

SPRING ART TOUR COORDINATION SCHEDULE

Action	Date	Notes
Update & distribute artist application	7/1	
Begin collecting letters of recommendation for grants	7/1	
Dane Arts E-Grant deadline - write grant proposal	8/1	
MHCF Grant deadline - write grant proposal	9/1	
Deadline for WI Arts Guide (Winter issue)	9/1	
Submissions for Art Poster and Raffle Art deadline	9/30	
Send out fundraising letters.	10/1	
Art Poster and Raffle Tickets received from printers	10/31	
Deadline for receipt of artist applications (\$115 each)	11/15	
Submit artists' images & resumes to Selection Committee.	11/15	
Notify artists - accepted or declined.	11/20	
Update website and send proofs to artists for review (paid work).	11/15	paid work
Fundraising follow-up letters, emails & phone calls.	12/1	
Prepare and send Uplands website editorial.	12/1	Updates needed.
Write Thank You letters to Business Sponsors and send posters.	12/15	Hand off to Acknowledgement
Brochure creation and review of proofs by artists (paid work).	1/10	paid work
Send brochure to printer.	1/10	
Schedule Pre-Tour Raffle/MHAAA Meeting; Create Agenda, packets, and Handouts.	1/15	Work with President on agenda
Deadline for WI Arts Guide ad (Spring issue)	1/15	
Update Art Scholarship & Poster and send PDF to High School Advisors in our area.	2/1	Hand off to Scholarship
Upload Scholarship application & other updated documents to website.	2/1	
Prepare for March Social, Raffle & Door Prizes	2/1	Hand off to a committee.
Prepare packages of brochures to be sent for promotion around WI.	2/1	Get Publicity Committee help
Update of Free Event Website & Newspaper Calendars (wkow.com, nbc15.com, channel3000, Madison.com, TheDailyPage.com)	3/1	
Deadline for Vermont Voice submission (print & web)	3/9	
Driftless Explorer editorial and ad deadline.	3/15	

TV Ad production (if any)	3/25	
Begin sending email and Facebook Featured Artist notices (continuing until Tour).	4/1	Ongoing until tour.
Write and submit Mount Horeb Rotary grant.	4/1	
Send Press Releases w/ images to magazines.	4/1	
Deadline for Art Scholarship applications - Committee should meet.	4/15	
Send list of studio activities to Dane Arts.	4/15	
Deadline for Sustainable Times - send created ad	4/15	
Radio underwriting production (if any).	5/1	
Create brochure mailing team.	5/1	
Deadline for Summertimes ad (Isthmus) - send created ad	5/1	
Create letter and award for scholarship recipient.	5/8	
Send notices re pickup of brochures, posters, and signs (also delivery of sponsor signs)	5/7	Hand off to Sign Committee
Schedule & send announcement & reminder for follow-up party/meeting.	5/7	Work with President on agenda
Deadline for Sunday (State Journal) - send created ad	5/15	
Send Press Releases w/ images to area newspapers.	5/22	
Revise & Purge Master Visitor List	6/8	
Collect participant data (visitor and sales numbers).	6/15	
Prepare follow-up meeting agenda	6/15	Work with President on agenda
Compile Tour data to report to membership.	6/15	
Deadline for final grant reports - include articles and promotional samples.	6/30	
Start all over again!	7/1	