style="list-style-type: none"> <li>•Stand behind tables in registration area and assist festivalgoers with completing entry form.</li> <li>•Draw winners every hour and post.</li> <li>•Give prizes to those who come to claim them.</li> <li>•Keep track of who wins which giveaway.</li> </ul>	
8:45 a.m. -5 p.m.	Greeters	6	<ul style="list-style-type: none"> <li>•Located in pairs at the following locations: entrance to water activities, right after bridge, path entrance.</li> <li>•Assist festivalgoers with finding activities.</li> <li>•Encourage people to move through all areas of the festival.</li> <li>•Answer questions and assist lost or misplaced children.</li> </ul>	<ul style="list-style-type: none"> <li>•Volunteers need to be familiar with festival grounds and location of all activities.</li> <li>•Parents who have misplaced a child should be directed to the boathouse where a festival staff member will assist them.</li> <li>•Any child who appears lost, frightened or confused should be escorted to the boathouse and a festival staff member will help locate their adult companions.</li> </ul>
9 a.m.-3 p.m.	Sighted Guides	7	<ul style="list-style-type: none"> <li>•Lead blind/visually impaired participants around the festival.</li> <li>•In cases where they want to try activities, assist with donning the necessary equipment and perhaps acting as an activity partner.</li> </ul>	<ul style="list-style-type: none"> <li>•Pittsburgh Cares will provide the first shift from 9 a.m.-12:30 p.m. They should arrive for training at 9 a.m. and be directed to Sue Lichtenfels at the Sportsvision/BOLD booth. Between 12:15-12:30 p.m. they will return to the boathouse with their companion and a second volunteer will be assigned for the remainder of the day.</li> <li>•The second shift should arrive for training by 12:15 p.m. and be directed to Sue Lichtenfels at the Sportsvision/BOLD booth.</li> </ul>

<b>Date/Time</b>	<b>Activity</b>	<b># Volunteers</b>	<b>Tasks</b>	<b>Special Instructions</b>
8 a.m.-5 p.m.	Parking Assistance/Heinz Lots	2	<ul style="list-style-type: none"> <li>•Assist festivalgoers with parking.</li> <li>•Distribute programs.</li> </ul>	<ul style="list-style-type: none"> <li>•A Port Authority shuttle will pick up attendees at the Heinz lots, stop at River Salvage on River Avenue to pick up additional guests, and continue to Washington's Landing. The shuttle will turn around in the lot at 600 Waterfront Drive on Washington's Landing and return to the Heinz lots. This loop will continue from 8 a.m.-5 p.m.</li> <li>•There will be one exception. At 9:30 a.m. the shuttle will pick up dignitaries on Washington's Landing and take them to the Point to join a special hike. The shuttle will then return to the Heinz lots and continue its regular loop.</li> </ul>
8:30 a.m.-5 p.m.	Parking Assistance/Donzi's	2	<ul style="list-style-type: none"> <li>•Assist festivalgoers with parking and direct them to the water taxi.</li> <li>•Distribute programs.</li> </ul>	<ul style="list-style-type: none"> <li>•The water taxi will begin service at 9 a.m.</li> <li>•The water taxi will take attendees across the river to River Salvage (on River Avenue) and dock there.</li> <li>•It will return to Donzi's and continue that loop throughout the day.</li> </ul>
9 a.m.-5 p.m.	Directions/ Assistance @ River Salvage	2	<ul style="list-style-type: none"> <li>•Assist festivalgoers disembarking from water taxi.</li> <li>•Direct festivalgoers to the pedestrian bridge.</li> <li>•Assist them with boarding the Port Authority shuttle which will stop at River Salvage on its way to Washington's Landing.</li> </ul>	<ul style="list-style-type: none"> <li>•Please make sure attendees know they have the option of walking to the festival grounds (1 mile or less) or taking the Port Authority shuttle.</li> <li>•If they choose to walk, they will pass through the residential area of Washington's Landing. Politely ask them to stay on the trail and refrain from walking through homeowners' yards and private areas.</li> </ul>
8:45 a.m.-5 p.m.	Walking Trail	6	<ul style="list-style-type: none"> <li>•One person should be stationed at the foot of the pedestrian bridge to direct walking festivalgoers to the trail.</li> <li>•The remaining volunteers should be stationed along the trail to provide directions and assistance to festivalgoers as they get to the island.</li> </ul>	<ul style="list-style-type: none"> <li>•Please remind festivalgoers to stay on the trail until they reach the festival grounds.</li> </ul>
8:45 a.m.-5 p.m.	Trail Right Before DEP Building at 400 Waterfront Drive	2	<ul style="list-style-type: none"> <li>•Direct festivalgoers who have walked to the grounds so they can sign up for special giveaways.</li> </ul>	<ul style="list-style-type: none"> <li>•Attendees who choose to walk to the grounds will be coming onto the island opposite the registration area. Direct them to walk down the short path beside the building. They will exit on Waterfront Drive a few yards from the registration area.</li> </ul>
8 a.m.-Noon	Water Activities	2	<ul style="list-style-type: none"> <li>•Assist with sign-up for water activities.</li> </ul>	<ul style="list-style-type: none"> <li>•See Jon Lucadamo at the dock for specific instructions.</li> <li>•Water activities may be canceled</li> </ul>

Date/Time	Activity	# Volunteers	Tasks	Special Instructions
9 a.m.-5 p.m.	Grounds Maintenance	6	<ul style="list-style-type: none"> <li>•Garbage boxes with liners and recycling containers will be distributed in the festival area.</li> <li>•Walk through all areas of the festival including the parking lots. Pick up and dispose of loose trash on the ground.</li> <li>•Monitor boxes and recycling containers and take to dumpster and recycling trailer when full. Replace liners as needed (available in boathouse).</li> <li>•Direct festivalgoers to activities as needed.</li> </ul>	
8:45 a.m.-5 p.m.	Parking/Directing Traffic	10	<ul style="list-style-type: none"> <li>•All parking on the island (with the exception of those holding free passes) is \$5. The fee should be collected at the bottom of the ramp coming onto the island (near residential area). Fees collected should be taken to the festival staff person in the boathouse at least every half hour for safekeeping.</li> <li>•After the fee is collected, volunteers should continue directing attendees to available spaces.</li> <li>•Fill lots closest to festival area first. Volunteers should be stationed along Waterfront Drive to keep traffic moving into available spaces.</li> <li>•As lots fill up, move the barricade forward so that traffic is funneled into available spaces.</li> <li>•The residential area is off limits to festivalgoers. A volunteer should be stationed at the entrance of the residential community to direct festivalgoers away from that area.</li> <li>•The lot at Trolls/Marina is not available for our use. A volunteer should be stationed at the entrance to direct festivalgoers away from the lot.</li> <li>•The lot adjacent to the boathouse is reserved for TRRA activities only until Noon. After that time those spaces can be used for festivalgoers.</li> <li>•The lot across from the boathouse will house the speakers' tent and be used for VIP parking. Those wanting to use that lot must present a parking pass upon entering. Most of the passes are printed on yellow, but a few will be on plain white paper. As long as the vehicle occupant has a pass, direct him/her to the VIP lot.</li> <li>•The VIP lot also has handicapped accessible spaces. Please direct festivalgoers with special needs to that lot.</li> <li>•A volunteer should be monitoring lots so that as festivalgoers leave and spots become available newcomers are directed to those spaces.</li> <li>•No cars will be permitted beyond the barricade stationed outside the boathouse.</li> </ul>	<ul style="list-style-type: none"> <li>•Anticipate that many people will come onto the island but who do not wish to pay. As much as possible, use the small turnaround area at the entry of the residential community to allow festivalgoers to turn around. Free parking is available at Donzi's in the Strip District and at the Heinz Lots on River Avenue.</li> <li>•McKesson Automation runs a 24-hour help desk. Spaces for their employees are marked in the 800 parking lot. These spaces should be reserved for those employees.</li> <li>•Between 9-9:30 a.m. dignitaries will be arriving to take a shuttle to Point State Park to participate in a hike. These individuals will have parking passes and should not be charged. Please direct them to the lot at 600 Waterfront Drive where the shuttle will pick them up at 9:30 a.m. for the short trip to the Point.</li> <li>•At approximately 12:30 p.m. Mayor Murphy will arrive to present the ROCS! Award He will not have a pass. Please direct him to the free VIP lot and let Donna Bour know that he has arrived.</li> <li>•At approximately 2 p.m. a representative from Mr. John will arrive to service the Port 'O Johns. Please direct him to the VIP lot and contact Donna Bour immediately.</li> <li>•Please remember that non-festivalgoers will be coming onto the island during the festival. If someone identifies himself/herself as a resident, patron of Trolls, boater heading for the marina, employee of one of the businesses, or rower heading to TRRA, allow them to pass.</li> <li>•There are tennis courts in the festival area. Anyone who is coming onto the island to use the courts should be directed to an available space and not charged. However, they will have to walk to the courts as no cars will be permitted past the boathouse.</li> </ul>

Date/Time	Activity	# Volunteers	Tasks	Special Instructions
5-8 p.m.	Festival Clean-up	20	<ul style="list-style-type: none"> <li>•Collect tables and chairs and return them to the designated area.</li> <li>•Collect and empty all garbage boxes into the dumpster. Break down boxes and place on pallet behind Davoli's.</li> <li>•Pick up all loose trash in festival area and deposit in dumpster.</li> <li>•Collect signs and return them to the boathouse.</li> <li>•Collect extra programs and return them to the boathouse.</li> <li>•Walk through all parking areas, pick up loose trash and dispose of in dumpster.</li> <li>•Collect barricades and cones and return them to the boathouse.</li> </ul>	

### *General Notes*

- EMS will be on-site for the duration of the festival. If you encounter an emergency situation contact anyone of the festival staff listed above.
- Traffic police will be directing traffic at both lights as you come onto the island. They will arrive at 9:00 a.m. and leave at 5 p.m.
- Festivalgoers are encouraged to explore the island but should be reminded to stay on the walking trails.





# I. FESTIVAL CHECKLIST

# Festival Checklist

The Planning Committees	Reference Page (if applicable)	Person Assigned to Task	Complete
Steering	9	_____	<input type="checkbox"/>
Executive	9	_____	<input type="checkbox"/>
Subcommittees		_____	<input type="checkbox"/>
<b>The Basics</b>			
Location	6	_____	<input type="checkbox"/>
Date	6	_____	<input type="checkbox"/>
<b>Behind the Scenes</b>			
Establish partners	6	_____	<input type="checkbox"/>
Outfitters and vendors	7	_____	<input type="checkbox"/>
Promotion and publicity	7	_____	<input type="checkbox"/>
Create budget	10	_____	<input type="checkbox"/>
Establish sponsorship levels	11	_____	<input type="checkbox"/>
Marketing goals	12	_____	<input type="checkbox"/>
Grants and contributions		_____	<input type="checkbox"/>
Sponsorship solicitation	11	_____	<input type="checkbox"/>
In-kind donations		_____	<input type="checkbox"/>
Letterhead, envelopes		_____	<input type="checkbox"/>
Office supplies		_____	<input type="checkbox"/>
Keynote address program		_____	<input type="checkbox"/>
Post-event survey costs		_____	<input type="checkbox"/>
Licensing, permits, insurance, waivers	14	_____	<input type="checkbox"/>
Logistics	14	_____	<input type="checkbox"/>
Foul weather plan	14	_____	<input type="checkbox"/>
Brochure and flyer production and mailing		_____	<input type="checkbox"/>
Advertising		_____	<input type="checkbox"/>
T-shirts, hats, bumper stickers, promotional items		_____	<input type="checkbox"/>
Sponsor acknowledgement		_____	<input type="checkbox"/>
<b>At the Festival</b>			
Speakers and other presentations	8	_____	<input type="checkbox"/>
Food	7	_____	<input type="checkbox"/>
Entertainment	8	_____	<input type="checkbox"/>
Exhibitors	8	_____	<input type="checkbox"/>
Tents	15	_____	<input type="checkbox"/>
Signs and banners		_____	<input type="checkbox"/>
Portable toilets	15	_____	<input type="checkbox"/>
Dumpster, trash receptacles, recycling containers, trash bags	16	_____	<input type="checkbox"/>
Tables	15	_____	<input type="checkbox"/>
Chairs	15	_____	<input type="checkbox"/>



*"You have captured all of the important planning elements and combined these into a practical blueprint for a successful*

**Lou Orslene  
Brownsville Area**





**Sustainable Pittsburgh**  
**425 Sixth Avenue, Suite 1335**  
**Pittsburgh, PA 15219**  
**412-258-6642**