

Tour D'Artistes 2022 Planner – Tasks and Owners

Job	Owner	Task	Completion Date
Registration	Elaine Tarr	Oversees the completion of all registration tasks a timely fashion	
Registration	Elaine Tarr	Finalize Registration Form	Completed 6/20/21
Registration		Distribute/ Publish Registration Form	8/9/21
Registration		Collect registration forms by deadline	10/12/21
Registration		Create list of artists	10/13/21
Registration		Send registration checks to the Studio Tour treasurer	10/13/21
Registration	All Artists	Forward bios and photos to Lloyd Tarr	12/1/21
Registration		Create list of artists / assigned studios; define the studio numbers and edits needed for the tour map.	10/13/21
Registration		Send Studio/artist list to brochure team	10/13/21
Registration		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Sponsors		Oversees the completion of all Sponsor related tasks in a timely fashion	11/3/21
Sponsors	Artists	Send Sponsor Chair names of companies you will be contacting when you get the sponsor info packet	10/5/21
Sponsors		Create contact signup list of local restaurants and businesses	10/1/21
Sponsors		Create Sponsor Packet (poster, Letter of thanks, sample brochure)	10/6/21
Sponsors		Gather names of artists willing to contact possible sponsors	10/12/21
Sponsors		Have volunteers sign up for businesses to contact	10/12/21
Sponsors		Collect sponsor checks and give to Studio Tour treasurer	11/13/21
Sponsors		Give list of sponsors to Tour Chairperson & Brochure team	11/15/21
Sponsors		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Press Releases	Judith Rothenstein-Putzer	Oversees the completion of all Press Release tasks in a timely fashion	

Press Releases		Create list for publications to contact	
Press Releases		Write press releases	
Press Releases		Contact publications and send out press releases	
Press Releases		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Advertising		Oversees the completion of all advertising tasks in a timely fashion	
Advertising	Lloyd Tarr	Create basic ad which will be used for all publications (where possible)	10/13/21
Advertising		Create Advertising Plan and have budget approved	10/13/21
Advertising		Set up schedule with Newspaper Article team	1/5/22
Advertising		Submit ads to the FH Times in early January	1/10/22
Advertising		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Newspaper Articles		Oversees the completion of all newspaper article tasks in a timely fashion	1/20/22
Newspaper Articles		Create list of dates for articles in FH Times and other publications	1/5/22
Newspaper Articles		Consult with League president on plans for league articles to be published and consult with person doing Ads to create a list of dates for Studio Tour articles	12/15/21
Newspaper Articles		Contact Linda@FHTimes.com to let her know the article schedule	12/15/21
Newspaper Articles		Create schedule of who will be in which article, dates photos are needed	12/15/20
Newspaper Articles		Write articles and submit to paper with photos from studios. Committee will use the photos they have at the beginning of January	January and February
Newspaper Articles		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Website	Lloyd Tarr	Oversees the completion of all website tasks in a timely fashion	
Website	Lloyd Tarr	Update current website with new registration form with link on League Home page	6/30/21

Website	Lloyd Tarr	Update bios and photos submitted with tour registration forms	12/15/21
Website		Upload brochure when it is ready	1/5/22
Website	Lloyd Tarr	Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Facebook		Oversees the completion of all Facebook tasks posting in a timely fashion	
Facebook		Create Studio Tour facebook page and administer the page	11/13/21
Facebook		Encourage artists to use the page to share their art in the months prior to the tour.	October to March
Facebook		Post regularly and encourage others to post and share posts.	October to March
Facebook		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Instagram		Oversees the completion of all Instagram tasks in a timely fashion	
Instagram		Discuss adding Instagram to publicity plan	10/13/20
Instagram		Implement plan	October to March
Instagram		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
TV spot		Oversees the completion of all TV Spot tasks in a timely fashion	
TV spot		Research possibility of having a video spot on Terri O show or other venue	11/13/20
TV spot		Implement plan	January to March per research
TV spot		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
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Tour Packets	Bonnie S.	Oversees the completion of all tour packet tasks in a timely fashion	
Tour Packets		Identify info to be included in the packets... using info from previous year and additional new ideas.	1/5/21
Tour Packets		Prepare the materials, have items printed, purchase additional needed items.	2/9/21
Tour Packets		Create packets	2/16/21
Tour Packets		Partner with Signage Team to hand out the packets.	tbd
Tour Packets		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Brochures	Elaine	Oversees the completion of all tasks in a timely fashion	
Brochures		Create new tour map draft for graphic artists showing studio numbers and names	11/13/20
Brochures		Create electronic map graphic for the brochure	12/1/20
Brochures		Get quotes from printers for the brochure printing. Get cost approved	11/13/20
Brochures	Elaine	Create draft of the brochure for artists to proof	11/30/20
Brochures	All Artists	All participants to proof brochure	12/13/20
Brochures		Final Approval of print-ready brochure	1/5/21
Brochures		Send to printer	TBD
Brochures		Distribute brochures	TBD
Brochures	Elaine	Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Signage		Oversees the completion of all signage tasks in a timely fashion	
Signage		Verify studio numbers with brochure team	12/13/21
Signage		Identify number of new signs and a-frames needed	1/5/22
Signage		Purchase any additional signage supplies -per tour budget	1/10/22
Signage		Announce date and time for sign pick up	TBD
Signage		Partner with packet team on distribution	TBD

Signage		Get signs and holders out of storage	TBD
Signage		Distribute signs week prior to tour	TBD
Signage		Announce collection site and date	TBD
Signage		Put signs in storage.	TBD
Signage		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Job	Owner	Task	Completion Date
Fundraiser		Oversees the completion of all fundraising tasks in a timely fashion	
Fundraiser		Decide on process for raffle or gift certificate with all participants	10/13/21
Fundraiser		Provide poster and instructions for the chosen fundraiser	11/3/21
Fundraiser		Promote fundraiser with appropriate audiences	11/15/20 through 5/5/21
Fundraiser		Promote fundraiser with appropriate audiences for Spring grants	11/15/20 through 5/5/21
Fundraiser		Present grant winners with their award	TBD
Fundraiser		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22

Discuss if we still need runners

Job	Owner	Task	Completion Date
Runners		Oversees the completion of all tasks in a timely fashion	
		Get runners who will be available during the tour to assist tour hosts	
		Send electronic copy of what team did and edits to task list to tour chair to archive	3/10/22