

# Classics By The Lake Handbook

## August:

- Meeting to discuss the car show, including survey
- Set date for upcoming year's car show
- Contact Village of Lake Nebagamon Clerk to get show date on the community calendar
- Send out thank-you notes to sponsors and vendors
- Collect car show items to store for next year
- Ask for possible donation suggestions of profit from show

## September:

- Collect donation suggestions and pass along to donation committee
- Nominating committee meets and solicits names for the October ballot

## October:

- Distribute donations
- Get photo from various donations given
- Publicize donations in local newspapers
- Schedule December meeting and reserve location
- Election of officers
- Car show chairman and committee chairs are selected

## November:

## December:

- Collect membership dues for upcoming year

### **January:**

- Time to start planning the car show!
- Raffle committee presents raffle prize ideas to club at meeting
- Club decides on prizes and amount to designate for prizes
- Print raffle tickets
- Contact Dance Club about dance following car show before flyers are published
- Put together flyer (not poster) and print 200+ to distribute at MN Car Club Association February meeting; make sure to include updated photo and pertinent information

### **February:**

- Attend MN Car Club Association meeting at The Shack Supper Club in Superior
- Bring \$25 membership check and flyers to meeting

### **March:**

- Confirm committee chairs and start sign up lists (make sure to contact everyone who volunteered to help)
- Prepare colored poster for show, proofread information, print 150 of 8 ½ x11 at Arrowhead Printing in Superior
- Arrange for model car vendor if desired for next year's show
- Contact vendors (food and merchandise)
- Contact sponsors with letter and form to complete for participation in car show
- Renew the Class A raffle licenses

### **April:**

- Submit car show, sponsor, and vendor information to Village of Lake Nebagamon Newsletter Editor; ask to include from April-July
- Contact local papers to do article on club and upcoming show

- **May:**
- All committees should be working on their plans for upcoming show
- Club president attends Village of Lake Nebagamon Board Meeting to ask for law enforcement to be present and visible during car show

### **June:**

- Purchase insurance policy for show
- Purchase tickets for 50/50 raffles
- Admission/Parking Committee Chair talks to Lake Nebagamon employee concerning barricades and posting "No Parking" signs
- Make up work schedule for car show; this schedule will be posted day of show
- Make up schedule of events for the day of the car show; this will be posted
- Arrange for transport of vendors, participants, and club members to and from event
- Contact WNX 107.3, television stations, and radio stations about upcoming car show
- Renew Class B raffle license

### **July:**

- Go over schedules and finalize before publishing
- Committees make final preparations
- Put together goodie bags
- Set date for appreciation potluck
- Enjoy the car show!

## **Committees:**

- **Chairman of event**
- **Registration Table**
- **Admission/Parking**
- **Vendors for merchandise and food**
- **Set up & Clean Up**
- **50/50 raffle**
- **Goodie bags**
- **Advertisement**
- **Raffle drawing**
- **Entertainment**

## **Duties of each committee:**

### **Chairman of event**

- Oversees preparations of event
- Available for any and all inquiries during event
- Wear neon colored shirt for easy identification
- Gift to sponsors is decided upon
- Verify event schedule to be printed and posted
- Verify work schedule sign-up in two-hour shifts to be printed and posted
- Have list of sponsors printed to post at event
- Have list of donations made by club to post at event
- Have placards for participants and car club members printed
- Send out thank-you cards to sponsors and include invite to appreciation potluck
- Verify welcome letter to include in participant's goodie bags

## **Registration / Ticket sales Table**

- Placards for registrants' cars
- Placards for members' cars (different color than registrants)
- Extra goodies bags for late-comers or those who did not enter in admissions area
- Box to collect ballots
- Box to collect registrants' raffle tickets
- Print tally sheet for ballots
- 50/50 tickets available for sale
- Raffle tickets available for sale
- Three (3) cash boxes
  - Raffle tickets
  - 50/50 tickets
  - Registration (for late entrants)
- Three (3) people minimum to work this area
- Pens, tape and markers
- First aid kit
- Fire extinguisher
- Water for club members in cooler

## **Admission / Parking**

- Set up parking areas
- Collect fee from registrants
- Cash box
- Hand out goodie bags at admission table and direct cars to parking areas
- Turn in cash to treasurer at close of registration along with extra goodie bags
- Make sure there is a path through event for an emergency vehicle
- Set up "No Parking" signs the evening before the show
- Before show, decide how cars will be faced when parked
- Have parking attendants in front of the auditorium

- Block off alley behind Bridge's Bar
- Barricade road in front of auditorium
- Do not park cars down middle of the road (would block emergency exit route)
- Angle park cars on street
- Notify Guy Peterson about car show and ask permission to use his corner lot in alley behind Bridge's
- Ask Guy Peterson to please mow the lot or ask some club member to complete this task

### **Vendors for merchandise and food**

- Contact last year's vendors for upcoming show
- Pre-register free, day of show \$10 (just an idea)
- Names for possible vendors are picked up by word-of-mouth, shopping at other events, other club members or possibly calling the Chamber of Commerce in Superior.
- Set a deadline for returned applications, usually two weeks before the show. Secure more vendors if not many registrations were received.
- An invite, with a vendor registration form, should be sent out sometime in May or early June. Also, include an event flier with this mailing.
- By mid to late June, make a phone call to the vendors forms were sent to. Must have this follow-up call for possible questions and/or clarification.
- Once registration forms are collected, figure out the layout. Vendors can designate special requests on the registration form.
- Check with the car and parking committee to see if there is a spot where people can't set up.
- Request music to play inside the auditorium. Talk with Dan Dulinski.
- Keep vendors with possible sticky/messy items for sale outside

- If the dance club has an event that evening, leave the vendor tables up as some will be needed for seating for the evening activity.
- The afternoon before the car show, spray paint vendor spaces across the street from the auditorium. Make sure you talk with Lindsey at Bridges to get permission to use the grass space. Stall spaces are about 12'x12'. Number the spaces so you can assign them to the vendors when they come. Most vendors bring their own equipment. However, tables can be used from the auditorium. Then, in the auditorium use masking tape to mark vendor spaces (about the same size as outside).
- Have some club members there to assist vendors when they arrive and pack up to leave. Vendors need to start arriving around 7:30 am. If they want to unload in front of the auditorium and not walk a block to unload they need to be there early. As soon as the classic cars start arriving it will be very difficult for them to get close--- especially those that want to be in front of the auditorium.
- Ask Sharon's to serve coffee and rolls in the morning early. Also, ask her to keep making her hot beefs and anything else she may want to make.
- Talk with Lindsey at Bridges about selling her famous bloody Marys.
- Talk with Swan and ask her to make sure there is extra toilet paper, toweling and garbage bags behind the bar. Check those areas during the day for garbage removal and replacement.
- The Waterfront will let you put vendors out in front as long as you do not block the sidewalk. You must call for permission.
- There is also electricity next to the auditorium but you must get permission from the Village. See Swan.
- Send out a thank-you to the vendors

### **Set up & Clean up**

- Everyone pitches in according to list of area of responsibilities for set up and clean up
- Display "restroom" and "vendor signs"

- Prepare sandwich board with day's events
- Prepare sponsor and contributors board and place in prominent location by registration table
- There is a large sign shared with the Lake Nebagamon Lions Club that can be displayed throughout the area prior to show date
- Post schedules prepared by chairman
- "No parking after 1 am Saturday" signs must be put up the Friday before the show
  - Make sure guests at Lawn Beach are aware of this
  - The parking lot across from Lawn Beach needs to be posted, too
- Post "Alley Closed" signs
- Check with village personnel that the barricades are accessible for set up on show day at 6:30 am
- Make sure there are four to six EZ ups to use day of event. Dan & Darlene Dulinski have four to use
- Place car show signs on roads before show, must be set up by 7 am on day of show
  - Paul Graden or Dan Dulinski have all the signs
  - Paul will make up any new wooden signs needed
  - Place directional signs at Hwy 27 in Brule, Hwy 2 in Poplar, and Hwy 2 at County Road P, Hwy 53 and County Road B in Hawthorne
  - Six signs are placed in the Village of Lake Nebagamon, including registration and vendor signs
- Remove car show signs from roads after show
- Move picnic tables to front of auditorium before show and return to original spots after show
- Keep space clear for vendors to unload and set up. Parking for vendors is located 1 block west of auditorium (vacant lot on corner)



- Set up PA system to broadcast music and announcements inside and outside auditorium
- Clean up auditorium
- Take down EZ ups
- Tables and chairs taken from auditorium must be returned
- Barricades must be removed and piled on street corner where they were left for our use
- A once over of the show area to pick up any trash must be done. Let's leave the area better than we found it

### **50/50 sales**

- Tickets
- Cash
- Container for tickets
- Cash aprons
- Vests and hats

### **Goodie bags**

- Get bags to put gifts in (i.e. contact Hagerty)
- Determine larger gift for registrants and present to club
- Secure other gifts to include in bag
- Contact Bonnie at the Dairy Queen, Carey By Design, and Rose's Bakery a month before the event and ask if they will donate a coupon or something to include in the goodie bags
- Other items to include in bag:
  - Welcome letter
  - Registration slip
  - New Member Information sheet
  - Event schedule
  - Ballot for cars to include on next year's poster
  - Explanation of prizes (5-\$100 random drawing of registrants)

- Raffle ticket for door prizes

### **Advertisement**

- Create posters and flyers for car show
  - Locate a copy of the previous year's poster
  - Update photo and show info
  - Have copies made at Arrowhead Printing in Superior. Amy is our current contact
    - Print 200 copies of flyer for MN Car Club meeting in January
    - Print 150 colored posters for distribution at the March meeting
- Contact Village of Lake Nebagamon Newsletter Editor with car show, vendor, and sponsor information for newsletter
- Contact local newspapers, television, and radio stations with information
  - Superior Telegram
  - Duluth Tribune
  - WNXR
  - KJBR, WDIO, and Fox 21
- Secure announcer for day of event
- Prepare script for event; announcements every half hour

### **Raffle Prizes**

- Present raffle prize options to club at January meeting
- Secure grand prize and get raffle tickets ready to print
- Create, proofread, and print raffle tickets
- Distribute tickets to sell
- Get the ticket cage to use for raffle tickets
- Solicit other prizes
- Turn in all raffle money to treasurer by end of event

**Entertainment:**

- Decide if adult or children's games will be held during show
- Scavenger hunt with possible prize of small ice-cream cone
- Kid's games
- Matchbox car races
- Dance (coordinate with dance club)
- Music during show

**Forms:**

Sponsor/donation letter and form

Vendor form

Tally sheet

Membership form

Event schedule

Work Schedule

Car show survey

Show script

Welcome letter

Placard

Registration form

Ballot for favorite cars

Set up and clean up list