

# Madison Street Festival

Committee Information Packet

100% Volunteer Based!



## 2011 Officers

**Gayle Milam, President**

**Brenda Parker, Vice President**

**Christy Hall, Treasurer**

**Misty Merschat, Secretary**

**Tim Holcombe, Director**

**Lana Barshinger, Director**

**Shrail Heinrich, Past President**

## History

What started as a block party in 1980 has grown into Madison's largest and most anticipated event—the Madison Street Festival.

Traditionally held on the first Saturday of October, the festival welcomes an array of artists, craftsmen, information booths, food vendors, street performers, stage performances, and amusements each year.

Through the generosity of sponsors, community partners, and an amazing team of volunteers, visitors are able to enjoy a full day of fun without spending a small fortune. Admission is free, as is the majority of activities, entertainment and special exhibits.

Proceeds from the festival are invested back into the community annually through committee approved projects and our grant program, which awards funds to non-profits located in Madison or who serve Madison residents.

As a member of the Madison Street Festival Committee, not only are you helping to bring a memorable day of family fun for more than 13,000 attendees, you are helping to foster civic pride, promote Madison, and bring awareness to our unique and historic downtown.

Thank You for being part of the Madison Street Festival!

The festival encompasses several areas of downtown including:

Main Street  
Front Street  
Church Street  
Martin Street  
Wise Street  
Garner Alley  
Buttermilk Alley

## The In's and Out's

The Committee meets the second Thursday of each month from February thru August. Meetings start at 6pm and normally last 1.5 hours. Beginning in late August, meetings may be held weekly or bi-weekly, with one being held in downtown and serving as a final walk through of the grounds.

All members are expected to help during set-up (the Friday prior). Some members will need to arrive as early as 8am while others are needed after 3pm. Please note that set-up lasts until 9pm or later.

On the day of the festival, members need to arrive by 6:00am. However,

some members (Officers, Vendor Chairs, and the Logistic Team) will need to arrive earlier. After the event, we all pitch-in to clean the area and celebrate!

An End of Year dinner is held in late October for each member and their guest.

## Parade

The fun kicks-off with a Parade at 8:45am with three different award categories: Floats, 5 and under, and the Tail End of the Parade.



North Alabama Bee Keepers Float

- Create Theme
- Manage Parade Applications
- Solicit Participation
- Arrange for Judges
- Assign Line-up positions
- Placement/removal of stakes
- Photographs of all entries
- Manage Parade on-site
- Award Recognition at Opening Ceremony

## MSF Info Tent

The Madison Street Festival Information Tent serves as home base not only for our committee but for festival participants and visitors.

- Set-up/tear-down tables & supplies
- Distribute programs
- Manage ice and t-shirt sales
- Schedule committee info shifts

This committee member also takes on a pre-planning role, as they are responsible for managing the festival program and t-shirt orders.

## Children's Area

The 12 and under crowd loves being under our BIG TOP! This colorfully decorated area springs to life as soon as the parade passes by.

It is home to a multitude of hands-on activities, crafts, entertainment, games and much more!

Thanks to sponsors and local hosts, everything under the tent is free of charge.



- Create Theme
- Solicit Table Hosts
- Set-up Area
- Decorations
- Games
- Arrange for Entertainment
- Sponsorships as needed



## Booths...booths...booths!

In 2010, the Madison Street Festival had more than 265 vendor booths lining the streets of downtown Madison. A great mix of artists, craftsmen, civic groups, businesses, and food vendors provided hours of unique shopping opportunities and insight into what local businesses and non-profits offer.

In order to better manage the different areas, they are divided into four different committees: Artist Alley, Arts and Crafts, Food and Beverage, and Information.

Each area is responsible for communication between vendors and the Madison Street Festival, they manage respected booth reports, assign booth spaces, and play host the day of the event.

The Food and Beverage Chair is also responsible for processing Health Department Exemption Forms and the Artist Alley Chair must manage the jury selection process and awards program.

## Volunteer Committee

The Madison Street Festival needs additional helping hands the day of the event to support all the activities.

This team works directly with each committee to identify the individual volunteer needs.

- Recruit Volunteers
- Schedule shifts
- Conduct a Volunteer Orientation
- Manage and identify on-site needs

★ Volunteers receive a special t-shirt for helping out!

## Special Events

Special Exhibits are non-art venues which take place throughout the day. These additions change from year to year and help to provide a full day of family entertainment.



2010 Birds of Prey Show

## Entertainment

You will always find a great mix of music and art performances at the Madison Street Festival.

The Entertainment Committee selects and schedules stage acts (Entertainment Applications online). They also contract sound and equipment needs through a third party and manage all stage activity during the festival.

- Church Street Stage (dance)
- Sallie Dublin Stage (bands)
- Gazebo Stage (mix)

## Logistics

Our Logistic team ensures we have the right infrastructure in place to keep the day running smoothly. They manage the overall festival layout, traffic routes and parking plans. They work with the city's Fire and Police Department in addition to Public Works on Incident Action Planning (IAP), road closures, emergency, and community safety issues.

This team also works directly with all committees on rental needs (Tents, tables, and chairs.) and manages the rental contracts.

They oversee electricity issues, generator needs, portable restrooms, our recycling and trash program, 2-way radio needs, and on-site transportation (golf carts, ATVs, etc.) ATMs, and much more!

## Demonstrations

This committee brings the "how do they do that" question to life each year by arranging for different groups/individuals to be on-hand sharing their skills. In 2010, our demonstrations included:

Broom Makers  
Blacksmiths  
Raku Firing (pottery)  
Parrots-R-4EVER (exotic birds)

## Hospitality

First impression is everything and our Hospitality Team ensures that our vendors feel welcomed as they arrive and begin setting up. Pulling a red wagon filled to the brim with morning treats, this team stops by each booth to share a "good morning" and a southern biscuit.

They also manage the Hospitality Tent. Here, our committee and city support team (Police, Fire, and Public Works) can enjoy not only lunch but snacks and sodas throughout the day.

## Car Show

Be prepared to be wowed! Vets with Vettes have hosted an open car, bike, and truck show at the street festival since 2009.

With more than 100 amazing entries, raffles and awards, this is a must see venue!

**Remember: Committee Chairs are responsible for checking respective MSF email accounts. Please respond to all inquires within 48 hours.**

## Other Areas

- Madison Café (1)
- Pageant (1-2)
- Amusements (1)
- Entry Point Decorations (1-2)
- Webpage Administration (1)
- Grant Committee (3)
- Nomination Committee (2-3)

## Contact Info

PO Box 1037  
Madison, AL 35758

Phone: 888-228-5845  
[www.madisonstreetfestival.org](http://www.madisonstreetfestival.org)



Interested in becoming an officer?

Each year, a nominating committee is formed to seek recommendations for members to serve as leaders. Let us know if you are interested!

Director at Large (2)

President

President Elect

Vice President

Treasurer

Secretary

Quick Fact: Did you know that the Madison Street Festival funded and built the gazebo in downtown Madison? They also provided funding for the wrought iron fence along the rail road tracks.

## It's all about making memories!

