



Dear Lelah:

Thank you for accepting the role of Days of Harvest Committee Chairperson for 2011. 'Days of Harvest' is a Main Street Greenville (MSG) event in partnership with downtown businesses. This event helps fulfill the mission of MSG, which is to promote historic preservation and economic development resulting in a cultural downtown district that attracts and retains businesses and entrepreneurs, making downtown a desirable destination.

We hope you find the experience fun and rewarding!

-Amber

Date

'Days of Harvest' is scheduled for Friday, September 23 and Saturday, September 24.

Purpose

To provide an enjoyable atmosphere that encourages people to come downtown and spend money!

Objective

- Provide a comprehensive and coordinated offering of a quality event.
- Enhance the image of the downtown as a cultural destination.
- Celebrate the vibrancy and unique assets of the downtown.
- Engage and strengthen the downtown business community.
- Showcase the various experiences and neighborhoods of the downtown.
- Increase the length of visit to the downtown.
- Ensure diversity and distinctness in the events offered.
- Enliven public spaces at times when the spaces are ordinarily unused.

Task

Focus on unique downtown features, characteristics and atmosphere to bring people into the downtown core revolving around Harvest related themes and the Harvest Happenings' weekend in the county.

Days of Harvest

Job Description - Event Chairperson

The Event Chairperson provides the leadership for the entire event planning process. As the leader, the Chairperson will recruit and motivate committee members and event volunteers and act as the spokesperson for the entire group. The Chairperson will orchestrate the overall production, providing advice when needed and will be prepared to make the final decisions after consulting with the Main Street Greenville (MSG) Director (Amber Schmerge) and Promotions Committee Chair (Katie Gabbard).

Experience, Knowledge and Attitude:

- The ideal candidate for volunteer service as an Event Chairperson will be great with people!
- The chairperson will be an individual who can motivate others and keep many pots cooking at once without burns or over-boiling?
- Good organizational and follow through skills will be an added plus for this position.
- This person should have an upbeat, can-do attitude.

Specific Job Duties:

- 1) Oversee the entire event and planning process.
- 2) Appoint and/or encourages volunteers to take responsibility of certain event components.
- 3) Provide ongoing motivation for committee members, insuring that work is progressing and enthusiasm is high.
- 4) Ensure that communication between committee members is active, productive and positive.
- 5) Coordinate ongoing committee meetings and fosters an environment that encourages creativity and the development of new and exciting ideas.
- 6) Develop work plan and agenda for the committee to stay on task
- 7) Act as liaison between the Days of Harvest Committee and Promotions Committee
- 8) Responsible for making event financial decisions with assistance from MSG Director.
- 9) Develop leaders from within the committee who may be enlisted to chair the event in future years.
- 10) Send "thank you" letters or notes to all individuals and businesses providing sponsorship, in-kind donations, volunteers, committee members, etc.