

Governor's Carolighting 2014 Event Planning Scope of Work

Objective: The Columbia Metropolitan Convention & Visitors Bureau (CVB) will be the presenting sponsor for the 48th Annual Governor's Carolighting to be held Monday December 1, 2014. The CVB will hire an event planner or event planning firm to plan and organize preliminary logistics, orchestrate day-of setup and logistics, and act as point of contact for volunteer organizations and their logistics related to preliminary planning and day-of setup.

Many of the items used in this long-standing event are donated year after year by loyal businesses. A list has been retained by prior planning teams business and community partners along with contact information. The CVB will work with the event planner by contacting organizations and businesses for donations of items such as chairs, sound system, tables, refreshments, cups, etc. After sponsors are secured, the event planner will then be responsible for communication with all partners regarding details of the donated items and how those items will be implemented and/or setup on the event day.

Duties that will be the responsibility of the event planner: Organize/supervise delivery and setup of tables, chairs, sound system, platform/staging, pianos, refreshments, port-o-johns, parking, interpreters, conductor stands, labeling for VIP and guest seating, script, operation schedule/event flow, distribution of event program to attendees, bus drop off and/or parking for choirs and bands, placement of choirs and bands (to including marking tape, etc.), arrange for EMS crew on site, act as liaison to ETV for their live broadcast. After sponsors are secured by CVB, the even planner will then be responsible for communication with all sponsors regarding details of the donated items and how those items will be implemented and/or setup on the event day. Event planner will also schedule meetings on a monthly/weekly/as needed basis with key partners, with a team meeting of all key partners held at least two times prior to the event.

Event Planner will be contracted by the Columbia Metropolitan CVB for this event. CVB point of contact will be Kelly Barbrey, VP of Sales & Marketing, kbarbrey@columbiaauthority.com, 545-0018 (office), 569-7583 (cell).

CVB responsibilities include: preliminary outreach to include making calls and securing sponsorships, initial outreach to choirs and bands, event program (design and printing), working back through Governor's office for approvals.

Additional Key Partners/Organizations (not limited to the following):

Columbia Garden Club and Garden Club of SC: purchase tree, tree set-up day and decorating,

City of Columbia: street closures, bag parking meetings, other parking needs,

General Services: decoration storage and logistics on State House grounds

SC Department of Public Safety (DPS): interface with City of Columbia & General Services regarding related needs

Governor's Office: invitations, pastor, master of ceremonies, ceremonial lighting of the tree, photographer, all approvals

Possible Partnership: The CVB would like to connect with City Center Partnership (CCP) to develop a connection with Main Street shops and restaurants to create a long-term vision of this event as being the kickoff to the holiday season on "South Carolina's Main Street". CCP is very interested in this and would like to work with the CVB in a variety of ways from the possibility of stores staying open later for holiday shopping to restaurants offering dinner specials, etc. Depending on level of interest this first year, the event planner may be needed to work with the CVB on logistics in inter-weaving the event with Main Street businesses.