



FY2010 Committee Roles and Responsibilities

On June 15, 2009 Dance Parade's Board of Directors approved the following Committees:

- 1) Development
 - a) Grants
 - b) Corporate Sponsorship
 - c) Donors/Members
 - d) Events
- 2) Finance
- 3) Production
 - a) Parade Curation
 - b) Parade Production
 - c) Floats
 - d) Festival Production
 - e) Grand Marshal
- 4) Marketing
 - a) Creative
 - b) Promotion
 - c) Public Relations
 - d) Web
- 5) Parade Outreach
- 6) Staff and Volunteer Recruitment
- 7) Legal
- 8) Educational Outreach
- 9) Affiliates

(1) Development Committee

(a) General:

- (i) Drives and manages fundraising efforts, including grants, sponsorships, individual donations, merchandising, and fundraising events;
- (ii) Aims to surpass annual fundraising goals provided for in the approved business plan;
- (iii) Develops revenue-related aspects of the business plan before approval;

(b) Grants Team:

- (v) Initiates and supervises grant writing;

(c) Corporate Sponsorship Team:

- (i) Expressly authorizes specific committee members to commit Dance



FY2010 Committee Roles and Responsibilities

Parade to agreements related to development

(vi) Agreements for sponsorship must be approved by Executive Director. Events Sub-Committee:

- (i) Proposes number and type of events to Board approved business plan
- (ii) Plans and executes each event in conjunction with Finance Committee for Budget projected revenues and expenses.
- (iii) Seeks out and secures event venue with signed venue agreement by Executive Director or appointed Event Chairperson.

(d) Donor/Membership Team:

- (i) Develops appeals to bring DP Supporters onboard
- (ii) Plans and launches incentive gift items for members/donors in conjunction with marketing.
- (iii) Cultivates major donors for various fundraising events and functions.

(e) Events Team

- (i) Secures venues and plans fundraising events
- (ii) Works with Finance Committee to create events that fit within expense and revenue expectations
- (iii) Coordinates with Festival Curation Committee to supply Dance Parade dancers for entertainment

(2) Finance Committee

- (a) Manages parade, festival and event budgets;
- (b) Oversees bookkeeping, grants, bank account reconciliations, fund allocations and reports to management.
- (c) Performs bookkeeping with monthly closes followed by quarterly forecasts (Jul-Sep, Oct-Dec, and monthly forecasts for each month of Jan-Jun)
- (d) Prepare taxes for Federal, City and State tax authorities



FY2010 Committee Roles and Responsibilities

- (e) Make an annual report to the Board concerning assets held for a specific purpose, the use made of such assets and the income thereof as provided in Section 513(b) of the Not-for-Profit Corporation Law;
- (f) Have charge and custody of, and be responsible for, all funds and securities of the Corporation and deposit all such funds in the name of the Corporation in such depositories as will be designated by the Board of Directors;
- (g) Render a statement of the condition of the finances of the Corporation at the annual meeting of the Board of Directors as provided in Section 519 of the Not-for-Profit Corporation Law;
- (h) Exhibits at all reasonable times the Corporation's books of account and records to any director of the Corporation upon application during business hours at the office of the Corporation where such books and records are kept;

(3) The Production Committee - Plans and manages production of Dance Parade's annual parade and festival.

- (a) Parade Curation Committee:
 - (i) Develops and coordinates a plan for parade participation and formation;
 - (ii) Selects participating groups as diverse and inclusive as possible.
 - (iii) Programs the parade
- (b) Parade Production Team:
 - (i) Coordinates the parade route, formation, viewing stands and disassembly plan for the parade;
 - (ii) Coordinates with the NYPD and Sanitation Department;
 - (iii) Manages parade check-in and information on parade day and distribution of press and photography passes.
- (c) Float Team
 - (i) Reaches out and welcomes new parade participants upon registration of a dance parade group, and inquires if they will have a vehicle in the parade;



FY2010 Committee Roles and Responsibilities

- (ii) Arranges a Dance Parade pre-packaged float and audio system as a major revenue stream for the organization;
- (iii) Ensures that registered vehicles comply with Dance Parade's float safety and construction requirements (from the float entry form).
- (d) Festival Production Team:
 - (i) Negotiates with various festival vendors, acquiring the best bid for security, sanitation, staging audio and booth equipment;
 - (ii) Ensures that the various events are properly staffed (Greeters, Security, Sanitation, Audio Techs and Stage Managers);
- (e) Festival Curation Committee
 - (i) Programs the festival events, contacting talent on an invitation-only basis;
 - (ii) Prepares and executes an artist participation agreement with all artists participating in the festival.
 - (iii) Oversees Stage Management and execution of Festival performances
- (f) Grand Marshal Committee
 - (a) Searches for and qualifies celebrity candidates for up to 4 Grand Marshals in the parade;
 - (b) Manages Grand Marshal contract and facilitates celebrity appearances, press, and personal needs.

(4) Marketing Committee

- (a) Develops, executes and manages the delivery of Dance Parade's public image to include:
 - (b) Creative Team:
 - (i) generates and manages Dance Parade's print collateral including advertisements, flyers, posters, business cards and stationery
 - (ii) Leads development of graphics for Dance Parade's strategic message including the creation and implementation of Dance Parade's 'logo usage guidelines'



FY2010 Committee Roles and Responsibilities

(c) Public Relations Team:

- (i) Responsible for crafting and executing PR Strategy for special events and for annual parade and festival.
- (j) In conjunction with Marketing Committee and Executive Director, chooses official photos to be used for publicity.
- (ii) Creates Official Press “Sound Bites” to be used by specific personnel authorized to communicate with the Press.
- (iii) Drafts and updates Press Releases
- (iv) Any official Dance Parade messages to the public via any of these media must be approved by the Executive Director.
- (v) Creates Press Passes and coordinates interviews

(d) Promotions Team:

- (i) Responsible for thorough advertising and promotion of Fundraising Events and of Annual Parade and Festival.
- (ii) Maintains records of promotional media including print, radio, TV and digital media, insuring maximum saturation in appropriate target markets.
- (iii) Creates and routinely distributes E-Newsletter and maintains its database
- (iv) Organizes Street teams to flyer, poster and distribute promotional materials

(e) Web Team

- (i) The Web Committee seeks to oversee the technology of the corporation, primarily the operation and development of the website.
- (ii) Email hosting, PayPal, database and content management systems are all sub-functions of the committee as well.
- (iii) The primary function is to make sure that the website is functioning correctly with appropriate content, links and database queries.
- (iv) A longer-term effort will be to enhance content, design and website optimization.



FY2010 Committee Roles and Responsibilities

- (v) Data Management: Manage and evaluate structures of how data is stored online. Gather, enter and update data.

(5) Parade Outreach Committee

- (a) Builds parade participation;
- (b) Recruits, communicates with, and coordinates dance groups participating in the parade;
- (c) Drives parade sign-up by groups and individuals;
- (d) Increases the breadth and diversity of Dance Parade's participating groups;
- (e) Maintains an active presence in many New York dance communities in order to connect these communities to Dance Parade and each other;
- (f) Selects and integrates dance groups into the parade;
- (g) Guides dance group leaders in preparing for the parade.

(6) Recruitment Committee

- (a) Responsible for the volunteer, board and general staffing recruitment.
- (b) Posts job descriptions of available positions on Dance Parade websites and various online and print media;
- (c) Screens and presents to the Board applicants for open positions;
- (d) Trains new team members on Dance Parade knowledge, materials and software.

(7) Legal Committee

- (c) Drafts, reviews, approves, and maintains all of the Corporation's contracts and government applications, coordinate and lead all communication with government officials, entities, and the Corporation's outside counsel, lead and manage all of the legal matters of the corporation
- (d) Acquires all applicable permits for the annual Dance Parade and Festival including parade permit, city parks permit, stage and audio permits.
- (e) Acquires insurance policy and ASCAP / BMI music licenses



FY2010 Committee Roles and Responsibilities

- (f) In general, performs all duties incident to the office of Legal Affairs Director and such other duties as the Executive Director may from time to time assign to the Legal Affairs Director

(8) Educational Outreach Committee

- (a) The Educational Outreach Program Educational Outreach will provide a platform for Dance Parade continued growth through generating revenue through the presentation of a “condensed” Parade and/or Festival through paid presentations and lecture-demonstrations in schools, day care, after-school programs and other community-based arenas
- (b) A tandem initiative with Vision Development and Revenue Generation, Educational Outreach's objectives are primarily to raise funds for the continued success of the organization – in particular, to offset operational costs not directly associated with the production of the Parade and Festival itself.
- (c) Serves to continue organization mission of celebrating dance history, inclusion and respect for cultures, and education through such presentations.
- (d) Committee will negotiate performances in Schools, retirement or community centers, ideally in under-resourced areas according to the City Department of Youth and Development.
- (e) The Committee will create additional venues for participating artists to remain involved in Dance Parade beyond the scope of the parade and festival day, while providing them with critical exposure to new audiences for their own professional work
- (f) The committee will serve to maintain enthusiasm and excitement year-round in order to increase participation within the Parade and Festival and spectator involvement. Educational Outreach would operate by organizing lecture-demonstrations around 3 Themes “World Cultures, 20th Century American (i.e. Jazz, Jitterbug, Tap), Urban/Modern” to be marketed to schools, and inviting parade participants to be part of the program. Schools would be charged a flat fee for the program that may include a curriculum that coincides with the performances.
- (g) Eventually, this program could become a multi-arts residency in which classes at schools produce their own “parade” after several weeks of workshops



FY2010 Committee Roles and Responsibilities

(9) Affiliate Program Committee

- (g) For purposes of expanding the reach of Dance Parade to other cities, this committee will draft agreements between Dance Parade Inc and other cities to produce a Dance Parade under our a Branding License Agreement.
- (h) Agreements must be approved by Executive Director.
- (i) The rights to use our brand may include use of Dance Parade's logo, Business Plan, website and possibly consulting from DPI staff in as long as work is related to Dance Parade's non-profit mission.
- (j) The committee is tasked with a long-term goal of including an attorney to craft the package, ideally one with international franchise experience.