

THINGS TO DO

FIVE TO SIX MONTHS BEFORE:

1. Identify a good farm or farmers market for the event and begin discussing options with the owners, manager, or board of directors who oversee these locations.
2. Consider traffic flow into and out of the location.
3. Determine where vendors and attendants will park.
4. Suggest two or three possible dates for the event while keeping in mind seasonal weather, other major community events, and the local population.
5. Use the Florida Heritage Garden Harvest Chart to identify the crops that will be in season at that time.
6. Propose possible themes for the multicultural food event.
7. Use the cultural asset map to identify diverse cultural organizations who can partner with you for this event.
8. Determine your budget and sponsorship needs.



FOUR MONTHS BEFORE

1. Select the preferred date and time of the event with the host farm or farmers market manager.
2. Use the Florida Heritage Garden Harvest Chart to verify which heritage crops will be available at the selected farm or farmers market during the event.
3. Choose a theme for the multicultural food event (e.g., Roselle Festival, Afro-Caribbean Food Festival, Sacred Foods Festival, etc.).
4. Invite diverse cultural organizations to support and collaborate.
5. Contact chefs that can lead cooking demonstrations with the Florida heritage crops.
6. Identify vendors that can sell food or value-added items related to the featured crops and theme.
7. Identify engaging workshop topics and leaders.
8. Select the music and entertainment that fits the event theme and request quotes for service.
9. Review the Florida Heritage Foods recipe cards and educational marketing material to select items for your event.
10. Develop a marketing plan and begin informing people in the community about the event.

THREE MONTHS BEFORE

1. Sign an agreement with the host farm, farmers market manager, or farmers market board of directors delineating responsibilities for the festival
2. Sign contracts with
 - chefs who will lead cooking demonstrations
 - musicians and entertain
 - workshop leaders
3. Confirm support from diverse cultural organizations and determine how they will assist
4. Confirm workshop themes and leaders
5. Consider possible children's activities and individuals who can lead them
6. Identify the number of tables, tents, and chairs that are needed to support the event
7. Secure event permits if needed
8. Identify who can provide ADA-compliant portable toilets and wash stations (if needed)
9. Begin printing the Florida heritage foods educational marketing material that you will need in support of this event

TWO MONTHS BEFORE

1. Create a site map showing where the chefs, presenters, musicians, and vendors will be placed.
2. Rent or secure tables, tents, and chairs for the event.
3. Rent ADA-compliant portable toilets and wash stations if needed.
4. Finalize any remaining contracts with chefs, presenters, or musicians.
5. Order print copies of Florida Heritage Foods recipe cards and educational marketing material.
6. Identify and/or contract an entertainment host.
7. Contract someone to lead children's activities and confirm children's activities to be offered.
8. Contract support staff and/or identify volunteers for the event.
9. Create or order signage for the event.
10. Identify parking for the event.
11. Identify a Check in/Headcount system.

ONE MONTH BEFORE:

1. Create a map showing the layout of the event and where different vendors will be situated.
2. Share event details with farmers, farmers market manager, cooks, entertainers, and vendors.
3. Order print material.
4. Order lights for the event if necessary.
5. Secure signage for the event.
6. Secure volunteers or workers for the event and set the team schedule.
7. Purchase supplies for children's activities and finalize planning for these activities.

THINGS TO DO

TWO WEEKS BEFORE

1. Share event details with farmers, food vendors, cooks, workshop presenters, community partners, and volunteers.
2. Provide a site map with detailed information on location and set-up.
3. Share the site map with chefs, vendors, entertainers, and children's activity leaders.
4. Confirm the chairs, tables, and tents.
5. Take a final tour of the host farm or farmers market and make final adjustments if needed.
6. Decide where event signage will be placed to direct traffic and highlight activities.
7. Create and print schedules detailing events planned for the event.
8. Determine how print material will be distributed to visitors and who will be in charge of the distribution.

1-3 DAYS BEFORE

1. Confirm event plans and details with the
 - host farm or farmers market,
 - Cultural organizations supporting the event,
 - Community partners,
 - Chefs,
 - Vendors,
 - Musicians and Entertainers, and
 - Children's activity leaders.
2. Continue marketing the event through social media and personal emails and phone calls.
3. Organize all print materials to be distributed and review the distribution plan.



DAY OF THE EVENT

1. Arrive at least two hours before the event.
2. Set-up central information booth and check-in station.
3. Distribute signage for the event.
4. Help vendors, chefs, entertainers, etc. find their location.
5. Take photos and video.
6. Collect photo and video release forms.
7. Meet members of the press or local media.

