

Art Deco Weekend Planning Committee 3-Year Plan (adopted 2015)

- • Build on the success of the past 40 years and the previous decades of work by MDPL volunteers and staff.
- • Reconnect MDPL with the festival, as MDPL's signature event and gift to the community.
- • Reposition as community cultural festival with original mission accomplished.
- • Make festival "salable" to sponsors.
- • Use festival to serve not only as education and outreach anchor for MDPL, but as advocacy, membership and fundraising mechanism.

Year 1 - ADW 2016

- Create more engaging festival environment. Activate Lummus Park.
- Develop and implement model accessibility infrastructure.
- Refresh community partner outreach. Begin with children's area.
- Upgrade vendor mix. Develop viable antique and art areas. Bring vendor operation in-house.
- Develop programs to bring back locals.
- Begin to upgrade infrastructure (new event company).
- Broaden planning committee membership to "deepen bench" for MDPL.
- Expand volunteer base.
- Reconnect to MDPL through consistent branding.

(On list but not accomplished: Advocacy Area. Membership Drive.)

Year 2 - ADW 2017

- Develop volunteer base to lead program components.
- Build on community partner outreach, upgrade of vendor mix and efforts to bring back locals.
- Test ticketed event.
- Showcase Art Deco Museum.
- Develop and implement neighborhood association outreach program.
- Begin sponsor outreach.

(On list but not accomplished: Signage Upgrades. Tour Program Expansion.)

Year 3 - ADW 2018

- Make festival a model "green" event.
- Continue infrastructure upgrade (new electric and a/v companies)
- Add music programming.
- Expand media outreach to take full advantage of festival as marketing opportunity for MDPL.
- Revamp on-line sales capabilities.
- Modernize marketing.
- Achieve profitability.

ART DECO WEEKEND PLANNING COMMITTEE – THE FUTURE

2019 ART DECO WEEKEND PLANNING COMMITTEE

Steve Pynes , MDPL Chairman

Lori Bakkum, ADW Chair

Russell Lee, ADW Vice Chair

Danny Falcon

Michael Jones

Alan Kamlot

Wanda Mouzon

ADW committee – open group of 30 or more folks who contribute to ADW success .

Monthly meetings 2nd Monday of month, May -January

ADW 2019

- City Presentation and new 3 year plan (in progress)
- Swarm affiliation growth with increase on F&B revenue, Market Place vendor management, Event production management and ticket sales.(in progress)
- Increase Ocean Drive Association & local businesses participation and programming. (in progress)
- Community partners- lock in existing and grow
- Sponsors – grow relationships with current and add new including larger tie in and cross promotion with US Antiques (in progress)
- Special events – Increase sales to Jazz Age VIP, plus add other specialty programming in the VIP venue during day.
- Entertainment- continue to upscale and make MDPL centric
- Advocacy and education – increase through programming and activations
- Membership – add 250 new members during Art Deco Weekend 2019.

2019-2021

Membership drive

Advocacy and education area

Signage

All Neighborhood associations involved-More neighborhood home tours

Program the full site

Mimo Mondays in North Beach

Grow Jazz Age and Add more upscale events

Continue “greening” of festival in all aspects. Reuse/recycle/educate

Develop cultural offerings in the park - deeper cultural partner involvement

Develop long-term sponsor partners

PR- more cross promotion with sponsors and partners

Add music programming

Event week Volunteer program

Professionalize operational components

Move toward week-long/city-wide celebration.