Quilters Unlimited

Guide
for the

Chairperson
of the

Annual Show

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The purpose of this notebook is to serve as a guide for the

Chairperson of the Annual Show

Although the role may seem obvious in some ways, documentation of the responsibilities will ensure consistency from year to year and promote a smooth flow of events during the meetings.

Please read the guidelines thoroughly and contact the previous chairperson if you have questions.

DO NOT misplace this notebook. *However, it should be possible to recreate the basics of this notebook by downloading it from the website. It is posted as a link to the Annual Show Chairperson position in the list of officers and chairpersons.*

Add your name to the bottom of the list on the “Previous Chairpersons” page.

Before the October Guild meeting:

1. Complete the end-of-year report.
2. Download the Word copy of this notebook from the website, edit it to include new material and your understanding of how to approach tasks, delete material no longer relevant, and send it to the Guild President, who will review it and forward it to the Website Coordinator for posting. If you cannot edit the document in Word, mark changes on the printed copy and find someone to help you with the computer work.
3. Print the approved new version and place it in the notebook binder.
4. Turn in the revised notebook at the October guild meeting.

*Thank you for your participation in the Guild!*

**Previous Chairpersons**for

Annual Show Committee

|  |  |  |
| --- | --- | --- |
| 2016 | Hattie Pennie & Betty Rinkel | Hosted by Museum of FL History |
| 2017 | Karen Kunz | Hosted by Museum of FL History |
| 2018 | Barbara Wiggins & Karen Kunz | Hosted by Museum of FL History |
| 2019 | Karen Kunz | Hosted by Museum of FL History |
| 2020 | Sue Isaac | *Covid pandemic, no show* |
| 2021 | Karen Kunz\* | *Covid pandemic, no show* |
| 2022 | Karen Kunz\* | *Water issues at MFH, no show* |
| 2023 | Karen Kunz | Hosted by LeMoyne Arts |
| 2024 | Sue Isaac | Guild-Presented at Fairgrounds |
| 2025 | Karen Kunz and Pam Doffek | Hosted by LeMoyne Arts |
| 2026 |  |  |
| 2027 |  |  |
| 2028 |  |  |
| 2029 |  |  |
| 2030 |  |  |
| 2031 |  |  |
| 2032 |  |  |
| 2033 |  |  |
| 2034 |  |  |
| 2035 |  |  |
| 2036 |  |  |
| 2037 |  |  |
| 2038 |  |  |

\*Karen Kunz was prepared to serve each of the closed years. She kept communication lines open with MFH, etc.

# Annual Show Overview

## Role of the Chairperson

The role of the Annual Show chairperson is to make all the arrangements necessary for the Guild to have an annual quilt show. For 37 years, that meant coordinating the show with the staff of the Museum of Florida History. For 2023, that meant working with the staff at LeMoyne Arts. In 2024 the Guild presented a show at the North Florida Fairgrounds without a hosting organization. Although the Guild is hopeful that the show will return to the Museum of Florida History in the future, there is currently (2024) no indication that that will be a possibility until water-intrusion issues in the MFH’s building are corrected and the new staff there is approached by the Guild to revive the practice.

## Importance of the Show

In addition to allowing Guild members to have their quilts appreciated by a wider audience, the Annual Show has two more benefits to the Guild. It is the venue for the majority of fundraising for the year. It is also the place where many members of the public first learned about Quilters Unlimited’s existence, with a portion of those people becoming members of the Guild. In the past, the Annual Show brought more visitors to the Museum of Florida History than many of their other exhibits.

## Frequently Asked Questions

1. **Do I have to attend every guild meeting to be the Annual Show Chairperson?**

Yes, you will need to be present at the meetings, to promote the show, sign people up to staff the information table, announce requirements for quilts (e.g., hanging sleeve, pillowcase, label, etc.), announce arrangements for dropping off quilts and picking them up. If unable to attend, delegate specifics to be communicated at each Guild meeting to another member of the committee.

1. **Do I have to attend the Steering Committee meetings?**

It is the responsibility of either the committee chairperson or a designated substitute to attend the Steering Committee meetings. You will be familiar with the activities of the officers and the other committee chairpersons. Your input and votes are needed and your opinions will be greatly valued. **You should submit reports of plans and progress to the Steering Committee.**

1. **Do I have a committee to help me with the Annual Show?**

You can and should recruit as many helpers as you like. When the Museum of Florida History or LeMoyne Arts has hosted the Annual Show, their staff has done the work of hanging quilts, creating publicity materials, etc. With other hosting organizations, you may need substantially more help. The opening reception food has frequently been organized by a volunteer from the Guild, whether or not there is a hosting organization.

For a Guild-presented show, having a strong committee is an absolute must.

For the 2024 show this committee included coordinators for:

Gift Boutique, Dawn Griffin (who had a subcommittee working with her)

Baskets, Karen Kunz

Venders, Peggy Allen

Sponsors, Susan Thomson

Logistics and Opening Reception, Ann Gaber

Live Demonstrations, Janet Taylor (scheduling) and Michele Hackmeyer (AV)

Kids’ Activities, Janet Taylor

As chairperson, Sue Isaac also worked closely with the chairs of

Publicity, Tara Goodman

Silent Auction, Marty O’Neill

Opportunity Quilt, (post was vacant, but Peggy Clark and Jeanne Brenner performed most of the duties)

and with the Treasurer, Peggy Clark.

Keeping good lines of communication with the people fulfilling all of these roles is essential.

Post 2024 Show: Reflections on Better Delegating:

Jennifer Darnell had recently taken over the Website coordinator position for the Guild and was just learning her way around the website and about her duties. Sue Isaac decided not to ask her to handle the website work for the show, as Sue had been web coordinator previously and still had a log in, etc.

Polina Voznesenskaia did the original graphic design for the show, but not the rest of the graphics. She would probably have done more if asked. Though in hindsight, the way it worked out was probably optimal. Giving birth and caring for a newborn would have greatly diminished the time and energy Polina had available to the show. Sue Isaac enjoys graphics and so did a lot of it for the vendors, sponsors, program, diagrams for the pipe and drape placement, vendor placement, layout of the venue as to the location of various stations and for furniture and partition placement.

In both of those instances, Sue might have felt less burnt out if she had delegated more and done less herself. A word of experience for the next annual show chairperson.

## End of Year Report \_\_\_\_\_\_\_\_ Committee: Annual Show

 (year)

**Complete this report in the month of October**

The information that you document will be helpful to future chairpersons to know what has been done, what was successful, etc. It will also help with possible decisions about revising the role and budgetary adjustments. Use additional paper if needed. File this report on top of the previous year-end report.

Describe the year and anything unique that you did in this role:

Did you perform this role by yourself or did you enlist support from others? \_\_\_\_\_\_\_\_\_\_

How many other people helped you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how you needed help: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_

Budget allotted: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Did you exceed your budget? \_\_\_\_\_\_\_\_

Where there unusual expenditures?\_\_\_\_\_ Explain:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Recommend increase in budget? \_\_\_\_\_\_\_ How much? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What obstacles did you encounter?

Helpful Hints for future chairpersons:

Recommendations for change:

Your name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Theme of the Show

Annual shows each have a theme. It is the responsibility of the Annual Show chairperson to decide the theme of the show, in cooperation with the staff of the hosting organization, if any, as early as possible. The annual show’s theme is also used as the theme for that year’s Challenge and for the Opportunity Quilt, whose winner’s ticket will be pulled on the final day of that show. **Because of the long timeline for Opportunity Quilts, having the theme decided two years in advance is advisable when possible.** See Section VIII for the list.

## Elements of the Show

Display of Quilts made by Quilters Unlimited members

Display of Challenge Quilts — with their Guild-voted ribbons pinned to them

Silent Auction of items made and donated by Guild members — a big fundraiser

Opportunity Quilt — also a big fundraiser

Basket Raffle of themed baskets donated by Guild members

“Guild Information Table” at a hosted show to do the following:

* offer viewer’s choice ballots
* provide information about and membership applications for the Guild
* offer Opportunity Quilt tickets

OR

“Main Entrance Table” at a Guild-presented show to do the following:

* take donations and giving out entrance tickets (wristbands)
* keep a log of visitors if needed for a grant
* sell quilts
* offer viewer’s choice ballots
* provide information about and membership applications for the Guild
* provide wristbands to sponsors, vendors, and volunteers with a shift that day

“Accessible Entrance Table” at a Guild-presented show

* take donations and gives out entrance tickets
* keep a log of visitors if needed for a grant
* refer visitors to the main entry table for other services
* recommended: Staff with people who love hand sewing – not a busy table

Opening Reception

QUILTO

Publicity

Website (mostly links for a hosted show – much more for a Guild-presented one)

Volunteer Sign-Up

Live Demonstrations by QU Members

Activities for Kids

Gift Boutique

Giving Back to a Hosting Organization through revenue sharing (LeMoyne) or a donation (MFH); not applicable to a Guild-presented show

## Responsibility for Various Elements of the Show

It is the responsibility of the Annual Show Chairperson and the show committee to make sure all the elements chosen for inclusion happen.

However, the Silent Auction Chairperson, Challenge Quilt Chairperson, and Opportunity Quilt Chairperson will each work on their own elements of the show. The Annual Show Chairperson should keep them informed and coordinate with them. As the liaison between a hosting organization and the Guild, you will be responsible for such things as forwarding publicity materials from a host to the Guild’s Publicity/Social Media Chairperson and Web Coordinator.

## ***Budget***

The budget for the Annual Show will be approved by the Steering Committee. Your recommendations for the budget will be important to the Steering Committee in setting the budget for the following year. The reimbursement guidelines and form are included in this notebook. The form is also available to download from the website.

## Handling Cash at the Show

Make arrangements to safeguard the cash boxes during the show. Ensure that there are enough small bills to make change each day for each station at the show. Deposit money frequently during the show, or remove it from the venue and safeguard it in a home until it can be deposited, keeping a detailed record of the funds from each station for the Treasurer. Two-person verification of funds being safeguarded is recommended.

## Safeguarding the Quilts

Make arrangements with a hosting organization to safeguard the quilts from drop off until they are collected after the show. For a Guild-presented show, consider the security of the quilts when choosing a venue. Contact the Guild’s insurance provider if you have questions about coverage of the quilts. *A question not yet explored is whether the Guild’s insurance would cover damage to quilts while stored at a member’s home prior to the show. (Thankfully, the issue did not come up in 2024.)*

## Guild Property

You will have in your possession the guild notebook for Annual Show Chairperson.

The Guild also owns the following items purchase for the 2024 show:

* 300 skirt hangers
* sufficient hanging ribbons for a large show in a wide variety of colors
* nine yard-sign stakes
* 12 acrylic 8.5x11 sign holders
* a vinyl “quilt show” banner that is not theme-specific
* approx. 400 pieces of 11x17 paper for printing posters and interior signage
* approx. 400 pieces of 8.5x11 paper
* approx. 100 pieces of 8.5 by 14 paper for printing programs
* 3 ballot boxes for viewer’s-choice voting

Since the 2024 show ended, these items are being stored by Sue Isaac, who will happily transfer them to the next chairperson to need them.

*Note: 200 skirt hangers were borrowed from the Friendship Star guild for our 2024 show. Expect to lend them our skirt hangers if they need them. Cooperation, not competition, is the plan.*

*Note: The Fairgrounds has an exclusive contract with Pepsi. Water that is* ***sold*** *must be Aquafina obtained from the local Pepsi distributor. Water that is given away must be Aquafina brand, but may be obtained anywhere. Beverages that don’t compete with Pepsi products may be given away, but must either be in glass tumblers at a more formal event, or else in Pepsi cups. An exception was made for our lemonade vendor because the (non-Pepsi) cups with lids he uses are part of his process.*

* The guild still had several hundred Pepsi cups at the end of the 2024 show; they are being stored by Ann Gaber.

*Note: The Guild’s Treasurer has possession of several* ***credit-card readers*** *that work with the Guild’s Square service.*

# Detailed Annual Show Timeline

## During the Calendar Year prior to the Annual Show You Will Chair

March – June: Recruit people to coordinate each of the elements of the show, if not already done.

March – June: Determine the **Season or** **Dates for the Show**

1. If the show will be at the Museum of Florida History, at LeMoyne Arts, or at another hosting institution (“host”), the host and the Chair of the show jointly determine the schedule for the show, with input from and concurrence of the Steering Committee.
2. For a Guild-presented show, the preferred duration of the show and the approximate time of year should be suggested by the annual show committee and approved by the Steering Committee. The committee will then use that information to research venues available for the preferred time period.

March – June: **Research Venues for the Show if not at a hosted location**

As the Chair of the show, you should solicit suggestions on possible venues from Steering Committee members, and possibly, via an article in the newsletter. (See Venue Considerations Section). *Although the size of the 2024 show was daunting, the Fairgrounds was a good location. If another large show is desired, the 2024 committee’s recommendation would be to use the Fairgrounds again.*

March – June: Determine the **Theme of the Show**

This has been determined in cooperation with the Museum of Florida History in the past. If there is a different host, you may solicit their input on the possible themes.

The Challenge Chair for the following year should also be consulted once that person has agreed to take on the position.

July – September: Draw up a **Budget for the Show**

For a hosted show, the revenue-sharing arrangements should be negotiated and considered in estimating costs and income.

For a Guild-presented show, use venue-rental, insurance, frame-rental or frame-construction, printing, advertising, and event costs for estimating outgo.

Estimate income from projected attendance fees, sponsorships, vendor fees, Opportunity Quilt ticket donations, basket donations, boutique sales, Silent-Auction proceeds, and the Guild’s commission on quilts sold.

*Note: In retrospect, the initial budget drawn up for the 2024 show was grossly underestimated both for outgo and, thankfully, for income.* The actuals from 2024 *(see Appendix A and detailed financial records in the printed notebook only)* may help make more-informed estimates.

July – September: Create a **“Look” for the Show**

The committee should decide whether they want any special-exhibit categories at the show in addition to the Challenge. Examples could be a log-cabin-and-variations section, a curved-piecing section, a modern-traditionalism section, an ultra-scrappy section, a monochrome section, quilts-made-following-instructions-from-a-particular-class section, a featured-quilter section, etc. *For the 2024 show a decision was made not to have a featured quilter, but to let trunk shows by quilters be included in the demonstration schedule.*

For a hosted show, a professional art curator will probably be doing the actual layout of the quilt display. Work with him/her on determining how many quilts of what size to seek from Guild members. For example, the smaller size of the LeMoyne Arts–hosted show in 2023 led to narrow Challenge quilt widths that year.

For a Guild-presented show, your committee may want to consider this early in an overview manner, even if the actual layouts will be determined by the logistics coordinator(s).

*Note: The 2024 show chairperson was more concerned about getting enough quilts than in what types/sizes of quilts should be sought. So she called for everyone to enter their largest quilts and lots of them. This made grouping quilts into categories of whatever sort essentially impossible, because the trick was making them fit in the available space. The committee can decide if a more curated approach would be good.*

The “look” of the show also includes where various parts of the show will be located within the building.

July – September: **Choose Show Hours**: At a hosted show, the Guild needs volunteers present whenever the venue is open. For a Guild-presented show, hours are an important decision. For 2024, hours were 10-6 each day. This proved to be too long. Visitors dropped off dramatically at 4p.m. on the 2nd and 3rd days of the show. So 10-4 would have been a better choice. Vendors were “released” from their obligation to stay open when attendance dropped off so sharply; this was good for keeping vendors happy.

July – September: **Define Sponsor Categories**: the specifics of dollar amounts and what will be offered to sponsors in return, by way of graphic sizes and where they will appear. The printed program for the 2024 show used more space for sponsor graphics than for anything else in order to fulfill the commitments made to our sponsors. If a change in that is desired, consider reserving graphics for higher-level sponsors and listing names only for lower-level sponsors.

July – December: Make sure **the entry form on the website reflects the committee’s look and size categories for the show**. In particular, some re-thinking of the categories for quilts may be in order, with size limits given for various categories and number-of-quilts in each of the larger categories limited. This will make both layout and viewer’s-choice voting easier, but will require explanation to members and possibly conditional logic in the entry form to count and limit entries in specific size ranges. Melissa Raulston, the guild’s website host, could be helpful in reworking the entry form used for Guild-presented shows.

## During the 12 Months before a Guild-Hosted Show Will Open

This section reflects how things were handled for the 2024 show, based on committee meeting agendas and notes. There was a lot of making-it-up-as-we-went-along going on. So the things that happened were necessary, the timing isn’t set in stone.

Ten months before the show (Nov 2023):

* Finalized the vendor application and prices for various sized vendor spaces
* Made the decision to use Vivid Sky Productions (originally known as Production Support Group) for pipe and drape
* Policy decision: Will non-members be permitted to enter quilts in the show in return for paying an entry fee? Answer: No. [Encourage becoming a member instead.]
* Policy decision: We decided that quilts (except antique quilts) should have been finished in 2020 or later. *Although this was not emphasized in communications, it was written in the instructions for the entry form.*
* Policy decision: We required 3 volunteer hours at the show per quilt entered. [This was later amended to exclude Challenge quilts. Several exceptions were made for people who would be out of town during the show but had made significant time contributions to the show in other ways.]
* Policy decision: All sponsors would sponsor the whole show. [We had previously considered designated sponsorships, such as “Saturday Fairground Rental Sponsor”]
* We realized one person shouldn’t be both vendor and sponsor coordinator and decided to keep Peggy Allen on vendors and recruit someone for sponsors.

Nine months before the show (Dec 2023):

* Pipe and Drape contract was signed and the 50% deposit was paid
* Agreement on dates had been reached with the Fairgrounds; we were waiting for the contract to be emailed.
* Positions were filled for sponsor coordinator, silent auction, and boutique coordinator.
* Sue researched insurance and learned that the Guild’s existing insurance policy was sufficiently large to satisfy the Fairgrounds. Still to do was getting the document that included the Fairgrounds and Leon County as additional insured.
* The website began including content for the various stations of the show.
* We decided to buy 300 skirt hangers with the expectation that we could borrow 200 from Friendship Star.
* Opening Reception was scheduled for fifteen minutes past closing time on the first evening of the show.
* Drawing for Opportunity Quilt was scheduled for 5 p.m.(an hour before closing) on the last day of the show.
* Policy decision: Guild share of a quilt-for-sale would be 30%.
* QUILTO date and time set; Live demonstration time slots set.

Eight months before the show (January 2024):

* The entry form went live on the Guild’s website
* Contract with the Fairgrounds signed and $1,000 refundable deposit paid
* Design of show graphic for marquee and Fairgrounds finalized and sent to them
* Sue began discussing the publicity calendar/plans with Tara Goodman (who was unable to attend show committee meeting due to her day job)
* Sue set up a Google Voice phone number to use in advertising (in retrospect, it got very little use, but felt safer than putting her phone number on lots of websites) and a QU email account for the annual show (showinfo@Quilt Tallahassee.com) that was used a lot. *[TO DO: Find out if anyone wants to use the showinfo email again or if it should be shut down to save the Guild a few bucks. A question for the steering committee.]*
* Decided to offer online ticket sales through the website. Also decided to offer a 3-day pass for $25 [in retrospect, very few 3-day passes were sold]. Melissa Raulston assisted in making this functional.
* “Vendor Opportunity Cards” were printed and made available to members.
* The Sponsor agreement was published on the website.
* Dates for quilt drop off (at a Guild meeting and final chance at Ann Gaber’s house) and pickup (at Fairgrounds or by prior arrangement with Ann) were set
* We decided that delaying delivery of some philanthropy quilts would give us a cushion if not enough quilts were entered.

Seven months before the show (February 2024)

* Sue shared the ribbons she had sewn for hanging quilts below other quilts. The committee approved their use. See instructions at <https://quilttallahassee.com/annual-show-resources/>
* Dates and times for when silent auction, basket, and OQ winners could pick up their items were set. (At the end of the last day of the show and from 10–2 the next day.)
* Policies about shipping were set: Baskets and Quilts-for-Sale: NO.
Silent Auction and OQ, YES – but winner pays shipping.

Six months before the show (March 2024)

* Most things were in place. We were monitoring entries, sponsors, vendors etc.
* The Visit Tallahassee grant was awarded (to be paid after the show)
* We worked on making sure we had enough devices for taking payments at the different stations at the show, reviewing instructions, etc.

Five months before the show (April 2024)

* Monitoring entries, sponsors, vendors, volunteers, demonstrations, etc.
* Janet explained her plans for the kids’ activities
* Tara was busy photographing the Opportunity Quilt by the TLH sign and making other marketing plans. She set up her QUPublicity@gmail.com address.
* Sending photos of quilts and boutique items to Tara for publicity use
* Making sure our COCA dues got paid – contacted Peggy Clark
* Label for the OQ was made by Nancy Mould.
* We decided on a minimum number of entries in a category for a 2nd or 3rd place ribbon to be awarded. [*We later ignored this decision because we wanted to award all the beautiful ribbons that Kerry Cohen made. To stick to it, we could have asked Kerry to wait on making ribbons until after the entry deadline.*]
* We decided to do “virtual” ribbons for first-time exhibitors, i.e., a ribbon image on the display tag for the quilt. This worked well. In the end, there were more than 50 quilts entered by first-time exhibitors. Sue worked out a mail merge method for this and all the tags.
* The required insurance certificate for the Fairgrounds was obtained and forwarded to the Fairgrounds. Confirmation was received that the requirement was satisfied. [This had to wait until after the Guild renewed our insurance policy for the year, which happens in March.]

Four months before the show (May 2024)

* Monitoring entries, sponsors, vendors, volunteers, demonstrations, etc.
* Sue developed a process for doing the quilt layout so that a printed picture of each “wall” could be used for quilt hanging. *Note: This was to be a collaborative effort, but Sue and Ann never did work out how to share it well online.*
* We decided that kids ages 15 and under would be admitted free with a paying adult and had Tara add that to posters and Sue added it to the website

Three months before the show (June 2024)

* Decision was made to explore taking the silent auction online at Marty O’Neill’s recommendation. She worked with BetterWorld.org, but also consulted with Melissa Raulston
* We were still hashing out details on what to use as a ticket collection box for the OQ, what we were allowed to use for cups at the Opening Reception, what to hang outside the building at the show – lots of logistical details

Two months before the show (July 2024)

* Monitoring vendors, sponsors, and quilt entries
* Making sure we had enough credit-card reading devices
* Talked about the Opening Reception
* Printed and cut viewer’s choice ballots [not enough! Ended up printed and cutting up more during the second day of the show.] Recommend printing around 500 – on card stock is nice, but regular paper worked fine, too.

Six weeks (*recommended*) or one month (*as done in 2024*) before the show:

* Deadline for quilt entry
* Start working on quilt layout plan

Five weeks before the show (or as your contract requires):

* Check that final payment of venue rental has been made.

Four weeks before the show:

* Create spreadsheets to be signed at quilt drop off and quilt pick up
* Quilt layout plan should be complete
* Create 2 (or more) quilt-locator binders containing each quilt’s title, first-named quilt maker, entry number, and location. Print entries sorted by title on one color of paper, by quilt maker on another color, and by entry number (which provides category) on a third color. (Mail merge is useful for this.)
* Have all interior signage printed
* Print the show programs [not sooner, so late-recruited sponsors can be included]

Three weeks before the show:

* Print tags for all quilts, trim them, glue them to backing, provide pins
* Create a quilts-for-sale file including a page for each quilt with its entry number and location as well as title, first-named quilt maker, price, and dimensions. Include buyer’s info, any pre-arranged deviation from standard pickup times, how paid, who received payment. Include claim check for buyer. Include “Sold” tag. Print them. Use a sewing machine to perforate them for easy tearing. Put them in a binder. Make sure the binder has updated instructions for volunteers. (Mail merge is useful for this.)

At final Guild meeting before the show:

* Challenge Reveal and Voting and Quilt turn-in for the show

Last two weeks before the show:

* Final turn-in of quilts that were not already collected a the last Guild meeting
* Maximum publicity push
* Check that final payment for Pipe and Drape has been received.
* Provide credit-card training for volunteers needing it
* Create bundles for each “wall” of the show with quilts, their tags, and the layout instructions for that “wall.”
* Create a display board for the Viewer’s Choice ribbons

Last week before the show:

* Get keys and codes from the venue owner.
* Check that all station instructions and money turn-in forms are complete.
* Watch for hurricanes and make the “go/no-go” decision before time runs out.

# Venue Considerations

Cost

2024: Fairgrounds was $1200 per day for show-day rental (rent was not charged for setup and teardown days); furniture rental was additional as was up to four hours of AC on setup and teardown days.

Size and Layout

2024: Fairgrounds building 2 is 60 feet by 200 feet. It was large enough to accommodate everything we wanted to do at the show.

Hours open to the public

2024: Because we had the gate code as well as the building key, we were able to use the building as early and as late as we liked — our chosen hours were much shorter than the building’s availability

Location (parking, what part of town)

2024: Parking was free and close to the building. Because there were no other events at the Fairgrounds, parking was very easy. The part of town did not seem to be a deterrent — we were happy with attendance of 711 across 3 days.

Ambiance (lighting, restrooms, noise)

2024: Lighting was a problem in some of the “bays” where we hung quilts because we had the pipe “walls” so tall that they blocked lighting. This would be relatively easy to fix with extension cords from their ceiling outlets to lights clipped to the top of the pipes. The cost for that fix has not been researched.

2024: Restrooms were close and clean. They were not air conditioned and we heard some complaints about how hot they were.

2024: Noise was not an issue because ours was the only event taking place at the Fairgrounds. We did use the Guild’s microphone and speaker during demonstrations. Announcement via the building’s PA system were not as loud as they could have been.

Security for Quilts

2024: The security for quilts at our show consisted of locking the building’s doors and the Fairgrounds gate when we left. Janet Taylor mentioned our show to the (TPD or Sheriff?) and was told there might be a drive-by if time permitted. I don’t know whether or not that happened. I do know that we did not have anyone doing anything suspicious, harassing anyone, panhandling, etc. We had no report of pickpocketing or car break-ins. No quilts were damaged in any way, no money was stolen.

Allowable Activities (Opportunity Quilt? Silent Auction? Food brought by Guild members? Opening Reception?)

2024: Unlike some other venues we researched, all of these activities were acceptable to the Fairgrounds. If we had wanted to serve alcohol during the event, we could have paid for a license to do so (or hired a caterer who had such a license) and we could have gotten approval from the Fairgrounds, for a fee, I think.

Internet Access for Vendors

The Fairgrounds does not offer Wi-Fi. Cellular service was okay in some parts of the building, depending on your service provider. In other parts of the building it was nonexistent. If considering the Fairgrounds again, the committee should research providing Wi-Fi for vendor and Guild use.

# Date Considerations

Season of the Year

Labor Day weekend turned out well because the Fairgrounds building was airconditioned.

Other Events in Tallahassee and Surrounding Area to Avoid

Springtime Tallahassee? Jacksonville quilt show? Friendship Star quilt show? Havana quilt show? Gadsden Arts quilt show?
FSU and FAMU football weekends greatly increase the prices of hotel rooms, especially near those campuses. This is more of a consideration for a Guild-presented show than a hosted one because the high costs are hard for vendors to absorb. However, because the football schedules are not released until Spring, you may not be able to factor this in one way or the other.

Other Events in Tallahassee that would be Complementary

Venue Availability

Start early looking at this.

Volunteer Availability Conflicts

Example: In 2024 we did ***not*** hold the QU annual show (Aug. 31–Sept. 2) the same weekend as the Jacksonville Quilt Fest (Sept. 19–21) because a significant number of our members might be planning to go there. We needed as many volunteers to be available as possible.

# Committee Coordinator Positions and Their Tasks

These descriptions reflect the desired activities of each position. They may be helpful in letting potential coordinators know what is going to be expected of them. In practice, the chairperson and other members of the committee assisted each other in these tasks. Coordinators are also free to recruit as much help as they want in these tasks.

* **Chairperson**:
	+ Attends Steering Committee meetings, obtains approval of the theme, budget, date, and venue
	+ Communicates about the show to the Guild as a whole at Guild meetings and through the newsletter, and with each of the annual show committee coordinators.
	+ Sets committee meeting dates and agendas.
	+ Communicates committee decisions to members unable to make the meeting.
	+ May host annual show committee meetings.
	+ May keep track of finances for the show in parallel with the Treasurer.
	+ Fills in as needed for all the other positions.
* **Logistics Coordinator**:
	+ Handles all the day-to-day details of the show:
	+ Contracts for venue rental, furniture rental, and pipe and drape rental — obtains signature of a Guild Officer on these as needed
	+ Arranges for collecting, storing, arranging, and hanging the quilts,
	+ Sets up procedures for how money will be handled
	+ Obtains keys and codes for the venue
	+ Checks insurance coverage, and obtains required “additional-insured” documents as needed
	+ Draws up (after consultation with committee) where various elements of the show will be located within the venue
	+ Provides a diagram to the pipe and drape provider to show the height and width of each part of the display as well as measurements that can be used to place the pipes accurately in the building.
	+ Labels the pipes with location numbers
	+ Obtains spreadsheets of entries
	+ Prints the tags that hang by each quilt (“Mail merge” helps – see the website page https://quilttallahassee.com/annual-show-resources/)
	+ Creates a Quilts-for-Sale binder and instructions
	+ Creates quilt-locator lists, sorted by quilter, by title, and by category
	+ Arranges for viewer’s choice voting ribbons, ballots, ballot boxes and signage
	+ Has interior and exterior signage printed
* **Graphics Coordinator**:
	+ Develops the “branding” for the show: a set of basic show graphics, font, and colors that include the theme or not, as desired. These graphics and colors will be used to keep a consistent look for the show in print, on the QU website, and online.
	+ Shares graphics with the Publicity and Website coordinators.
	+ Sends graphics to the venue for their marquee
	+ Helps as needed to create appropriately-sized graphics for sponsors or vendors who don’t have that capability.
	+ Helps the Logistics Coordinator with diagrams for pipe and drape
	+ Designs the show’s Program — including creating diagrams showing special sections of the display, vendor locations, and where various stations are located at the venue.
* **Publicity Chairperson**:
	+ Develops a publicity plan and estimates costs for it to help the committee set a budget.
	+ Produces publicity materials for print and online uses.
	+ Recruits people to assist in spreading the word through meeting announcements and newsletter articles.
	+ Executes the plan within budget. *For the 2024 show the budget and basic outline of the plan were developed first and then handed on to the Guild’s Publicity Chairperson, but getting her input earlier probably would have been better.*
* **Vendor Coordinator**:
	+ Helps set fees for various size vendor spaces
	+ Drafts/Reviews the vendor agreement to be sure it covers everything necessary.
	+ Recruits a good assortment of vendors either personally or by following up on leads from other Guild members.
	+ Obtains vendors’ signed agreements and fees.
	+ Forwards copies of vendor agreements from the treasurer to the annual show chairperson, the publicity coordinator, and the website coordinator.
	+ Works with vendors, the Graphics, Website and publicity coordinators to be sure each vendor’s information and links are correct.
	+ Marks the borders of vendors’ physical spaces at the venue.
	+ Communicates with vendors about set-up and tear-down times, special events, etc.
	+ Makes vendors feel appreciated at the show — perhaps with a goodie bag.
* **Sponsor Coordinator:**
	+ Helps set sponsor levels and perks for each level as part of the committee.
	+ Drafts/Reviews the sponsor agreement to be sure it covers everything necessary.
	+ Gets sponsor agreements printed to aid in soliciting sponsors.
	+ Recruits help in soliciting sponsors at Guild meetings and through newsletter items.
	+ Gets signed sponsor agreements and funds from sponsors and forwards them to the Treasurer (or has the Treasurer send copies of agreements and checks to her if they were mailed to the Guild’s mailbox).
	+ Keeps the chairperson updated on signed-up sponsors.
	+ Works with sponsors and the graphics coordinator to make sure a graphic of the correct dimensions is available for use in the program, on the website and social media.
	+ Makes sure the link to be used for that graphic is correct.
	+ Invites the sponsors to the Opening “VIP” reception.
	+ Recognizes sponsors publicly at that reception.
	+ Sends certificates and thank you letters to sponsors.
* **Silent Auction Coordinator**:
	+ Decides the format of the auction (online or in person).
	+ Makes arrangement with auction platform if online (agreement, photos and descriptions of items, minimum bids, etc.) BetterWorld.org worked well.
	+ Works with the Logistics coordinator on how much table space will be needed to display the items at the show.
	+ Works with Graphics coordinator to make the auction platform attractive
	+ Requests or provides signage as needed
	+ Provides photos of silent auction items to the Publicity chairperson
	+ Solicits silent-auction donations of quilts and other items from Guild members through meeting announcements and newsletter articles.
	+ Collects, safeguards, and displays items
	+ Makes bidding arrangements, including QR codes for online bidding.
	+ Notifies winners (if not done automatically by an online auction platform).
	+ Collects payments from winners (if not done automatically by an online auction platform).
	+ Gets items to their winners (including shipping if that is within policy).
	+ Safeguards funds and reports totals to the Treasurer for sales-tax calculation
* **Opportunity Quilt**: *A notebook exists for this position for the development and crafting of the Opportunity Quilt, printing tickets, displaying it at venues prior to the show including developing signage about the OQ and its makers, safeguarding ticket stubs, depositing money, etc.* At the show, the OQ station is usually staffed by show volunteers. The OQ chair is responsible for bringing the OQ, its display stand, tickets to offer to show visitors, stubs of tickets already sold, and the cash box to the show; and for having the winning ticket pulled on the last day of the show, contacting the winner, and shipping the OQ if it is not going to be picked up.
* **Baskets Coordinator**:
	+ Recruits the donation of themed baskets from Guild members through meeting announcements and newsletter articles.
	+ Packages them attractively.
	+ Works with the Logistics coordinator on how much table space will be needed to display the baskets at the show.
	+ Works with the graphics coordinator for any signage needed.
	+ Purchases tickets and develops a system for tracking which visitor has obtained which tickets.
	+ Safeguards funds
* **Boutique Coordinator**:
	+ Develops a plan for what items should be included in the boutique based on what sold well previously (See Section XII: Appendix C).
	+ Publishes directions with the help of the Website coordinator.
	+ May recruit a team of helpers to make kits for making the items.
	+ Recruits participation of Guild members in making the items through meeting announcements and newsletter articles.
	+ Helps train volunteers to record credit-card sales at the boutique station so they will be identifiable for sale-tax calculations.
	+ Safeguards funds
* **Kids Activities Coordinator**:
	+ Chooses quilt-, sewing-, or theme-related quick craft activities
	+ Collects or purchases supplies, has printing done. Uses meeting announcements or newsletter articles to solicit donation of supplies.
	+ Provides instructions
	+ Requests signage as needed
	+ *Optional but recommended because it was popular:* creates a Scavenger Hunt (obtains spreadsheet of entries from Logistics coordinator for information on quilts and their locations)
	+ Optional: provides small prizes for completing the scavenger hunt
* **Live-Demonstrations Coordinator**:
	+ Recruits Guild members to give demonstrations during the show.
	+ Sends the title, description, and perhaps a photo to the Publicity coordinator for each demonstration.
	+ Works with the Logistics coordinator on equipment needed
	+ Asks the Guild’s Equipment Chairperson to bring the projector, screen, and loud-speaker system
* **QUILTO! Coordinator**
	+ Provides the game and prizes; runs the game
* **Volunteer Coordinator**
	+ From committee input, determines dates and times of shifts for volunteers and how many are needed at each station
	+ Sets up how volunteers will sign up (*SignUp.com works well*)
	+ Creates descriptions of volunteer positions
	+ Sets up reminder emails
	+ Reports to the show committee on volunteer signups
	+ Recruits volunteers at meetings and via newsletter articles
	+ Holds training sessions, if needed, for volunteers in specific positions
* **Website Coordinator**: *This can be the Guild’s Website Coordinator or someone else who has the needed skills. Contact the web host for a login for a new person if necessary.*
	+ Includes the show’s dates and any deadlines in the calendar
	+ Sets up a primary and subordinate pages for the show, using the graphics, colors, etc. from the Graphics coordinator
	+ Works with the web host on online ticket sales (if done), changes to the entry form, etc.
	+ Posts the sponsor and vendor agreement forms for download
	+ Posts sponsor and vendor graphics with their preferred links
	+ Downloads spreadsheets and emails them to show committee members as requested

# Contacts

*NOTE: This page should be left blank in the computer file and used only in the physical notebook to avoid online exposure of contact information.*

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**CONTACTS**, *continued*

*NOTE: This page should be left blank in the computer file and used only in the physical notebook to avoid online exposure of contact information.*

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# Logistics Checklist for a Guild-Presented Show

**Training Complete (or instructions printed and also sent to volunteers)**

* Diagrams and instructions for hanging quilts on each pipe
* Acceptance of payments using Square (entrance tables and boutique). Login and Password instructions.
* Opening and Locking Up the building and the gate at the Fairgrounds or elsewhere
* How to turn on the AC
* Making Deposits Mid-Day (This wasn’t possible during the 2024 show, but “night-drop” deposits could be researched for another year.)
* “Guest Book” importance (if we have Visit Tallahassee grant and even if we don’t)

**Materials Ready**

* Programs printed, cut, folded, assembled, etc. (600 were printed for the 2024 show, some were collected in a “recycle your program here” bin and reused)
* Wristbands printed and torn apart [if using wristbands]
* Internal and External signage ready and whatever is needed to post them ready

 Sponsor Poster(s)

 Demonstration Schedule Poster

 Boutique, Silent Auctions, Opportunity Quilt, Basket, Demonstrations,
Kids’ Corner, QU-info poster, [a Challenge explanation/rules poster should have been included but wasn’t at the 2024 show]

* Volunteer Break Room waters/snacks purchased
* Hanging Ribbons sewn and Skirt Hangers ready to go
* Kids’ Corner activities supplies
* Ribbons, ballots, ballot boxes and pencils for Viewer’s Choice voting
* Guest “book” – pages on clipboards
* Opportunity Quilt ticket receptacle (a storage bin was used in 2024)

**Equipment Ready**

Do the people lending ladders for quilt hanging and quilt takedown have them ready to go? Is there a list of those people with phone numbers?

Does the person who will be bringing the projector, screen, and sound system have them ready to go?

Square card reader(s)?

Optional: poles with hooks – useful for taking down quilts hung with skirt hangers

# Themes from Shows and Challenges

**1989** A Trip through Time (8th)

**1990** Patches of Sunshine, Pattern of Life **(**Everything Olde is New Again - Challenge theme) (9th)

**1991** Nine-Patch for the Nineties (10th)

**1992** A Colorful Land of Counterpane (Freedom of Choice – Challenge theme) (11th)

**1993** Memories Are Made of This (12th)

**1994** When You Wish Upon A Star (13th)

**1995** Threads Through Time (Green – Challenge theme) (14th)

**1996** All Things Bright & Beautiful (15th)

**1997** Everything’s Lovely in My Garden (16th)

**1998** Sing the Blues or Singin’ the Blues (17th)

**1999** When Life Gives You Scraps, Make a Quilt (18th)

**2000** Beyond the Block - A Creative Leap (19th)

**2001** An Odyssey in 3−D (20th)

**2002** From Dresden Plate to Broken Dishes (21st)

**2003** Canopy Roads (featuring Contemporary & Traditional Quilts) (22nd)

**2004** Fire & Ice (featuring contrasting kinds of quilts) (23rd)

**2005** Southern Exposure (24th)

**2006** What Goes Around Comes Around - 25thAnniversary Capital City Quilt Show

**2007** Our Lives in Fabric (26th)

**2008** Through the Looking Glass (27th)

**2009** From Canvas to Quilt (28th)

**2010** The Garden Party (29th)

**2011** Diamonds are a Girl’s Best Friend - 30th Anniversary Capital City Quilt Show

**2012** Tomorrow's Quilts Today (31st)

**2013** Road to Florida (32nd)

**2014** Starry, Starry Night (33rd)

**omit - 2015** For Every Quilt There is a Season – **No Show, Museum closed**

**2016** By the Water’s Edge (34th)

**2017** Sentimental Journey (35th)

**2018** Out of the Blue (36th)

**2019** Autumn Reverie (37th year of show)

**omit    2020** (*no show, no theme used*)

**omit    2021** (*no show, no theme used*)

**omit    2022** (*no show*) Jazz It Up theme was used for the Challenge only

**2023** Metamorphosis (Transformations) (38th) — *hosted by LeMoyne Arts*
(“Jazzy Garden” Opportunity Quilt awarded

**2024** Kaleidoscope of Color (39th) — *no host; held at the North Florida Fairgrounds*

**2025** Into the Woods (40th)

Note: What follows are themes not yet used. Themes for particular years will be determined by the Chairperson of the Annual Show in conjunction with the host or Steering Committee.

**????** Come Fly with Me

**????** Floral Fantasy

Note: Challenges started in 1987 – no themes mentioned, just rules

# Reimbursement Guidelines

**Use the QU Request for Reimbursement form.**

**On Paper**: A blank master copy of the form is on the next page. Attach originals of receipts, using additional blank paper if needed. Tape the receipts to the form and circle the totals for reimbursement. The form can be downloaded from QU’s website.

Normally, the Treasurer will be at the meetings and will have the Guild checkbook with her. If so, turn in the completed form with receipts to the Treasurer at the meeting. She should provide you with a check for the total reimbursement before the end of the meeting.

If the Treasurer is not present at the meeting, or you have elected to send in the request by mail, you may want to call the Treasurer if you need reimbursement to be expedited.

**Electronically**: If submitting the request for reimbursement to the Treasurer by email, print the Request for Reimbursement form, fill it out, sign it, and scan the completed form as a pdf, scan paper receipts and invoices as a pdf, and attach those plus any receipts or invoices received electronically to the email message with the request for reimbursement. Send the email to Treasurer@QuiltTallahassee.com.

It is helpful to keep an expenditure log of supplies purchased and other expenses, whether they were donated or reimbursed. This will assist when determining future budgets. It will also help future chairpersons to see where, when and the quantities to purchase.

Alternatively…

If the chairperson of the annual show wants to keep tabs on expenditure and income during the preparations for the show, she can ask those with expenses to send them to the treasurer **through her**. Because this can be done electronically (pdf of the invoice or receipt and pdf of the QU Request for Reimbursement form), it does not significantly delay reimbursement.



# Appendix A: Income and Expenses of the 2024 Show

$26,698.29 Gross Income

 -$8,755.22 Expenses

 -$400 Sales Tax on quilt, boutique, and silent-auction sales

 -$156.71 Square credit-card-processing Fees

$17,386.36 Net Income

# Appendix B: Lessons Learned in Putting on a Guild-Presented Show

This appendix includes things that Sue Isaac and others learned were, or remember as being, important considerations or tasks for a Guild-presented show. Various files of instructions, etc. are posted at <https://quilttallahassee.com/annual-show-resources> .

## RENTAL CONTRACTS

MAKE SPECIAL NOTE OF RENTAL CONTRACTS PAYMENT DUE DATES: Both the Pipe and Drape contract (immediately before) and the Fairgrounds (about a month before) required full payment before the show began. The Fairgrounds required a $1000 refundable deposit to reserve the space. The Vivid Sky Productions contract required a non-refundable payment of 50% when the contract was signed.

CANCELLATION DATES: Mark these on your calendar and check the forecast for hurricanes so you can make the go/no-go decision in time to cancel if necessary to avoid some expenses of canceling or postponing a show. Not all expenses will be refundable even if the show is canceled early — this is a risk the Guild has to accept.

CONTRACTS: PIPE AND DRAPE

We used Vivid Sky Productions for the rental of pipe and drape for the show in 2024. (Formerly called “Production Support Group or PSG.”)

Our 2024 experience with Vivid Sky was positive. They set up and tore down on schedule and their equipment was strong enough for large quilts.

Note: Their labor fees are charged hourly beginning with loading their trucks and include travel time from their warehouse. Their time at the fairgrounds was brief, but they did not vary from their estimated time of 12 man-hours of set up and 12 man-hours for tear down. It is still advisable to make sure nothing going on at the show location will slow them down in their work.

Very little “drape” was rented for the 2024 show. This is an aesthetic decision for each year’s committee to make, but more drapes will cost more.

For your consideration: Sue Isaac was told by the sales manager at the Fairgrounds that there is also another company that rents pipe and drape that is suitable for hanging quilts: A-Z Rent All. Their website is a-zrentall.com. But no research was done on them because the other contract was already signed. Just a reminder: The pipe that InTentsEvents rents out is not strong enough to use for hanging quilts.

CONTRACTS: NORTH FLORIDA FAIRGROUNDS

The Fairgrounds will provide free access to the building on the day prior and the day after the show. However, AC usage on those days was charged at $50 per hour, limited to a maximum of four hours per day. (Use of more than four hours would result in a full-day’s rent being charged.)

In general, the Fairgrounds was very easy to deal with. They comped the use of wire-grid display panels and some light-weight display pipe. They had the furniture we rented from them already in the places we had requested when we arrived the day prior to the show.

They were willing to make exceptions to their policy that all furniture be rented from them (our venders all supplied their own tables and chairs and we used a few small tables of our own).

They were happy to take the time to show us around and what was available on more than one occasion as we went through the planning process.

## NOTES ON SHOW HOURS

If there is a hosting organization, the show hours will coincide with the host’s hours and any special events that are scheduled.

For a Guild-presented show, you will need to decide hours yourself.

In 2024 at the Fairgrounds we had the use of the buildings as early and as late as we wanted. For the sake of simplicity all the days were advertised for 10 a.m. to 6 p.m. The opening reception started at 6:15 the first evening and lasted until about 7:30. We gave vendors (with the exception of the food vendor) the option of staying open during the opening reception; some did, some didn’t.

On the second and third days of the show, attendance really fell off between 4 and 4:30. By 5 on the second day and by 4:45 on the third day, the vendors were released to go home or start closing down.

A recommendation would be to consider scheduling earlier closing hours on the days without the reception.

## NOTES ON THE DATES CHOSEN

The dates were originally chosen because they were available at the Fairgrounds and because they coincided with the dates of a spa show that was to take place in the building next door. Saturday to Monday for a three-day show was chosen because many people would be off work for Labor Day.

The largest attendance was on Saturday, smallest on Sunday, and in-between on Monday (Labor Day holiday). Exact numbers aren’t available because we didn’t count cash sales each day.

As it turned out, the spa show organizers rescheduled it. Therefore ours was the only event at the Fairgrounds. That made parking especially easy. But it didn’t provide the hoped-for bump in attendance that might have come from people attracted to the Fairgrounds by the spa show.

The dates were chosen before the FSU football schedule was announced. It’s not clear that the game affected attendance at our show one way or the other.

A three-day versus a two-day show is a question for the next committee to decide. Costs would be lower for a two-day show, but the setup and teardown parts of the charges for pipe and drape wouldn’t change.

## NOTES ON SALES TAX

The experts that Peggy Clark and Karen Kunz asked both told them that the entry tickets to the show are not subject to sales tax, but are in fact a donation to the Guild. **This should be made explicit in promotional materials and at the entrance tables.** Basket chances and Opportunity Quilt chances were also obtained via donations to the Guild.

Silent Auction sales, Gift Boutique sales, and Quilts sold through the show, are all subject to sales tax. For quilts sold at the show, the sales tax was deducted from the selling price first; then the after-tax proceeds were divided 30% to the guild and 70% to the quilter.

It is important to keep good records on income. So that we can comply with the law and be able to back-up our numbers. Cash from each station must be kept and deposited separately. Credit card sales should indicate which “item” was purchased (not at the level of which boutique item, but at the level of boutique item versus ticket purchase).

## NOTES ON THE SILENT AUCTION

When the show was hosted by the Museum of Florida History, the silent auction chairperson dealt with museum staff fairly independently of the rest of the show.

With the move to LeMoyne in 2023 and a very time-limited silent auction, and with the show at the Fairgrounds in 2024 where space in the building and furniture rental was coordinated through the annual show committee, collaboration has become much closer.

For the 2024 show, Marty O’Neill initiated the plan to run the silent auction online. She brought the idea to the show committee and was met with some discouraging opinions about whether or not visitors to the show would be willing to set up an account and bid online while at the show. After consultation with our web host, Melissa Raulston, and some further discussion, the show committee supported Marty when she came back with the decision to give the online auction a try. It was a great success!

Marty had good technical support from the BetterWorld.org staff. It was their suggestion to divided the quilts and other items by categories. The show budget paid for Marty to have “concierge” service over the three days of the show. As it turned out, that was vital to performing the important function of shutting down bidding and closing out the auction by charging the credit cards of the winners. It was not possible for Marty to do that from her phone. But a call to the concierge service took care of it immediately.

## NOTES ON THE BOUTIQUE

The gift boutique brought in a lot of money for the Guild. It is only possible to do this at a Guild-presented show. The committee supported Dawn Griffin in her decisions, but she and her subcommittee really handled everything except space allocation and furniture rental at the show. They did a tremendous job! See Dawn’s full report in Appendix C.

## NOTES ON THE ACCESSIBLE ENTRANCE AT THE FAIRGROUNDS

While it was important to have a volunteer at the accessible entrance, it wasn’t a very efficient use of volunteer time. Because the Square credit-card reader wouldn’t work in that part of the building, entrance functions were limited to cash admissions. Only about four per day took place there.

A suggestion for the future: have the accessible entrance table also be a hand-work on-going demonstration station. Staff it with people who like to do hand piecing and hand quilting and are willing to show their work/techniques to interested persons. Then advertise it as such.

## NOTES ON VENDORS

Vendors seemed, in general, happy with their results at the 2024 show. The relatively low fees we charged were a definite help in attracting them. The fees were $75 for a 10x10-foot space, $125 for a 20x10-foot space, $175 for a 30x10-foot space, and $75 for the kitchen for our food vendor. [On 9/14/24, I requested that our vendor coordinator, Peggy Allen, reach out to the vendors for their feedback.]

We set rules including having nothing that emitted a scent/aroma that could affect the quilts. This required the food vendor, The Lemon Patch, to find a new way to heat hot dogs (versus the aroma-emitting method he was using during the model-railroad show), but he was happy to do it.

We did not supply tables or chairs. Vendors brought their own and we did not hear objections over that. That requirement was listed in the vendor application.

Non-compete on food: We agreed with the food vendor that he would be the only one selling lunch items and beverages at the show. From his experience, our estimate of 600 visitors to the show over three days made it hard for him to expect a lot of business. But in the end he did better than he expected and has said he hopes he’s asked again.

The vendors were very appreciative of being “released” when the crowd had disappeared before the stated closing time of 6 arrived.

## NOTES ON THE OPPORTUNITY QUILT

The Opportunity Quilt did well, but results were lower than for some previous years because it was not taken around to different venues much at all. Having an Opportunity Quilt chairperson would have made all the difference. It has been suggested that pricing be changed to $2 for 1 ticket and $5 for **10** tickets. Karen Kunz’s experience with this said that almost nobody bought single tickets when Friendship Star’s raffle quilt was priced this way.

## NOTES ON THE OPENING RECEPTION

There was more than enough punch. The mix of savory appetizers to sweet desserts leaned a bit too heavily to the sweet side for a 6:15 p.m. reception. A mistake made was that we failed to make sure everyone knew which food in the refrigerator belonged to the food vendor. Fruit belonging to the vendor was served to our guests. The vendor was compensated above his price for the fruit and was gracious, but still wished he had fruit available to sell on Saturday.

## NOTES ON YARD SIGNS

Yard signs were 12x18 inches; they should have been a larger size. Nine of twenty yard signs were retrieved after the show; the others were taken before our Publicity Chairperson could get to them. Because the stakes are reusable, the more of them we can retrieve the greater the cost savings if yard signs are used again.

# Appendix C: 2024 Boutique Post Show Report

Submitted by Dawn Griffin

A spreadsheet provided to the show and steering committee has the details of the number of each boutique item made and the starting price. In addition, it has a column indicating approximately how many of each item sold and price adjustments (items were greatly reduced on the last day of the quilt show and at the September QU meeting). This report is more of a bird’s eye view of the whole boutique. Sales totaled $3,399 with only a $350 cost for supplies.

There was a team of six that met to determine what we felt could be produced that would not compete with the silent auction and member quilts available for sale. This was done primarily to utilize the fabrics that had been donated to the guild. We felt that the boutique items would appeal to a larger audience and could be considered for holiday shopping. Though not originally planned, a baby blanket with a dog panel sold quickly. It was intended to draw shoppers to the dog collars.

In January 2024, the team finalized the list of items along with associated instructions and began to assemble kits for distribution to membership at the meetings beginning February and ending in May. We had signup sheets to keep up with how many kits were distributed. Each kit contained all the materials to make the item along with an information sheet (that directed them to more detailed instructions/videos made available on the QU Show Website.) This worked very well.

Between January and August: the team worked on making boutique items, gathering supplies from membership to help organize and display items (ex: baskets, frame holders (for signs), white sheets to cover tables), creating individual labels and signs, and working with the Social Media coordinator providing pictures of items. Members within the Frayed Edges sit and stitch created fabulous items using brilliant colors which sold very quickly to members and in some cases before the show even started.

**Comments:** It was hard to predict what would be in demand. We felt the cross section of items would be appealing, however, items we thought would go quickly did not and items we felt were not going to sell well did.

**Popular:** The beautiful journal covers and mug rugs created by Linda O’Sullivan were very popular. She used brilliant color combinations that were stunning. To our surprise, the folded star ornaments were very popular and sold out quickly, FQ bundles/bags of various size squares and soup cozies also sold well.

**Less popular items:**

Dog collars Heart pillows

Snowmen Ornaments Ball Ornaments

Backpacks Trays

Holiday- and Traditional-Fabric Table Runners

YoYo Christmas-Tree Ornaments

# Appendix D: 2024 Kids Activities Post Show Report

The Kids Activities Table

Kaleidoscope of Color Quilt Show 2024

Quilters Unlimited of Tallahassee

**Arrangements:**

Janet Taylor came up with the activities, solicited donations of items, and organized it all. At the show, a single long table held all the supplies in four designated tubs. Janet, QU volunteers who signed up, and a COCA volunteer staffed the table. Kids did activities on the tables in the area by the kitchen, right next to the table with supplies.

**Activities:**

1. Two 2-page scavenger hunts @15 questions each, with open-ended questions and space for personal drawings. Quiz keys were available which included where quilts were located (letter and number) in case participants had difficulty finding the answer.

 There were 30 copies of each quiz, with pencils offered. Completed tests were returned to the table and a small prize was given (Kaleidoscopes, small writing notebooks). Five clip boards were sufficient for this show.
An example scavenger hunt is posted at <https://quilttallahassee.com/annual-show-resources/>

2. Coloring pages of easy to more-detailed kaleidoscopes, with crayons, markers, and colored pencils. These were printed off the Internet and home-copied.

3. Plastic canvas, yarns and canvas needles. Popular were the butterflies and flowers. Nothing sharp was offered. Youth enjoyed choosing colors and taking home their creations. Volunteers assisted in threading the canvas needles.

 Helpful was having more than a few needle threaders.

4. A portable design wall with many and varied fabric shapes. Youth enjoyed “creating your own quilt block” and having a photo taken with their caregiver’s cell phone.

**Materials:**

The cost to QU was $0.

Janet Taylor provided: tubs, clip boards, paper (for the scavenger hunt), prizes, and plastic canvas.

Quilters Unlimited members donated: yarn; crayons; colored pencils; canvas needles; and fabric squares, triangles, and other shapes for the design board.

Excess yarns and markers will be donated to a local art program. Some items may be saved for the 2026 QU Quilt Show (clipboards, pencils, crayons etc., currently stored by Janet Taylor).

**Evaluation:**

Children really enjoyed doing the activities with their parents. Having kids’ activities as part of the advertising for the show may have helped bring in a few younger show visitors.

**Suggestions for the future:**

1. The questions for the scavenger hunt came from viewing quilts in the online sign-up program. Quilts used for the scavenger hunt lent themselves to a question with an obvious but challenging answer. When the quilts were hung for display in the show, several were difficult to locate because of placement, height or size. Some quilt answers were far away; others were too close to each other. This wasn’t a noticeable issue at all, but for future hunts, the final copies of the quizzes might include a pre-check to see that questions and quilt answers are reasonably found and balanced across the platform.
2. Add $50 to future budget for activities to cover items needed beyond donations.

# Appendix E: End of 2024 Show Report: Sponsorship

Susan Thomson, Sponsorship Coordinator

10/31//2024

Total Sponsorship & Grant funds $9,002.66

31 Sponsors (Past Presidents counted as 1)

 1 In-kind Sponsor who printed flyers, sponsorship agreements, book marks, VIP invites etc.

I certainly DID NOT do this work by myself. Sue Isaac gave me tremendous support in sending out Thank You letters to sponsors & writing our grant request to Visit Tallahassee plus encouraging the Past Presidents to become sponsors. Wendy Adams obtained 8 sponsors. Pam Doffek arranged for speaking engagement at Rotary Club, Ann Gaber & other members took care of refreshments at VIP event. The following members also obtained sponsors: Joanne Stock, Peggy Clark, Diane Fogarty, Roberta Granville & Barbara Brandt.

I was never given a budget. Our main expenses were printing that our In-kind Sponsor covered to a large extent. I submitted costs for postage, name tags, VIP invite envelopes. Not sure of total.

Helpful Hints for future:

1. Design Excel spreadsheet to track EVERYTHING related to sponsorship.
	1. Design to place online for Show Chair & Treasurer to view.
2. Update Sponsorship Agreement & Thank You letter sent to sponsors.
	1. Make sure to insert space for sponsor to indicate $ amount.
	2. Use **email** whenever possible. USPS is costly & too slow.
	3. Thank QU members via email or text who obtain sponsors.
3. Introduce yourself to QU members at meetings & ask them for leads
	1. Set up speaking events thru member contacts
		1. I spoke at Rotary Club that QU member arranged, took Opportunity Quilt & sold tickets. Also took samples of our charity quilts to show
	2. Write reminders for QU newsletter (always list your contact info).
4. Plan VIP reception to thank Sponsors.
	1. Send invitations via email
	2. Follow up with reminders
	3. Get QU members to help w/refreshments
	4. Have printed name tags for Sponsors for VIP event
	5. Introduce & thank all sponsors at VIP event