

GWBCC Fundraising Subcommittee Meeting via Zoom
April 5, 2021

Virtual Meeting Notice read by Nicole Quinn

Attendance – Tyler Vanice (GWBCC chair), Sue Johnson (Fundraising Subcommittee Chair), Sean Marvin, Jeanne Jacob, Carol Myers, Chris Jones, Jennifer Warren,

City Staff: Nicole Quinn

No excused or unexcused absences.

Tyler opened the meeting at 6 pm with the information on new processes for fundraising, social media, and other GWBCC subcommittee meetings, which he will brief at next GWBCC meeting.

Tyler advised the subcommittee that the cost of the parade is approximately \$30000, and that we need to raise that amount over the range of the year to cover our expenses. The GWBCC is not expected to raise the parade funds through a single event. There were numerous questions on the costs, and Tyler gave a general breakdown of cost categories - parade, carriage for Martha, signage for dignitaries; reception at American Legion Post (@\$5000), and other expenses such as Ft Ward activity. Tyler also flagged the remaining debt to Ft Ward of \$4400.

Sue focused on two fundraising tracks - non-parade related fundraising events, and parade-related sponsorship package. There was interest in knowing what the City's fundraising timeline requirements will be; it was indicated that the City wants target fundraising goals throughout the year, as opposed to end of year rush. There was considerable time exploring two fundraising event options - "Providence" Private Charters – 2 hour cruise + catering and/or a Carlyle House event. The latter was discussed as a standalone or joint event with the Carlyle, or perhaps GTMS. However, as a pure fundraising event, there was concern that there was not a lot of profit for the effort with either one. There was consideration of whether time might be better spent on some significant sponsorship packages that could have more impact proportionate to the effort for the types of events under discussion.

There was an agreement that we need a more detailed discussion of sponsorship packages and levels, and to undertake that quickly as potential sponsor budgets get set well in advance of the parade timeframe. We also agreed on setting a fundraising subcommittee rhythm, once a month at a minimum. The draft sponsorship material that was previously developed will be distributed to the fundraising committee.

Tyler adjourned the meeting.