



Performance Agreement Montrose Arts & Crafts Festival Coordinator

Purpose: Contractors are required to understand the purpose of MSPA, which is to serve and promote all its merchants and members.

This agreement with the Montrose Arts & Crafts Festival Coordinator (MACFC) is established to provide an individual who will: (1) Attract, solicit, locate and annually refresh a qualified vendor assortment that meets MSPA established criteria; (2) Ensure that the expected number of Artisans and Food Vendors is juried and secured in a timely fashion in order to achieve MSPA budget expectations for this event; (3) Supervise and execute all aspects of the assignments necessary for the success MSPA's Arts & Crafts Festival.

Qualifications: Must be able to communicate in a clear, timely and positive manner with the MSPA Board, its committees, other contractors, vendors, and MSPA membership as required either verbally or in written correspondence. Must maintain good relations with the MSPA board, MSPA Business Administrative Services (BAS), MSPA Communication Administrative Service (CAS), MSPA members, and local organizations with whom MSPA interacts. Must be able to analyze data and make recommendations as needed. Must have knowledge of MSPA policies and procedures and be able to communicate same within existing Board policy.

- **Relationship with MSPA Board:** The MACFC shall be contracted by, and report directly to, the president of the MSPA Board of Directors. The MACFC is accountable to the Board president for the proper and timely performance of all assigned duties and tasks. The MACFC shall conduct assignments as related to stated duties, reporting to the Board any current activities as needed. In addition, the MACFC shall communicate regularly with MSPA Business Administrative Services all activities relative to budgets and vendor/contractor payments as needed. The MACFC is invited to be in attendance at any regular meetings of the Board.
- **Compensation:** The MACFC is an independent contractor of the MSPA and shall be paid for services upon submission of invoice. Total compensation shall be determined by the Board and budgeted annually.
- **Termination:** This agreement, having no specified term, may be terminated at the will of either party, MACFC or MSPA, upon notice to the other.

Communication, Duties and Responsibilities:

Communication: The MACFC shall establish and maintain communication and dialogue as needed with entities including, but not limited to: MSPA members, MSP property owners, MSPA Event Coordinator Services (ECS), MSPA Communication Administrative Services (CAS), GPD substation and related GPD personnel, Chambers of Commerce, local merchants associations, related civil organizations, Glendale Clerk's Office, Los Angeles County Health Dept., and other entities as needed. referring as necessary to any applicable MSPA Board policies, procedures and positions as established by the Board.

Duties and Responsibilities:

- Have vendor applications both printed and electronic distributed to potential applicants via email and/or regular US mail in a timely manner to elicit maximum response.
- Jury all artisan applications and required photographs as they are received to determine appropriateness for a hand-crafted event.
- Assign all artisan vendor spaces.
- Assign food vendor spaces in conjunction with MSPA Harvest Market management.
- Have vendor acceptance packets printed and distributed as needed.
- Communicate all budget and vendor payment items to MSPA Business Administrative Services for verification, processing and payment and ensure that all vendor invoices are billed directly to MSPA.
- Solicit, prepare and book all print advertising according to the approved budget.
- Provide finished ad materials to all publications on a timely basis, confirming receipt.
- Have MSP store posters printed and distributed on a timely basis.
- Work with MSPA street banner contractor to arrange installation and removal of same.
- Purchase supplies as needed within budgets, including, but not limited to: Food Court supplies, paper goods and trash maintenance supplies.
- Ensure that all vendor spaces properly numbered on a timely basis.
- Work with BAS to ensure timely filing of City of Glendale event and amplified sound permits, obtaining copies of same.
- Work with MSPA Harvest Market manager to ensure proper and timely filing of required State Health Dept. permits, obtaining copies of same.
- Order and properly place all NO PARKING signs, calling in to GPD for the required verification on a timely basis.

Duties and Responsibilities (cont'd):

- Create an event plan, taking responsibility for the execution of the event, determining logistics for permits, venue, plot map, parking, sound, street closures, trash services, equipment rentals, staffing (staff and volunteer needs), vendors, décor, entertainment, promotion, merchant communication, first aid and response plan, security, safety, accounting procedures, food/beverage services, developing an event- specific time and action plan.
- Contract as necessary for all event-related vendor services and placement of same, including, but not limited to: barricades, electrical and sound, table & chair rentals, walkie talkies, port-a-potties and sinks, motorized carts, banners, trash services, security, ice truck and fire extinguishers, communicating with BAS regarding all budget-related items.
- Solicit sufficient volunteer staffing to ensure safe and proper entry and exit of all vendors.
- Solicit and assign “solid closure” vehicle blockers as required.
- Prepare and disburse vendor packets entry packets as needed.
- Coordinate set ups for Information Booth, Food Courts and musical entertainment.
- Ensure proper timing for all permitted street closures and re-openings as needed.
- Prepare presentations for the MSPA Board before and after the event stating expectations, results and recommendations as needed.
- Organize and maintain records of the event for archival/informational purposes.

**All documents, research, archival materials, designs, books, records, vendor information, and points of contact of any kind are the exclusive property of the MSPA, are to be retained by the MSPA, and must be available to its board members at all times. Upon resignation or termination of contract, all materials produced in relation to the MSPA Arts & Crafts Festival are to be immediately returned to the MSPA.*