

# UpTown Market Entertainment Coordinator

Position: approximately 4 hours a month during market season plus some involvement during market set-up weekly. 10 hours total from October- June

Objective: To create an atmosphere of fun, community and cultural engagement at the UpTown Market through musical performers, buskers and DJs as appropriate.

## Responsibilities:

- Develop long and short term goals and objectives for entertainment at the Market
- Direct the planning, implementation, follow up, and evaluation processes of market entertainment programs to ensure that the needs of the market are being met.
- Maintain a budget for entertainment programming.
- Network within the community to discover new local acts and entertainment ideas
- Coordinate with the Logistics Coordinator to ensure all technical and special needs are met for all entertainment programming
- Coordinate with the Event and Outreach Coordinator to build upon planned activities as appropriate

## Tasks:

- Attend regular Market board meetings, meet with other committee members as required
- Coordinate equipment, power, and special needs with Market Logistics Coordinator for weekly entertainment
- Work with Marketing committee to properly promote entertainment programs
- Direct the evaluation process for entertainment through surveys, other tools, and discussions with entertainers, customers, vendors, and other stakeholders
- Work with committee members to document programs, disseminate information, and refine programs for the following year
- Develop and maintain relationships with entertainers in our community
- Work with Market Treasurer to ensure all invoices are paid for all performers
- Create website copy for entertainment listings and for market brochures and posters to ensure programs and activities are clearly and concisely communicated to the community, update schedule as needed.
- Manage the entertainment in conjunction with the Treasurer

## Market Days:

- Coordinate set up of all entertainment needs onsite, ensure all power and equipment requests were accurate and supplied as needed
- Support volunteers and Logistics Coordinator as needed

#### Requirements/Skills:

- Logistical skills
- Customer Service
- Excellent communications skills (written & verbal)
- Highly organized and good plan management skills
- Adaptable and calm under pressure
- Flexible
- Knowledge of musicians, buskers and other community based entertainers

#### Entertainment Coordinator Targets:

1. At least one musical act each week of the market from June - Thanksgiving
2. Establish programming for other modes of entertainment

Entertainment Budget Planning: Ensure entertainment programs budget is submitted to Treasurer in November of each year for the following season.

#### Coordination with other board members (known timelines):

1. Logistics Coordinator – need to understand what entertainment physical requirements are to ensure the site has enough space (as early as possible)
2. Logistics Coordinator – ensure that the space is appropriately positioned between vendors and other needs (as early as possible)
3. Treasurer – need to estimate and provide budget for entertainment programs
4. Logistics Coordinator – need to ensure that power and equipment requirements are feasible for site (as needed)
5. Events and Outreach Coordinator – need to work out workshops or demonstrations in coordination with musical performance times

#### Critical Timelines:

1. Deadline for Entertainment programs
2. Deadline for website and promotional material copy – brochure write up

#### Critical Processes:

1. Working with Market Logistics Coordinator to ensure space and equipment needs are feasible