

Lake Scugog Studio Tour
Annual Time Line - 2017 Tour - May 6 & 7

TIMING	ITEM	ACTION	RESPONSIBILITY
July	Call for Entry	edit online entry form, send notices by Mail Chimp, to current artists, post on website, to potential artists	Jury Committee Marketing Committee
	Time Line	develop a top level time line, set key dates	Leadership Committee
August	Recruit Artists	visit potential sites, monitor entries for potential new sites, communicate with potential artists	Jury Committee Web Coordinators
	Marketing Planning	organize committee, start basic plan	Marketing Committee Brochure Committee
Sept	Plan Sites and Artists	jury artists, plan site composition, inform artists of approval	Jury Committee
	Applications	organize on-line applications, data and media	Marketing Committee
	Marketing Planning	design basics of all materials, draft marketing budget	Marketing Committee
	LSST Community Outreach	organize Emerging show for Nov at SCA	Leadership Committee Jury Committee Marketing Committee
	Marketing - design	layout brochure, add art images to other materials	Marketing Committee Brochure Committee
	Budget	draft budget based on income from artist	Leadership Committee
Oct	Marketing	update website, announce artists to media, post on social media	Marketing Committee
		annouce & invite to SCA Emerging Show	Marketing Committee
	Artist's General Meeting	introduce artists, present strategic plan, organize more people into committees	Leadership Committee
	Marketing execution	revise website as per artist's instructions start social media campaign revise brochure	Marketing Committee Brochure Committee

TIMING	ITEM	ACTION	RESPONSIBILITY
	Committee Meetings	organize and hold committee meetings	Marketing Committee Brochure Committee Social Committee
Nov	Advertising for brochure & website	approach local businesses for ads in brochure, website, alternate materials, sponsorship, special offers	Brochure Committee
	Artist's General Meeting	present marketing, brochure and social plans present budget	Marketing Committee Brochure Committee Social Committee Leadership Committee
Jan	Brochure	finalize with artists, print	Brochure Committee
	Marketing execution	plan and write Mail Chimp campaign	Marketing Committee
		plan and create new signs	Marketing Committee
		organize, write, design, create, communicate all press releases, paid advertising, posters, postcards	Marketing Committee
Feb	Brochure	organize and start brochure & postcard distribution	Brochure Committee
Mar	Pre-Tour	Organize pretour	Social Committee
	Queen Street Windows	Organize window displays	Marketing Committee
	Signing	organize signs, get posters up	Marketing Committee
April	Marketing execution	blitz invitations, email, social media	All Artists
May	Tour!	pretour Friday May 5	Social Committee
	Wrap Party	May 16 or 17	Social