

Renewable Energy Fair/Sustainable Living Fair Campaign Design and Field Analysis

In an attempt to 'sustain' the efforts of nine years of prior hard-work and commitment of students and community members, I decided to take on the immense task of putting together and directing the Renewable Energy Fair (REF) in April 2002, and again in April 2003 for The Sustainable Living Fair (SLF). The fair was held in conjunction with the Arts and Music Festival (A&M), and has been for the last six years. The REF is a one day event that coincides with the Arts and Music Festival; it is a sustainable powered event, powered by Biodiesel, solar, and the Human Energy Converter (HEC). The festival hosts a full day of music with bands ranging from local musicians to popular and renowned bands, with speakers, workshops on many aspects of renewable energy, children's area, food and craft vendors, and information booths ranging from non-profit agencies, renewable energy organizations, and local businesses. The REF hosts a full day of tours at the Campus Center for Appropriate Technology. It is also a zero waste event, where all garbage is recycled.

Mission and Goals:

The REF is built on the belief that through education and networking we can help create a community that implements these policies and applications into their everyday lives. The mission of the Renewable Energy Fair is "To educate community and students about renewable energy and sustainable living that is available in the community."

Our goals were to create a venue where local businesses and non-profits can network with the community about renewable energy, while integrating education, unification, and creativity. Through providing music, workshop, information, and demonstrations, that aid in these discoveries.

Objectives: The main objectives for the festival were ~~too~~ unquantifiable. ^{One was} For the community to come out enjoy the music, entertainment, network with businesses and non-profits, and be educated about renewable energy and sustainable living. Other objectives included a larger turn-out than in years past, in 2002, the participant attendance was approximately 2,700, our goal was to campaign and advertise enough to increase the attendance. Another goal was to raise enough funding to be able to pay popular/famous bands; we set our funding goal at \$12,000, so we could add to the overflow funding for the years to come.

Creating a Campaign:

Campaign: The initial part of creating a campaign is in forming the actual committee. The A&M/REF is a made up of HSU students who volunteer their time. The incentives of being on the committee are valueless; the smiles on peoples faces on the day of the fair, ~~we get to~~ work with motivated and great people, and the feeling of knowing you did something that creates memories for people to enjoy for years to come. With such great incentives you would think that it would be easy to recruit people for the committee; well think again.

Robin Pagulico and I vigilantly looked for committee members for months until we found a group of people who were committed to making a great festival. In forming the committee we had to delegate roles and activities to each person and meet first on a bi-monthly basis, then closer to the event once or twice a week. At the meetings we would discuss what

activities had been accomplished, what we needed to do next, and have a check-in with the group to make sure people weren't too overwhelmed.

Pre-event Planning: For the pre-event planning we split the REF and the A&M Festival so that we could make our tasks more manageable. After delegating roles to the REF volunteers, such as workshops, booth spaces, speakers, advertising, energy needs, ect, we needed to make contact with the community, non-profit organizations, and businesses. I created a cover letter to send to all potential attendees at the fair, telling of the time, location, and event information, and sent that out with a booth proposal application. The deadline for us to get these applications out was early January, so we could get them back by the beginning of April. Arranging the attendees and workshops was an ongoing process; during this time, we organized the energy aspect of the festival, arranging for Biodiesel, generators, the HEC, and solar panels. In planning for the event we also had to make arrangements for the location, mapping out the layout of the booths.

Budget: The budget was a major aspect of organization. Since the festival worked off a shoestring budget ^{only receiving} a minimal amount of funds from the University, we needed to solicit funds from different organizations. The budget for the festival would ^{be} cost us approximately \$9,000, with paying the bands, speaker, for energy needs, stage, advertisement, ect. The REF committee solicited local businesses, such as Solutions, Kinko's, Don's Rent-all (donated two generators for \$100) and Redwood Alliance (solar panels) who all made material donations, while the A&M festival solicited from places like Wildberries, The Coop, Ramones, and Café Tomos, as well as many others. We sent a sponsor letter to Patagonia to solicit funding and received \$1500! We found that

we would have to raise more money in order to meet our quota, so we held a fundraiser.

Promotion and Advertising: The A&M/REF sent public service announcements out to all the local papers, radio stations, and local channel 5 news. The PSA told the location, times, music, workshops, and some booths that would be there, as well as the fact that the event was sustainable powered. Both the REF and the A&M created posters telling all of this information, which we put up all over town in the beginning of April. The A&M festival poster included information about the REF and the fact that it was an integrated event. The REF was more focused on the renewable energy, speaker, workshops, music, and information booths. We created a flyer and leaf-lets for the fundraiser, telling people the nature of the event, time, and location, as well as tabling on a weekly basis on the University quad.

Fundraising: The fundraiser was created as a way to raise money for the event. We presented a progressive DVD which hadn't been shown in theaters yet, as well as throwing a raffle with prizes. After soliciting local businesses for donations for the raffle, ~~in~~^{to} which 15 businesses donated, we held the raffle on the night of the event. We received \$1,000 dollars from the fundraiser and raffle.

Networking: We contacted all the local businesses and non-profit agencies in order for them to get their information into the mainstream and network with other agencies and businesses. The REF committee contacted Center for Environmental Economic Development, Sierra Club, Real Goods, Six Rivers Solar, Redwood Alliance, Schatz Energy Lab, Northcoast Environmental Center, and many others. The workshops were centered around focusing on central issues in the media and the community -Water Privatization Panel discussion, hands on skills for

learning about electric car conversion, biodiesel, hydrogen fuel cells, and bike maintenance.

Event Logistics: For the event logistics we needed to fill in all the cracks. We met more frequently towards the date of the festival to map out the layout, talk to campus police, make sure the streets were closed off, the field was dry (make sure there was no rain), all the supplies were picked up (hay ^{bales} bails, generators, tents, ect.), make signs, contact all the attendees, make sure we had all the booths ^{that} who were selling had sent in their fees, and make sure that everyone knew what they were supposed to do. The logistics were the nitty-gritty of the festival, getting all things in order. We had some last minute logistical nightmares which we hadn't planned for until two weeks before the event.

Context:

Problems Encountered: Some of the major problems we encountered in putting on the festival were weather, university bureaucracies, event location, energy needs for a new location (solar panels/ HEC), budget constraints (charged a \$3 fee for non-students), and making sure that everyone knew that the festival was in the parking lot and not in the field.

Our worst logistical nightmare was the weather. We have known for years that it rains in April in Arcata, but in every year past we have gotten away with a nice sunny day on the day of the festival. The first year I put on the REF, April 2002, we had the festival on the field, but in 2003, the rain became a problem and we decided to move the festival to the parking lot, which meant we had to inform all the attendees, the campus police, create signs, and make sure the parking lot was completely cleared by the Saturday of the festival. Plus, we had to arrange a place for viewing music,

change the layout of the booths, and inform the public. Ugghh! We managed to do all of this by the day of the festival with the help of the committee, some of the University staff, and the campus police. On a weekly basis we had to deal with the university bureaucracies where we had to get all of our activities signed off in order to implement them. The REF had to create a campus club in order to receive money for the festival.

For the energy needs of the festival we asked Redwood Alliance (Michael Welch) to use panels that were purchased with money donated for the REF years before. There was history there that I had to work around so that I didn't step on anyone's toes. He ended up donating six panels which we hooked up to the HEC. The stage was predominately powered by Biodiesel, the HEC and the panels were mainly there for educational purposes.

The budget constraints were taken care of with donations from sponsors and money from the door, we didn't receive quite as much revenue as we originally hoped for at the door. In the end we were able to pay the bands, the speaker, and pay for all of the equipment, including the stage, the sound man, and the tents, using donations and the proceeds from the benefit, along with the allotment from HSU.

All in all, the Festival turned out great on both years, we had a big crowd in 2002, and even though it was raining in 2003 we still had more people show up than we had originally planned. It was a fun event, and people enjoyed themselves.

Evaluation:

Evaluation is one of the most important parts of the process, because it allows us to get feedback from attendees, committee members, bands and the local public, so we can change things and implement these

changes for the future. For the attendee evaluations, we created an event evaluation so that if businesses or organizations were not satisfied that year we could change it for next year. I handed these evaluations out to all of the REF attendees when they arrived on site and picked them up at the end of the day. For the committee evaluation we held the last A&M/REF meeting a week after the event to debrief about the event, evaluations were emailed to all members of the committee where everyone on the committee was evaluated. There was also an appreciation party thrown at the end of the festival for all committee members, volunteers, and friends with music and free food.

After the 2002 festival we received the evaluations from booths, which we discovered that the layout for the festival wasn't beneficial for all the attendees, thus the next year, 2003, we created a layout where all booths would be on the field (this was changed due to the weather and venue change). We also discovered through the evaluations that people wanted a second stage, which was implemented last year, 2004. The evaluations were beneficial and a vital part of the festival, showing us what we should change for future years.

REF Analysis:

As the director of the REF for two years I had the opportunity to see and live out what it takes to put on a consciousness-raising event, with several aspects of organization, planning, and implementation. I feel like I learned an incredible amount from throwing myself into a leading role without much prior experience. I have to say there were times when I did want to quit. Festival organization took up a majority of my weeks, especially towards the day of the event, and since it was a volunteer position I wasn't getting paid for all the time and energy, but it was worth

it! The lessons that I learned, skills I acquired, and friends I made, helped me grow personally and professionally. This is an experience that I can and will use in the future (for career opportunities, or internship experiences). I feel that what I gained from directing this festival is unique and I may never again be in the position to do this again, I feel lucky for getting to create this experience.

Were alternate ways of accomplishing the goals and objectives created?

Were contingencies thought about ahead of time (e.g. what could go wrong and what should we do if it does?)

12th Annual

RENEWABLE ENERGY FAIR & ARTS AND MUSIC FESTIVAL

Stage Powered by **Renewable Energy**

Saturday April 26th 12-8pm

Workshop Schedule :

Biodiesel Demo: Field - noon- 1:00

Energy & Kids: Kids Corner - 1:00- 2:30

Water Privatization Panel: NR101 – 1:30-2:00

Cynthia Elkinson (EPIC), Andrea Davis- (Northcoast Restoration Job's Initiative), Jeff Leonard (Eureka City Council), & Tim McKay (North Coast Environmental Center)

Solar Electric Systems at CCAT - 2:45- 3:45

Electric Car Conversion: NR101- 2:15-3:00

Mike Brown of Electro-Automotive

Hydrogen Fuel Cells: NR101- 5:00- 6:00

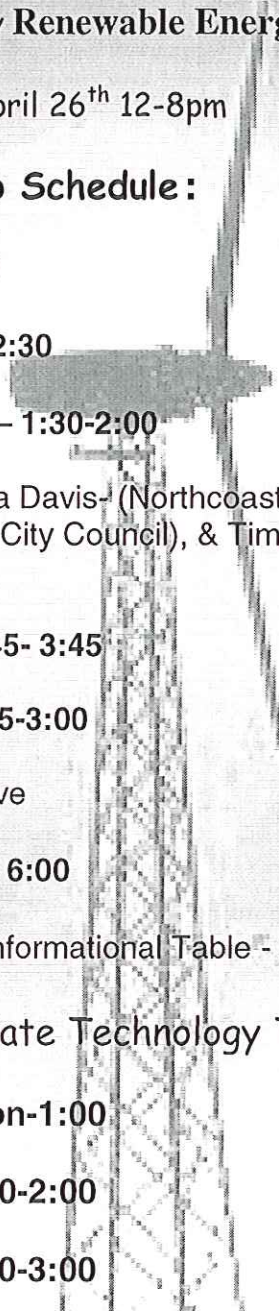
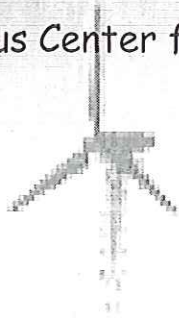
Bicycle Maintenance: at the CLC Informational Table - On-going

Campus Center for Appropriate Technology Tour Schedule:

Noon-1:00

1:00-2:00

2:00-3:00



2003 RENEWABLE ENERGY FAIR
&
ARTS & MUSIC FESTIVAL
EVENT EVALUATION
HUMBOLDT STATE UNIVERSITY

Thank you for participating in this year's festival! Please take a few minutes to complete this evaluation – your feedback is very important to us! It is very important that you fill this evaluation out, so we will know how to improve this event for next year.

Organization Name: _____

Current Mailing Address: _____

Phone Number: _____ E-mail: _____

Booth Type: Vendor Booth Information Booth

Approximately how many people visited your booth today? _____
 How many made purchases? _____

Would you like to participate next year?	Y	N
Did you attend last year?	Y	N
If so, were you satisfied with the changes?	Y	N
Were you pleased with the general layout?	Y	N

Please circle the number which most closely corresponds to your answer according to this key:
 1=strongly agree, 2=agree, 3=neutral, 4= disagree, 5=strongly disagree

I found the pre-event material clear and informative.	1 2 3 4 5
The event coordinators and volunteers were helpful.	1 2 3 4 5
Booth set-up and breakdown went smoothly.	1 2 3 4 5
I was satisfied with the location of my booth.	1 2 3 4 5
I felt the cost of my booth space was reasonable.	1 2 3 4 5
The event was well-planned and organized.	1 2 3 4 5
I am glad I participated and plan to return next year.	1 2 3 4 5

What did you like most about the event?

What would you like to see done differently next year?

Any additional comments?

RENEWABLE ENERGY FAIR AND ARTS & MUSIC FESTIVAL 2003 VENDOR CONTRACT

IMPORTANT DATES

Friday, March 3	Booth Proposals Due
Friday, March 21	Confirmations Sent Out. At this time you will also receive your booth space number.
Friday, March 21	Booth fee, Contract and \$50 deposit due.
Saturday, April 26	8:30 – 11:00 a.m.: Check in at assigned time. Set up assigned booth space and park vehicle in designated lot. 12:00 a.m.: Be ready to open. 7:30 p.m.: Go to Information Booth to get garbage bags. Each group must thoroughly clean their space or they will lose their \$50 deposit!

BOOTH RULES AND REGULATIONS

PLEASE READ ALL OF THE REGULATIONS PRIOR TO COMPLETING YOUR CONTRACT

Your booth proposal must include business, organization or club name; contact person with current address and phone number; and a brief description of what you will be doing/selling. Incomplete proposals will not be considered. The proposal is due on March 3, 2003. You will be notified regarding your acceptance by March 10, 2003. If your proposal is accepted, please submit the booth contract with the appropriate booth fee and \$50 deposit by March 21, 2003. Your deposit will be refunded if:

1. The booth area is clean and the booth is dismantled by 10:00p.m.
2. No infractions of the rules and regulations occur.
3. The event evaluation has been completed and returned.
4. You have been checked out by the Vendor Coordinator.

YOU ARE EXPECTED TO FOLLOW ALL RULES AND REGULATIONS BELOW. FAILURE TO DO SO WILL RESULT IN LOSS OF DEPOSIT AND/OR CLOSURE OF YOUR BOOTH. PLEASE READ THE FOLLOWING INFORMATION CAREFULLY!

Rain Back Up: The festival is rain or shine. Neither fee nor deposit will be refunded on account of bad weather. Please come prepared!

Loading: The unloading area is the Special Events Field. Stop by the Vendor Check-In Point to receive your parking permit. Loading/Unloading must be completed within 30 minutes and you must leave to find a legal parking space. Travel no faster than 5mph while driving on campus. Avoid driving on walkways, and under no circumstances should you drive on the grass. When parking your vehicle, make sure other vehicles can still get by – **DO NOT BLOCK THE ROAD.** **Vehicles are allowed to drive on campus walkways only between the hours of 8:30 a.m. and 10:30 a.m. and 8:30 p.m. and 10:30 p.m. Driving on campus during other times may result in a ticket from the University Police Department. **THIS IS WHY YOU CANNOT LEAVE EARLY!**

Parking: You may park in any student or staff lots, but not in any service areas. Parking tickets begin at \$15. Parking permits for legal areas will be provided for one vehicle per vendor.

December 1, 2002

Renewable Energy Fair
Clubs Office
Humboldt State University
Arcata, CA 95521
(707) 826-3776

Dear _____:

I am writing to explore the possibility of **Patagonia** participating as a sponsor in the 2003 HSU Arts and Music Festival and Renewable Energy Fair, to be held in conjunction with the Arts and Music Festival, at Humboldt State University. As a sponsor, Patagonia will help to further spread awareness of the many exciting advances in the areas of renewable energy and sustainable living. This year's Fair promises to be both fun and insightful! It will take place on **Saturday, April 26th, 2003, at Humboldt State University.**

This year the Fair has been expanded to include sustainable living, and we are in the process of lining up a number of exciting vendors, speakers and workshops that address the ease and beauty of utilizing both renewable energy and sustainable options in our daily lives. The sound system for the stage will be powered by renewable energy. Solar and pedal power will also be demonstrated, and in every possible manner we will be reducing waste, recycling and composting to make this the cleanest, most environmentally friendly Fair ever!

Last year's fair was very successful despite a shoestring budget. We relied entirely on volunteer effort and contributions from businesses in the community. This year is no different. Again we are depending on the generosity and vision of our community. Your contribution will help our community achieve a safe and sustainable future. The following information describes our marketing strategy and ways in which Patagonia can be involved with and benefit from the Fair.

Marketing Strategy

The publicity campaign for the **HSU Arts and Music Festival and Renewable Energy Fair** includes the following components:

- ***Headline coverage, full-page ad and full articles** from three of the area's largest newspapers-The Eureka Times-Standard, The Northcoast Journal and The Lumberjack;
- *Sponsorship agreements with two of the largest local broadcast media, **FOX-29 and KHUM**, which provide the Festival with extensive, professionally-produced ad coverage on both television and radio;
- ***600 full-color posters** which are distributed throughout Northern California;
- *The **Festival banner** which is displayed across the main street of downtown Arcata for two weeks prior to the event
- *The **Festival web-site** which features information about the Festival, photos of past performers and links to our sponsors;
- ***Press releases and public service announcements** to all of the print and broadcast media in the region;
- *Approximately **200 Arts and Music Festival and Renewable Energy Fair T-shirts** which are worn by Festival volunteers, participants and sponsors (please inquire if you are interested in purchasing sponsor's T-shirts at cost)

This Year

As with every year, this year is one of growth and improvement for the HSU Arts and Music Festival and Renewable Energy Fair. Since our move to a new location last year we now know, thanks to you feedback, how much we can grow and improve upon last year's event. **Keeping the same location as last year, the Festival will be held on the Special Events Field. In addition, we are excited to add the 17th Street Fair, which will feature a second stage and more vendors, almost doubling the size of the Festival.** The Renewable Energy and Sustainable Living Fair will provide presentations, workshops and booths by local and regional organizations committed to raising awareness about issues of sustainability and environmental health. Our expanded Children's Area will feature fun and educational activities for all ages.

Ways in which Patagonia can be involved with the Fair

In order for the **HSU Arts and Music Festival and Renewable Energy** to continue to provide high-caliber talent to an ever-increasing audience, we would like for you to consider joining the Festival at the **Cypress Level**. For a complete list of sponsor levels, please see attached sponsor sheet. In addition to the benefits listed, we are eager to work with you to come up with additional ways in which we can make your partnership with the HSU Arts and Music Festival and the Renewable Energy Fair a rewarding one.

Past Sponsors

We are proud to say that the list of past Festival sponsors includes some of the best that the North Coast business community has to offer. These include Wildberries Marketplace, the Northcoast Co-Op, Ramone's Bakeries, Doc Martens Footwear, Café Tomo, KHUM, FOX-29, Pacific Paradise, Coast Central Credit Union, Bug Press, North Soles Footwear, Home Power Magazine and Redwood Alliance. We hope you will consider joining these businesses and becoming a sponsor this year!

Thank you very much for your time and consideration. We look forward to working with Patagonia on this year's Renewable Energy Fair, and will be contacting you in the next two weeks to discuss this further. Of course, if you have any questions before then, please feel free to call Faith Flanigan at (707) 822-9332, or you may send any donations to:

Arts and Music Festival
Attn: Renewable Energy Fair
Humboldt State University Clubs Office
Arcata, CA 95521

Sincerely,

Faith Flanigan
Fair Director
2003 HSU Renewable Energy Fair
Clubs and Activities Office
Humboldt State University
Arcata, CA 95521

Home: (707)822-9332
Fax: (707) 826-5697

E-mail: rastareggae@yahoo.com
www.humboldt.edu/~amfest