

Tape & Tarp Overview & History

Gross Earnings (with the exception of 2015)

T&T 2013: \$2,570
T&T 2014: \$1,936
T&T 2015: <\$35> (net)
T&T 2016: \$1,571.50

Comparing previous years and this year I found the following differences:

- 1.) Financial goal was set in all previous years
- 2.) Timeline & publicity arranged much earlier, also in more organized and methodical fashion (regular reports at board meetings, an actual timeline created 2014 well in advance, PSA sent, more posters, handbills)
- 3.) Volunteer list and instructions provided; more non-board volunteers during 2013 and 2014
- 4.) 2014 and 2015 were held at the Loon, which proved to be a more expensive venue, with good attendance in 2014, poor attendance in 2015 (same band)
- 5.) All years except 2015 had good participation by the board both before and during the event (0 board members attended that year)
- 6.) Event is highly dependent on weather: 2015 was extremely hot, other years event has been held during cool weather. Feedback from attendees in 2015 was to move to earlier time of year (i.e., April)
- 7.) Silent auction rules were misadvertised, some confusion at the event. Also, the event was arranged so as to bring in only small amounts of money (\$1 tickets) and no big-ticket items or table.
- 8.) Door volunteers seemed inclined to try to get people in for \$10 rather than \$15 when they had no costume by giving them a square of duct tape. In previous years, we frequently would get extra donations (uncostumed people giving us a twenty and telling us to keep the change).
- 9.) All years participants had a good time (very important!) although 2015 created some hesitation for volunteers in returning to help this year.
- 10.) 2016 had two events happening at the same time (the groundbreaking celebration and the T&T)

Conclusions:

2015 was an anomaly, with the weather, other events, timing of the T&T, and lack of participation by the board as contributing factors. 2016's receipts are low, with major factors most likely being insufficient and late publicity, the groundbreaking causing a split in volunteer and board focus for preparation, and insufficient volunteers and volunteer training. However, the event was a success (increased publicity, good feeling, and made a profit). Better organization should increase the profit and good community feeling next year. Note: T&T event binder has history and documents for review.