

# DESERT THREADS

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## DESCRIPTION: CLIENT, AUDIENCE

**Client:** Anyone looking to attend a fun shopping experience with all the small boutiques and big brands in the LA area.

**Audience:** Women and girls from the surrounding LA areas or from all over the country who are making their way down to Coachella. Mostly women ranging from age 16-35. Although anyone is welcome to attend our event.

**Stakeholders:** The vendors are stakeholders because they will be taking a leap of faith by attending this event especially if they are farther away. The venue is also a stakeholder because there is a possibility that the number of people that show up might be more than the max occupancy.

**Beneficiaries:** Each vendor will benefit from the event by selling their clothing and accessories as the event as well as gaining free marketing. The DJ/Band will also benefit from the event; they will get their name out there and find new listeners.

## PURPOSE AND GOALS OF THE EVENT

Purpose of this event is to provide a fun shopping experience to those in the LA area as well as the surrounding areas.

**Goal #1:** *To bring people together to engage in a unique shopping experience.*

- The number of attendees will tell us if our goals are met.
- The amount made from the event coming from each vendor.
- The social media usage at the event, hashtags used, photos posted with the location, tagging brands.

**Goal #2:** *To help smaller brands and companies make a name for themselves and create lasting customers.*

- The dollar amounts made from the event for each company.
- The social media usage at the event, hashtags used, photos posted with the location, tagging brands, the increase in followers.
- Their sales months after the event.

## TIMELINE, WORK LIST, DAY-OF/PRODUCTION SCHEDULE

### 12 -8 months out

- Secure dates and venue-walk through
- Require information about specific permits
- Create a list of possible vendors and contact them
- Book food trucks/caterers/drinks
- Work on advertisement and “save the dates”
- Brainstorm the design/theme

- Reserve parking area
- Determine rates for spaces

### **8-6 months out**

- Determine AV needs
- Finalize vendors
- Initiate save the date memos/social media
- Finalize food/drink
- Finalize venue setup
- Finalize parking company
- Create day of schedule
- Create a set up schedule for vendors
- Determine sustainability areas
- Determine event budget
- Develop layout of the event
- Open reservations for spots for vendors/or assign spots

### **6-3 months out**

- Get permits submitted
- Reserve security
- Signage
- Announce the vendors on social media-let them use social media as well
- Get vendor's list of needs for their displays
- Get vendor's booth display designs
- Send out confirmation of schedule for vendors

### **2 months out**

- Post on social media to get people excited
- Come up with a promo for first customers

### **4-8 weeks**

- work on building DJ stand and photo wall

### **2-4 weeks**

- Have photo wall and DJ stand finished
- Purchase rug, chair, lights and other props

### **1-2 weeks**

- Purchase all plants
- Purchase power strips

### **1 day before event**

- pick up AV equipment
- Make sure set up is finished
- Brief all security and staff at set up
- Make sure all booths are up to code
- Set up the booths
- Measure out each booth section

## **DAY-OF PRODUCTION SCHEDULE**

7:30 am - 9:30 am	Finish setting up all booths Set up all food vendors/trucks
9:30 am	Debrief staff, vendors, security, etc on the event
10:00 am	Open the doors!
10:30 am - 6:00 pm	Event time, monitor the event check in with security, check in with vendors
5:30 pm	Last call for the event, start gathering everyone out of the venue
6:00 pm	Doors close.
6:10 am - 6:30 pm	Debrief the event
6:30 pm -9:30 pm	Take down the booths (clothes and such) All vendor merchandise must be out
<b>DAY AFTER PRODUCTION</b>	
8:30 am	Debrief staff about to-do list for the day
8:45 am	Start take down of the booths Clean up trash, etc.
11:00am	Be finished cleaning up and moving out.

**WORK LIST** : Rossy and I will be doing all of the work for the event.

Venue walk through	<ul style="list-style-type: none"> <li>• Get an idea of the layout</li> <li>• Check to make sure it can be ADA accessible</li> <li>• Check surrounding areas for parking</li> </ul>
Contact Vendors	<ul style="list-style-type: none"> <li>• Give them info: site spots to buy</li> <li>• Spell designs</li> <li>• Cleobella</li> <li>• Rat &amp; Boa</li> <li>• Auguste the Label</li> <li>• Revolve</li> <li>• Free People</li> <li>• Verge Girl</li> <li>• Topshop</li> <li>• Backbite</li> <li>• Tiger Lilly</li> <li>• Planet Blue</li> <li>• Princess Polly Boutique</li> <li>• Midnight Rambler Boutique</li> <li>• 12th Tribe</li> <li>• Love &amp; Light</li> <li>• Bedstu</li> </ul>

	<ul style="list-style-type: none"> <li>• Free Bird by Steve Madden</li> <li>• Amuse Society</li> <li>• Dolls kill</li> </ul>
Book food Vendors	<ul style="list-style-type: none"> <li>• Farmers Belly Food Truck</li> <li>• Green Truck</li> <li>• Amaze Bowls</li> <li>• The Urban Oven</li> </ul>
Book Beverage Vendors	<ul style="list-style-type: none"> <li>• Best Beverage Catering</li> </ul>
Advertisement	<ul style="list-style-type: none"> <li>• Create a flyer that all vendors can post on social media</li> <li>• Date, location, parking info, vendors, photo</li> </ul>
Brainstorm theme	<ul style="list-style-type: none"> <li>• Pinterest colors and ideas</li> </ul>
Reserve parking area	<ul style="list-style-type: none"> <li>• Find lots to rent</li> <li>• Determine charge for parking spaces</li> <li>• Determine how many spots can be rented</li> </ul>
Determine AV needs	<ul style="list-style-type: none"> <li>• Get list of all equipment from vendors</li> <li>• Make sure vendor has enough plugs</li> <li>• Get extension cords and power cords</li> <li>•</li> </ul>
Set up schedule for vendors	<ul style="list-style-type: none"> <li>• When to come, set up, take down,</li> </ul>
Determine event budget	<ul style="list-style-type: none"> <li>• Spot costs</li> <li>• Parking costs</li> <li>• Food costs</li> <li>• AV and Trash</li> <li>• Décor cost</li> <li>• Security</li> <li>• First aid</li> <li>• Beverage costs</li> </ul>
Develop layout for event	<ul style="list-style-type: none"> <li>• Social tables</li> <li>• Give everyone their spots</li> <li>• Food vendors outside</li> <li>• Trashcans</li> <li>• Bar</li> <li>• Ada regulations</li> </ul>
Reserve security	<ul style="list-style-type: none"> <li>• Find security company</li> <li>• Book 3 security</li> </ul>

Get vendors list of supplies and needs	<ul style="list-style-type: none"> <li>• Get what equipment they are using</li> <li>• Find out what they need from us</li> <li>•</li> </ul>
Promo for first customers	<ul style="list-style-type: none"> <li>• Announce the promo the day before</li> <li>• Figure out a good promo that all vendors are okay with</li> </ul>

## BUDGET

FOOD FUNCTIONS							
# People	Brief Description	Price Per Person	Total	Tax	Service Charge	Tax on S/C	Grand Total
Farmers Belly Food							
250	Truck	\$ 8.00	\$ 2,000.00	\$ 176.00	\$ 400.00	\$ 35.20	\$ 2,611.20
1	Green Truck	\$ 2,000.00	\$ 2,000.00	\$ 176.00	\$ 400.00	\$ 35.20	\$ 2,611.20
250	Amaze Bowls	\$ 8.00	\$ 2,000.00	\$ 176.00	\$ 400.00	\$ 35.20	\$ 2,611.20
250	The Urban Oven	\$ 11.00	\$ 2,750.00	\$ 242.00	\$ 550.00	\$ 48.40	\$ 3,590.40
			<b>\$ 8,750.00</b>	<b>\$ 770.00</b>	<b>\$ 1,750.00</b>	<b>\$ 154.00</b>	<b>\$ 11,424.00</b>
BEVERAGE							
	Brief Description	Price Per Person or Item	Total	Tax	Service Charge	Tax on S/C	Grand Total
1	Water	\$ 350.00	\$ 350.00	\$ -	\$ 70.00	\$ 6.16	\$ 426.16
500	Wine	\$ 10.00	\$ 5,000.00	\$ -	\$ 1,000.00	\$ 88.00	\$ 6,088.00
500	Beer	\$ 4.50	\$ 2,250.00	\$ -	\$ 450.00	\$ 39.60	\$ 2,739.60
<b>GRAND TOTAL - BEVERAGE</b>			<b>\$ 7,600.00</b>	<b>\$ -</b>	<b>\$ 1,520.00</b>	<b>\$ 133.76</b>	<b>\$ 9,253.76</b>
AUDIO VISUAL							
# Items	Item Description (Brief)	Price Per Item	Total	Tax	Service Charge	Tax on S/C	Grand Total
4	Stage	\$ 81.15	\$ 324.60	\$ 28.56	\$ 64.92	\$ 5.71	\$ 423.80
1	DJ	\$ 50.00	\$ 50.00	\$ 4.40	\$ 10.00	\$ 0.88	\$ 65.28
1	Mixer	\$ 50.00	\$ 50.00	\$ 4.40	\$ 10.00	\$ 0.88	\$ 65.28
1	Cable	\$ 40.00	\$ 40.00	\$ 3.52	\$ 8.00	\$ 0.70	\$ 52.22
1	Handheld Microphone	\$ 50.00	\$ 50.00	\$ 4.40	\$ 10.00	\$ 0.88	\$ 65.28
2	Speakers	\$ 70.00	\$ 140.00	\$ 12.32	\$ 28.00	\$ 2.46	\$ 182.78
2	Speaker Stands	\$ 10.00	\$ 20.00	\$ 1.76	\$ 4.00	\$ 0.35	\$ 26.11
<b>GRAND TOTAL - AUDIO VISUAL</b>			<b>\$ 674.60</b>	<b>\$ 59.36</b>	<b>\$ 134.92</b>	<b>\$ 11.87</b>	<b>\$ 880.76</b>

MISCELLANEOUS CHARGES							
# of Items	Brief Description	Price Per Item	Total	Tax			Grand Total
43	Venue	\$350.00	\$ 15,050.00	\$ 1,324.40			\$ 16,374.40
1	Signage	\$50.00	\$ 50.00	\$ 4.40			\$ 54.40
3	String Lights	\$15.00	\$ 45.00	\$ 3.96			\$ 48.96
10	Power Strips	\$24.00	\$ 240.00	\$ 21.12			\$ 261.12
22	Power strips	\$4.25	\$ 93.50	\$ 8.23			\$ 101.73
1	Rug	\$113.00	\$ 113.00	\$ 9.94			\$ 122.94
1	Wood wall	\$100.00	\$ 100.00	\$ 8.80			\$ 108.80
	Garbage/Recycling						
10	bins	\$9.40	\$ 94.00	\$ 8.27			\$ 102.27
1	Security Guard	\$150.00	\$ 150.00	\$ 13.20			\$ 163.20
1	Medical	\$500.00	\$ 500.00	\$ 44.00			\$ 544.00
1	Wood DJ Stand	\$100.00	\$ 100.00	\$ 8.80			\$ 108.80
5	Picnic Tables	\$100.00	\$ 100.00	\$ 8.80			\$ 108.80
2	Chair	\$580.00	\$ 1,160.00	\$ 102.08			\$ 1,262.08
<b>GRAND TOTAL - MISCELLANEOUS CHARG</b>			<b>\$ 17,795.50</b>	<b>\$ 1,566.00</b>			<b>\$ 19,361.50</b>

Parking Spaces							
# People	Brief Description	Price Per Person	Total	Tax	Service Charge	Tax on S/C	Grand Total
40	Parking Lot 1	\$ 6.00	\$ 240.00	\$ -	\$ -	\$ -	\$ 240.00
40	Parking Lot 2	\$ 7.00	\$ 280.00	\$ -	\$ -	\$ -	\$ 280.00
300	Parking Lot 3	\$ 9.00	\$ 2,700.00	\$ -	\$ -	\$ -	\$ 2,700.00
			<b>\$ 3,220.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,220.00</b>

EVENT BUDGET	
Food	\$ 11,424.00
Beverage	\$ 9,253.76
Audio Visual	\$ 880.76
Parking Spaces	\$ 3,220.00
Miscellaneous	\$ 19,361.50
<b>TOTAL BUDGET</b>	<b>\$ 44,140.02</b>

Number of Vendors	20
Estimated Cost Per Vendor	\$ 2,207.00

## OUR PROFIT

Profit from Parking							
# People	Brief Description	Price Per Person	Total	Tax	Service Charge	Tax on S/C	Grand Total
150	Parking Lot 1	\$ 6.00	\$ 900.00	\$ -	\$ -	\$ -	\$ 900.00
150	Parking Lot 2	\$ 5.00	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
330	Parking Lot 3	\$ 3.00	\$ 990.00	\$ -	\$ -	\$ -	\$ 990.00
			<b>\$ 2,640.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,640.00</b>

## ACTIVITIES/ENTERTAINMENT

### 1. Photo Wall

- Allows guests to take fun photos while at the event that they can post on social media.
  - a. Wood wall
  - b. Décor- signage, plants, chair, rug, lights
  - c. Build the wall before the event and put the signage up and decorations around it when we get there

## 2. Live DJ

- Local DJ that will be playing music in the background while people shop.
- a. AV equipment- rented from Guitar Center
- b. Stage- rented
- c. DJ stand made out of wood- it will be made before hand with recycled materials
- d. Plants- bought from Home Depot
- e. Set up will be the night before the event
- f. Cords and power strips

## 3. Vendor/Merchandise booth

- All vendors will have their own décor that they will set up and take down themselves.
- a. All vendors will come a night before the event to set up their booth
- b. All have their own individual décor to set up
- c. They will be provided a space that they paid for that is going to be taped off
- d. They will be provided an outlet and power strip
- e. Each booth needs to be 3 ft apart horizontally and 4ft across from each other

[https://www.pinterest.com/chantal\\_gaumann/decor/](https://www.pinterest.com/chantal_gaumann/decor/)

[https://www.pinterest.com/chantal\\_gaumann/dj-stage/](https://www.pinterest.com/chantal_gaumann/dj-stage/)

[https://www.pinterest.com/chantal\\_gaumann/photo-wall/](https://www.pinterest.com/chantal_gaumann/photo-wall/)

[https://www.pinterest.com/chantal\\_gaumann/booths/](https://www.pinterest.com/chantal_gaumann/booths/)

# FOOD AND BEVERAGE

## Food Trucks:

- **Farmers Belly Food Truck**  
Burgers, sandwiches and salads
  - (323) 745-0395
  - 6334 Selma Ave, Hollywood, Ca 90028
- **Green Truck**  
Two courses:
  1. Breakfast Sandwiches and granola
  2. Vegan and Turkey Burgers and Chicken Sandwich
  - (310) 204-0477
  - 9040 Lindblade St, Culver City, CA 90232
- **Amaze Bowl**  
Acai Bowls
  - 300 S Santa Fe Ave, Los Angeles, CA 90013
- **The Urban Oven**  
Pizza options
  - (213) 223-5980
  - 700 S Flower St, Los Angeles, CA 90017

All day rental

Parked in the alleyway of the venue

## **VENUE/EVENT LOCATION DESCRIPTION AND EVENT LAYOUT**

### **Venue:**

Honeypot is a large one-story warehouse with high ceilings, exposed beams, and lots of natural light. It is in the heart of LA close to the fashion district and the downtown area. A bus route runs parallel to the warehouse and a parking garage is a few blocks down. An alleyway runs outside the venue that will be perfect for food trucks. Surrounding the area there are lots that can be rented for parking. The venue is equipped with bathrooms and a large trash bin outside.

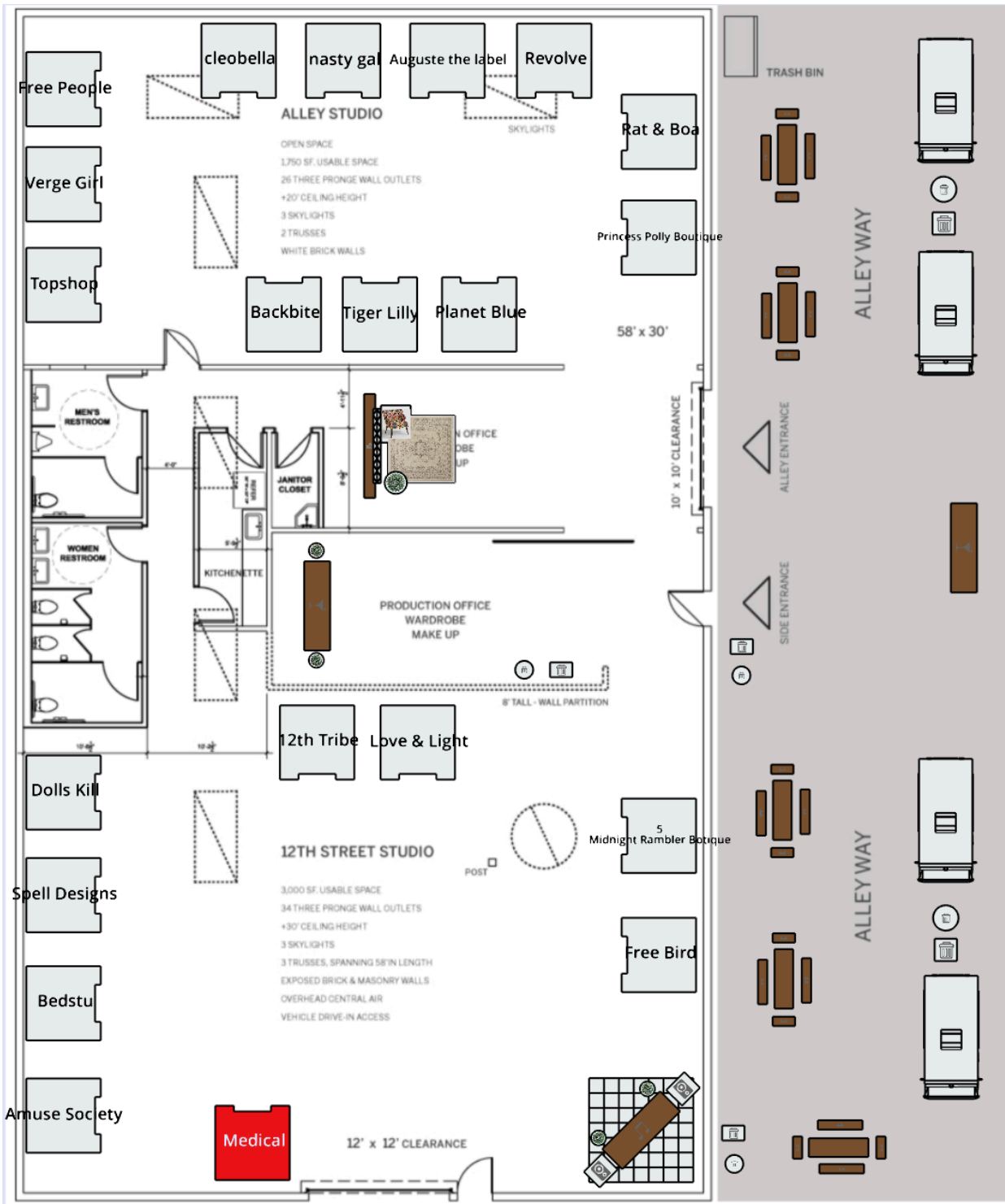
### **Amenities:** (detailed list at the bottom)

- Lights
- Wood wall
- Trashcans
- Signage
- Plants
- Power strips

<http://www.hnyptla.com/>

[https://www.pinterest.com/chantal\\_gaumann/venue/](https://www.pinterest.com/chantal_gaumann/venue/)





## PUBLICITY AND MARKETING



This flyer will be sent to all vendors so they can post it on social media sites to promote the event.

## DECORATIONS

### Décor Description:

- Color scheme: White, woods, plants
- Materials/supplies
  - Wood pallets
  - plants
  - Carpet
  - Chair
  - Picnic tables

[https://www.pinterest.com/chantal\\_gaumann/décor/](https://www.pinterest.com/chantal_gaumann/décor/)

## **INFRASTRUCTURE**

**Transportation:** All attendees are responsible for their own transportation. There is a public bus that runs through the cross street and we will provide a parking lot for those who attend.

**Parking:** Guest are responsible for their own transportation although we will supply some amenities. Next to Honeypot there are lots that can be rented out that we will use for parking and charge a fee.

- 712 W 9th St. (833 S Flower St.) - Garage
- 1301 S Broadway - Lot
- 142 W Pico Blvd. - Valet-Assist Lot

**Waste Management:** 10 garbage and recycling cans will be provided by Classic Party Rentals.

- (310) 535-3600
- 2310 E Imperial Highway El Segundo, Ca 90245

## **PRODUCTION REQUIREMENTS**

### **Audio equipment**

Avista Audio Visual Renters

- (310)954-1429
- 11415 West Washington Blvd Los Angeles, CA
- speakers
- microphone
- speaker stand
- mixer
- cables
- stage provided by Classic Party Rentals

### **Lighting**

- twinkle lights for the stage and photo wall
- purchased from Michaels
- overhead lights are included at the venue

## **RISK MANAGEMENT AND ACCESSIBILITY CONSIDERATIONS**

### **Risk Management**

- Insurance
  - The venue is insured and is calculated into the price of the venue.
- First Aid and emergency info.
  - EventAid Pty Ltd.
    - (300) 759- 5999
- Food permits
  - All vendors have food permits

- Alcohol permits
  - Best Beverage Catering has a permit
- Security guard
  - Security Enforcement Group
    - (800)250-7205
    - (323)590-7045
  - From 10am-6pm

### Accessibility

- ADA requirement
  - Walkways 4ft apart
  - There are no stairs

## **STAFFING/VOLUNTEER NEEDS**

**Who:** Security Guard and onsite medical

**Where:** One security guard at the entrance of the venue and a tent by the main entrance of the event.

**Why:** The security is provided regulate people coming in and leaving and medical is there in case of an accident.

**How:** The security will be making sure that the doors are flowing correctly and people are able to get in and out. Medical will assist with any medical needs on site.

## **SUSTAINABILITY**

To do our part in being sustainable we will be providing trash and recycling bins around the venue. In addition to this we will be doing all of our advertising online so we plan to eliminate all paper products at the event besides the food trucks.

## **Items List**

- Picnic Tables
  - (Rented) **Party Works**
    - 626-305-6655
    - 9712 Alpaca Street, South
- Chair
  - (Purchased) **World Market Online**
- Rug
  - (Purchased) **World Market Online**
- Wood
  - (Purchased) **Home Depot**
    - (213) 273-8464
    - 1675 Wilshire Blvd, Los Angeles, CA 90017
- Lights

- (Purchased) **Michaels Crafts Online**
- AV Equipment
  - (Rented) **Guitar Center**
    - (310) 475-0637
    - 10831 W Pico Blvd, Los Angeles, CA 90064
- Stage
  - (Rented) **Classic Party Rentals**
    - (310) 202-0011
    - 901 W Hillcrest Blvd, Inglewood, CA 90301
- Plants
  - (Purchased) **Home Depot**
    - (213) 273-8464
    - 1675 Wilshire Blvd, Los Angeles, CA 90017
- Power Strips
  - (Purchased) **Home Depot**
    - (213) 273-8464
    - 1675 Wilshire Blvd, Los Angeles, CA 90017
- Garbage and recycling
  - (Rented) **Classic Party Rentals**
    - (310) 535-3600
    - 2310 E Imperial Highway El Segundo, Ca 90245