

VISION DOCUMENT

November 21, 2011

Hartwood Days Festival

INTRODUCTION

The Hartwood Days Festival is a community and youth festival which is run on a not-for-profit basis. As a project it has several moving pieces, which must all be coordinated in concert to provide the desired completed service/effect, and some distinct challenges which must be overcome.

PURPOSE

Business Opportunity

The festival provides the opportunity for both local (Fredericksburg/Stafford) and extended (Northern Virginia) community businesses and organizations, as well as national entities to educate, and provide information, products, or services to the 2000-4000 people in attendance.

Problem Statement

The Hartwood Days Festival Committee (“the Committee”) exists to support and encourage:

- a. the education of youth primarily through those means which are used in Scouting, and peripherally through other businesses and organizations acting as subject matter experts and
- b. the strengthening of ties within the community, between the people of the community, and those businesses and organizations which serve it.

Central to the youth educational mission of the committee is the fostering of creative potential and a love of the outdoors. The focus of the committee will be to provide a quality outdoor Festival, incorporating & combining service organizations of the community, both For Profit and Not for Profit businesses, and youth organizations and educational opportunities in such a fashion as to provide opportunities for members of the community (of all ages) to attend, learn something, and enjoy themselves.

Market

Fredericksburg, Stafford Co., Prince William Co., Fauquier Co., King George Co., Spotsylvania Co., and Culpepper Co. residents, as well as residents on Quantico Marine Base. Some participants will come from outside these areas to participate due to interest in specific facets of the festival (Living History Area, or Scout Badge Day Workshops).

Product Position

The Festival is different from a Fundraising event by a single entity, or County sponsored “County Fair” (which Stafford currently does NOT have), in that it is independently coordinated, sponsored, and executed. Proceeds from booth rentals and sponsorship go solely to the operation and marketing of the festival. The Hartwood Days Festival provides a venue for all businesses and vendors to attempt to make or increase their individual profits, and provides a potential boost to the local economy of Stafford County.

SCOPE

This project is responsible for all aspects of planning, coordinating, and executing the festival, to include:

1. Plan, coordinate and executing a marketing plan to inform the public of the existence of, and potential for their participation in the festival
2. Coordinate and manage participation of
 - Vendors (Food and non-food) for the event field,
 - Exhibitors for the event field, and the Trailblazer program, and
 - Exhibitor Instructors for the Badge Day Workshop
3. Coordinate and manage participation of living historians in the Living History Area (LHA)
4. Coordinate for a Rides provider
5. Secure bands for the center stage performances
6. Conduct Site Support operations to ensure the positive experience of attendee's

Out of scope activities that are critical to the success of the project

Additional "pay for parking" operations adjacent to the festival

Traffic Control on Highway 17

DELIVERABLES

- An effective advertising campaign
- An operational LHA
- An operational Rides Section
- An operational Event Field
- 7 bands to perform

STAKEHOLDERS

There are several user and non-user stakeholders for the festival.

Stakeholder Goals

Name & Role	Major Responsibility or Contribution
Festival attendees / Patrons	Will participate and provide vendors and exhibitors with a target market for their services or products.

Hartwood Presbyterian Church (HPC)	Will provide their campus for the Festival Grounds, and provide some site support infrastructure.
Festival Committee	Will provide oversight on overall project, coordinating actions of all project teams
Vendors	Will provide festival attendees with services, products, or informational. If successful vendors will make a profit on products, or book/experience future services/patronage from contacts made during the festival.
Exhibitors	Will provide festival attendees with information on services their organization provides, or causes in need of support, and may also provide educational opportunities. If successful exhibitors will increase awareness of causes and opportunities for the community to engage, partner, volunteer, or participate in efforts of this organization, or benefit from services provided by the organization.
Rides Provider	Will provide festival attendees with rides and possibly games for experiential recreation. If successful the provider will make a profit, of which the Festival operational & marketing fund may or may not receive a percentage.
Instructor / Exhibitor Instructor	Will provide festival workshop attendees with educational and informational material and instruction towards the completion of Boy, Girl, and Cub Scout patches and pins. If successful instructors will assist youth participants in achieving between 80%-100% of the requirements for the badge or pin for their subject area, and may also provide information to the general public similar to that of an exhibitor.
Living Historians	Will provide festival attendees with educational information on a particular historical era which their organization re-enacts. If successful Historians will increase understanding of how people lived, organizations functioned, and the 'why' behind historical events and people, while providing the opportunity for the community to engage, interact or even volunteer in efforts of the organization.
Musicians	Will provide festival attendees with live musical entertainment during the festival. If successful, musicians will increase awareness and exposure of their group, providing the potential for future sales of their product or hiring for performances, while providing a pleasurable experience for festival attendees.

Sponsors	Will provide the festival committee with funding to accomplish either specific goals, or the general conduct of the Festival. If successful Sponsors will be seen by the market as a positive organization without which the Festival would not have been possible, providing potential future profit on products, or services/patronage from attendees of the festival.
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PRODUCT OVERVIEW

Situated along highway 17 in southwestern Stafford County (5.8 miles northwest of exit 133b off of Interstate 95) the Festival operates on the campus of the HPC, and has expanded to incorporate land owned by the United Methodist Church, the Hartwood Fire Department, the Hartwood Elementary School, and the estate of Mrs. Steward Jones. The festival consists of 4 major parts: the Rides, Vendors & Exhibitors; the Living Historian Area, and the Badge Day Workshop. Integral to the operation, are parking areas which are facilitated in either free or pay for parking areas (not operated by the festival committee).

Features

Area	Contains	Located
Event Field – Upper	Rides, Vendors, Instructors, Trailblazer Program Ranges, Exhibitors	Upper field of the HPC Campus
Event Field – Lower	Vendors, Instructors, Exhibitors, Stage, Food Vendors, Blood Drive	CEC, lower field and lower parking lot of the HPC Campus
Living History Area (LHA)	“A Walk through Time” Re-enactor units and individuals	Field between the Hartwood Fire Dept. and the Stewart Jones House, directly across from the Historical Sanctuary of the HPC

EXTERNAL REQUIREMENTS AND CONSTRAINTS

The Rides will open to the public on Thursday afternoon at 1700. The Main portion of the festival is open to the public at 0900 on Saturday, and the Vendors, exhibits, instructors, musicians and historians will be engaged until 1700 on Saturday, however Rides will continue to operate until 2300 on Saturday. Living Historians are authorized to camp in the LHA from Friday – Sunday, and are invited to attend Sunday service at HPC.

Hartwood Church Road will be closed as requested through VDOT from Friday at noon, through Sunday morning at 0001.

COST ESTIMATES

SCHEDULE /WBS OVERVIEW

The strategic WBS is depicted below:

WBS	Task	Start	End	Days
1.0	Conduct Sponsor Development Operations	11/28/2011 8:00	12/16/2012 16:00	384
2.0	Conduct Event Team Operations	11/1/2011 8:00	9/19/2012 17:00	323
3.0	Conduct Badge Day Workshop	1/17/2012 8:00	9/8/2012 8:00	235
4.0	Conduct Site Support Operations	9/12/2011 8:00	10/6/2012 8:00	390
5.0	Conduct Marketing Operations	11/1/2011 8:00	9/20/2012 16:00	324
6.0	Conduct Music Group Operations	12/15/2011 8:00	9/8/2012 17:00	268
7.0	Conduct After Event Operations	9/19/2012 8:00	10/25/2012 16:00	36

Details under each High Level task are constantly under revision and adapt as necessary, but currently are as follows:

WBS	Task Name	Duration	Start	Finish
1.0	[-] Conduct Sponsor Development Operations	1153 days?	Mon 11/28/11	Sun 12/16/12
1.1	Make updates to Sponsorship table as needed	19.13 days	Mon 11/28/11	Sun 12/4/11
1.2	Contact Previous Year Sponsors	13.13 days	Mon 12/5/11	Fri 12/9/11
1.3	Develop new potential sponsor list, begin contacting	454.13 days	Mon 1/16/12	Fri 6/15/12
1.4	Coordinate for Sponsor / Partner Sign/Banner	13.13 days?	Mon 8/13/12	Fri 8/17/12
1.5	Work with sponsors on 'day-of-event' promotions	565.13 days?	Thu 3/1/12	Wed 9/5/12
1.6	[-] Conduct after event actions	1153 days?	Mon 11/28/11	Sun 12/16/12
1.6.1	Purchase thank you gift for Sponsors	13.13 days?	Wed 11/28/12	Sun 12/2/12
1.6.2	Print thank you Certificates for Partners	13.13 days?	Mon 11/28/11	Fri 12/2/11
1.6.3	Invite them to Court of Awards	1 day?	Mon 11/12/12	Mon 11/12/12
1.6.4	Present at Court of Awards	1 day?	Sun 12/16/12	Sun 12/16/12

WBS	Task Name	Duration	Start	Finish	P
2.0	<input type="checkbox"/> Conduct Event Team Operations	70.13 days?	Tue 11/11/11	Wed 9/19/12	
2.1	Develop and maintain the festival event tracking spreadsheet	853.13 days	Wed 11/30/11	Sun 9/9/12	
2.2	<input type="checkbox"/> Obtain Non-Food Vendors	40.13 days?	Tue 11/11/11	Sun 9/9/12	
2.2.1	<input type="checkbox"/> Identify vendors from previous festival who we wish	271 days?	Tue 11/11/11	Mon 1/30/12	
2.2.1.1	E-mail with invite, and link to Early Bird Registration	208.13 days?	Tue 11/11/11	Mon 1/9/12	
2.2.1.2	Close Early Bird Registration	1 day?	Mon 1/30/12	Mon 1/30/12	
2.2.2	Visit local festivals and fairs to obtain new vendors	226.13 days	Sun 4/1/12	Fri 6/15/12	
2.2.4	Contact & Coordinate Exhibitors & Non-profit organizations w	589.13 days	Wed 2/1/12	Wed 8/15/12	
2.2.3	ID & E-mail area businesses which may be interested in parti	547.13 days	Wed 2/15/12	Wed 8/15/12	
2.2.5	Track Vendors contacted, and update status	733.13 days	Mon 1/9/12	Sun 9/9/12	
2.2.6	<input type="checkbox"/> Obtain payment for booths	868 days?	Mon 11/21/11	Wed 9/5/12	
2.2.6.1	Design new Registration interface with map Selection ca	139.13 days?	Mon 11/21/11	Fri 1/6/12	
2.2.6.2	Open Early Bird Registration	73.13 days?	Mon 1/9/12	Thu 2/2/12	
2.2.6.3	Close Early Bird Registration	1 day?	Fri 2/3/12	Fri 2/3/12	2
2.2.6.4	Open Standard Registration	340.13 days?	Sat 2/4/12	Tue 9/4/12	2
2.2.6.5	Close Standard Registration	1 day?	Wed 9/5/12	Wed 9/5/12	2
2.2.7	Determine space requirements, and place/De-conflict vendor	721.13 days	Mon 1/9/12	Wed 9/5/12	
2.2.8	Coordinate placement of any Vendors or Exhibitors going into	19.13 days	Sat 9/1/12	Fri 9/7/12	
2.3	<input type="checkbox"/> Conduct Living History Area Operations	74.13 days?	Tue 11/22/11	Sat 9/8/12	
2.3.1	Invite units/historians	167 days	Tue 11/22/11	Tue 1/17/12	
2.3.2	<input type="checkbox"/> layout LHA Map	64.13 days?	Wed 1/25/12	Wed 2/15/12	
2.3.2.1	Designate a weapons clearing area	64.13 days?	Wed 1/25/12	Wed 2/15/12	
2.3.2.2	Designate Unit camp / exhibit areas	64.13 days?	Wed 1/25/12	Wed 2/15/12	
2.3.2.3	Designate Demo/firing area	64.13 days?	Wed 1/25/12	Wed 2/15/12	
2.3.2.4	Designate LHAD command post	64.13 days?	Wed 1/25/12	Wed 2/15/12	
2.3.3	<input type="checkbox"/> Coordinate for water buffalo	205 days?	Sun 7/1/12	Fri 9/7/12	
2.3.3.1	Request use	25.13 days?	Sun 7/1/12	Mon 7/9/12	
2.3.3.2	Get it filled at Fire Station	4.13 days?	Wed 9/5/12	Thu 9/6/12	
2.3.3.3	Position in field	1 day?	Fri 9/7/12	Fri 9/7/12	
2.3.4	<input type="checkbox"/> Coordinate Occupation	7.13 days?	Thu 9/6/12	Sat 9/8/12	
2.3.4.1	Paint field based on map	1 day?	Thu 9/6/12	Thu 9/6/12	
2.3.4.2	Collect / Verify LHP packets	7.13 days?	Thu 9/6/12	Sat 9/8/12	
2.3.4.3	Registration, issue meal ticket, notify of Safety Briefing	4.13 days?	Fri 9/7/12	Sat 9/8/12	
2.3.4.4	Safety Briefing	1 day?	Sat 9/8/12	Sat 9/8/12	
2.4	<input type="checkbox"/> Obtain Food Vendors	721.13 days	Mon 1/9/12	Wed 9/5/12	
2.4.1	Contact vendors from last years event	1 day	Mon 1/9/12	Mon 1/9/12	
2.4.2	Seek new 'specialty item' vendors	505.13 days	Wed 2/15/12	Wed 8/1/12	
2.4.3	Coordinate for Health Department inspections	64.13 days	Wed 8/1/12	Wed 8/22/12	
2.4.4	Coordinate for Fire Marshal Inspection & Propane Permit	64.13 days	Wed 8/1/12	Wed 8/22/12	
2.4.5	Determine space requirements, and place food vendors on n	721.13 days	Mon 1/9/12	Wed 9/5/12	
2.5	<input type="checkbox"/> Coordinate Rides	24.13 days?	Mon 1/9/12	Thu 9/6/12	
2.5.1	Work out Rides offerings with Vendor	43.13 days?	Mon 1/9/12	Mon 1/23/12	
2.5.1	Coordinate for Rides Permits	46.13 days	Thu 3/15/12	Fri 3/30/12	
2.5.3	<input type="checkbox"/> Coordinate Ticket Sales	30.13 days?	Wed 7/25/12	Thu 9/6/12	

WBS	Task Name	Duration	Start	Finish
2.5.3	<input type="checkbox"/> Coordinate Ticket Sales	30.13 days?	Wed 7/25/12	Thu 9/6/12
2.5.3.1	Get Advance Sale tickets for Radio Promo	1 day?	Mon 8/13/12	Mon 8/13/12
2.5.3.2	Deliver Tickets to Radio Station	1 day?	Mon 8/20/12	Mon 8/20/12
2.5.3.3	Coordinate with Businesses to sell tickets in Advance	106.13 days?	Wed 8/1/12	Wed 9/5/12
2.5.3.4	Coordinate with PTA's to sell tickets in Advance	64.13 days?	Wed 8/15/12	Wed 9/5/12
2.5.3.5	Open Website Ticket purchase	130.13 days?	Wed 7/25/12	Thu 9/6/12
2.6	Have map printed for distribution at event	1 day	Wed 9/5/12	Wed 9/5/12
2.8	<input type="checkbox"/> Coordinate vendor occupation	10.13 days?	Wed 9/5/12	Sat 9/8/12
2.7.1	Coordinate event field layout & Marking	7.13 days	Wed 9/5/12	Fri 9/7/12
2.7.2	Run Vendor Registration	4.13 days?	Fri 9/7/12	Sat 9/8/12
2.9	<input type="checkbox"/> Conduct after event actions	37.13 days	Fri 9/7/12	Wed 9/19/12
2.9.1	Identify any problems with registrations	13.13 days	Fri 9/7/12	Tue 9/11/12
2.9.2	<input type="checkbox"/> Identify any issues with other divisions as they relate	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.2.1	Event Site Support	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.2.2	Marketing	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.3	<input type="checkbox"/> Make any needed adjustments to map grids	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.3.1	Event Field Map	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.3.2	LHA Map	13.13 days	Sat 9/8/12	Wed 9/12/12
2.9.4	Identify any participants to NOT invite back	4.13 days	Fri 9/7/12	Sat 9/8/12
2.9.5	Issue, receive, and compile After event surveys	16.13 days	Fri 9/7/12	Wed 9/12/12
2.9.6	Prepare Event Team After Action report	22.13 days	Wed 9/12/12	Wed 9/19/12

WBS	Task Name	Duration	Start	Finish
3.0	<input type="checkbox"/> Conduct Badge Day Workshop	705 days	Tue 1/17/12	Sat 9/8/12
3.1	<input type="checkbox"/> Obtain Exhibitor Instructors for Trailblazer program	412 days	Tue 1/17/12	Sat 6/2/12
3.1.1	Identify whether Badges are still valid for issue.	114.13 days	Tue 1/17/12	Fri 2/24/12
3.1.2	Contact instructors from last years event from the tracking s	46 days	Thu 3/22/12	Fri 4/6/12
3.1.3	Contact new instructors for other badges identified to be tau	46 days	Thu 3/22/12	Fri 4/6/12
3.1.4	Firm up commitments from instructors	25 days	Fri 5/25/12	Sat 6/2/12
3.2	<input type="checkbox"/> Register Scouts	214.13 days	Mon 6/25/12	Tue 9/4/12
3.2.1	Get Badges posted for registration on website	13.13 days	Mon 6/25/12	Fri 6/29/12
3.2.2	Collect online registrations	160.13 days	Fri 7/13/12	Tue 9/4/12
3.2.3	REGISTRATION CLOSES	0 days	Tue 9/4/12	Tue 9/4/12
3.3	Print Class Rosters	1 day	Wed 9/5/12	Wed 9/5/12
3.4	Set up Registration Booth	0 days	Fri 9/7/12	Fri 9/7/12
3.5	Execute Workshops	0 days	Sat 9/8/12	Sat 9/8/12
3.6	<input type="checkbox"/> Conduct after event actions	1 day	Wed 3/21/12	Wed 3/21/12
3.6.1	ID instructors to ask back next year	1 day	Wed 3/21/12	Wed 3/21/12
3.6.2	conduct any refunds (paypal, check)	1 day	Wed 3/21/12	Wed 3/21/12

WBS	Task Name	Duration	Start	Finish
4.0	[-] Conduct Site Support Operations	1170 days?	Mon 9/12/11	Sat 10/6/12
4.1	[-] Conduct Parking Operations	654 days	Tue 1/10/12	Wed 8/15/12
4.1.1	Obtain permission to use Methodist Field (Lot A)	44 days	Tue 1/10/12	Wed 1/25/12
4.1.2	Obtain Offsite Lot (B)	44 days	Tue 1/10/12	Wed 1/25/12
4.1.3	Secure shuttle service for Lot B	22 days	Sun 3/11/12	Sun 3/18/12
4.1.4	Lay out Both Parking lots	15 days	Fri 8/10/12	Wed 8/15/12
4.1.5	purchase/secure Parking equipment	38 days	Wed 7/11/12	Tue 7/24/12
4.1.6	garner volunteers to man Parking lots	39 days	Fri 7/13/12	Thu 7/26/12
4.2	[-] Coordinate with Event Teams	1 day?	Tue 11/1/11	Tue 11/1/11
4.2.1	Coordinate on Map Development	1 day?	Tue 11/1/11	Tue 11/1/11
4.2.2	Coordinate on Stage Placement	1 day?	Tue 11/1/11	Tue 11/1/11
4.3	[-] Field Sanitation	553 days	Fri 3/9/12	Sun 9/9/12
4.3.1	Coordinate, situate, & monitor Porta-Potties	133 days	Fri 3/9/12	Sun 4/22/12
4.3.2	Coordinate on-site Trash Truck	44 days	Sat 3/10/12	Sun 3/25/12
4.3.3	Manage refuse containers on-site	1 day	Sun 9/9/12	Sun 9/9/12
4.4	Coordinate for a Gator type vehicle for support operations	1 day	Sat 3/10/12	Sat 3/10/12
4.5	[-] Submit Necessary Requests	364 days	Tue 2/21/12	Thu 6/21/12
4.5.1	Road Closure to DOT	1 day	Tue 2/21/12	Tue 2/21/12
4.5.2	Operations Order to County Sherriff/EMS	1 day	Thu 6/21/12	Thu 6/21/12
4.6	[-] Coordinate with County Offices	1 day	Wed 3/21/12	Wed 3/21/12
4.6.1	[-] Coordinate with Local Law Enforcement	1 day	Wed 3/21/12	Wed 3/21/12
4.6.1.1	Traffic Control	1 day	Wed 3/21/12	Wed 3/21/12
4.6.1.2	[-] Coordinate with events team on Law Enforcemen	1 day	Wed 3/21/12	Wed 3/21/12
4.6.1.2.1	Command Vehicle placement	1 day	Wed 3/21/12	Wed 3/21/12
4.6.1.2.2	Merit Badges	1 day	Wed 3/21/12	Wed 3/21/12
4.6.2	[-] Coordinate with Fire & Rescue	1 day	Wed 3/21/12	Wed 3/21/12
4.6.2.1	Emergency Response Routes/procedures	1 day	Wed 3/21/12	Wed 3/21/12
4.6.2.2	Road Closures	1 day	Wed 3/21/12	Wed 3/21/12
4.6.3	Operations Order	1 day	Wed 3/21/12	Wed 3/21/12
4.7	Assist with field layouts	1 day	Sat 9/8/12	Sat 9/8/12
4.8	Assist with Vendor location and event setup	1 day	Sun 9/9/12	Sun 9/9/12
4.9	[-] Conduct after event actions	1170 days	Mon 9/12/11	Sat 10/6/12
4.9.1	[-] Identify Physical and logistical issues with Fields	1112 days	Mon 9/12/11	Mon 9/17/12
4.9.1.1	Event Fields	14 days	Wed 9/12/12	Mon 9/17/12
4.9.1.2	LHA Field	14 days	Mon 9/12/11	Sat 9/17/11
4.9.1.3	Parking Fields	14 days	Mon 9/12/11	Sat 9/17/11
4.9.2	Work with Event team to update all Field Maps	14 days	Mon 9/12/11	Sat 9/17/11
4.9.3	[-] Identify any issues with Support / partners	14 days	Wed 9/12/12	Mon 9/17/12
4.9.3.1	Field sanitation	14 days	Wed 9/12/12	Mon 9/17/12
4.9.3.2	Emergency Response	14 days	Wed 9/12/12	Mon 9/17/12
4.9.3.3	Traffic Control	14 days	Wed 9/12/12	Mon 9/17/12
4.8.3.4	Parking	14 days	Wed 9/12/12	Mon 9/17/12
4.8.4	Identify equipment damaged or needing replacement for next	14 days	Wed 9/12/12	Mon 9/17/12
4.8.5	Secure feedback from Fire, EMS, & Sherriff	14 days	Wed 9/12/12	Mon 9/17/12

WBS	Task Name	Duration	Start	Finish	F
4.8.6	Prepare Site Support Team After Action Report	18 days	Sun 9/30/12	Sat 10/6/12	1
5.0	[-] Conduct Marketing Operations	973 days?	Tue 11/1/11	Thu 9/20/12	
5.1	[-] Obtain/Develop Radio commitment	1 day?	Tue 11/1/11	Tue 11/1/11	
5.1.1	Coordinate with Sponsor Development to produce sponsors	1 day?	Tue 11/1/11	Tue 11/1/11	
5.1.2	Develop estimates for options on different advertisements	1 day?	Tue 11/1/11	Tue 11/1/11	
5.2	[-] Utilize Internet media	628 days	Tue 1/10/12	Mon 8/6/12	
5.2.1	Facebook Marketing	34 days	Thu 7/26/12	Mon 8/6/12	
5.2.2	Maintain Festival Facebook page	175 days	Tue 1/10/12	Thu 3/8/12	
5.2.3	external Festival & Event websites	23 days	Thu 3/15/12	Fri 3/23/12	
5.2.4	Internet Community Calendars	44 days	Wed 2/15/12	Thu 3/1/12	
5.2.5	Maintain/update Festival Website	175 days	Tue 1/10/12	Thu 3/8/12	
5.2.6	Development of .jpg / .gif / .psd graphics for use by other sites	112 days	Tue 1/10/12	Thu 2/16/12	
5.2.7	E-mail marketing	38 days	Wed 7/11/12	Tue 7/24/12	
5.3	[-] Utilize Print media	53 days	Sun 6/10/12	Thu 6/28/12	
5.3.1	Newspapers / periodicals	53 days	Sun 6/10/12	Thu 6/28/12	
5.4	[-] Experiential marketing	208 days	Fri 7/13/12	Thu 9/20/12	
5.4.1	Poster development	7 days	Wed 7/25/12	Fri 7/27/12	
5.4.2	Poster Distribution	4 days	Sat 8/4/12	Sun 8/5/12	
5.4.3	Flyer development	4 days	Wed 8/15/12	Thu 8/16/12	
5.4.4	Flyer Distribution	5 days	Fri 8/24/12	Sun 8/26/12	
5.4.5	Banner repair/development	10 days	Fri 7/13/12	Mon 7/16/12	
5.4.6	Banner Placement	25 days	Wed 9/12/12	Thu 9/20/12	
5.5	[-] Conduct After Event Actions	1 day	Wed 3/21/12	Wed 3/21/12	
5.5.1	Retrieve all signage placed in marketing area	1 day	Wed 3/21/12	Wed 3/21/12	
5.5.2	Identify replacement needs for next campaign	1 day	Wed 3/21/12	Wed 3/21/12	
5.5.3	Prepare Marketing After Action Report	1 day	Wed 3/21/12	Wed 3/21/12	

WBS	Task Name	Duration	Start	Finish	F
6.0	[-] Conduct Music Group Operations	05.13 days?	Thu 12/15/11	Sat 9/8/12	
6.1	[-] Coordinate Bands	00.13 days?	Wed 1/18/12	Wed 5/30/12	
6.1.1	List venue on Sonic Bids	22.13 days?	Wed 1/18/12	Wed 1/25/12	
6.1.2	Open to receive bids from groups	262.13 days?	Wed 1/25/12	Sat 4/21/12	
6.1.3	Close bids / begin evaluation	1 day?	Sun 4/22/12	Sun 4/22/12	
6.1.4	establish an Order of Merit List	19.13 days?	Wed 4/25/12	Tue 5/1/12	
6.1.5	Contact selected Groups to offer a slot	46.13 days?	Tue 5/1/12	Wed 5/16/12	
6.1.6	Finalize slate	43.13 days?	Wed 5/16/12	Wed 5/30/12	
6.2	Coordinate for a Sound Crew & System	415.13 days?	Thu 12/15/11	Tue 5/1/12	
6.3	Coordinate for Stage, and stage placement	305.13 days?	Thu 12/15/11	Sat 9/8/12	
6.4	Market Groups	289.13 days?	Fri 6/1/12	Wed 9/5/12	
6.5	Provide Event announcements capability	1 day?	Sat 9/8/12	Sat 9/8/12	

WBS	Task Name	Duration	Start	Finish
7.0	<input type="checkbox"/> Conduct After Event Operations	109 days	Wed 9/19/12	Thu 10/25/12
7.1	Conduct Initial Group AAR	1 day	Wed 9/19/12	Wed 9/19/12
7.2	Compile After Action Reports from divisions	10 days	Wed 10/3/12	Sat 10/6/12
7.3	Conduct final group AAR meeting	1 day	Wed 10/17/12	Wed 10/17/12
7.4	Prepare Festival AAR	4 days	Wed 10/24/12	Thu 10/25/12