

CHICAGO'S BIRTHDAY PARTY

PROSPECTUS FOR CONTINUANCE AND GROWTH

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Summary:

Chicago's Birthday Party is a well-received community event with two years of successful production, engagement and growth. However, the labor required for executive management of the event's planning and execution have outgrown the capacity to be reasonably expected from any single event volunteer. In order for the Chicago's Birthday Party event to successfully recur and continue to grow, a change in management process is required. This Prospectus outlines suggestions for how this might be cooperatively achieved among the event's current collaborators, co-hosts, partners and supporters.

Recommendations:

- Query our coalition for interest in both continued participation in future Chicago's Birthday Party events and engagement in the change management process as proposed in this Prospectus. Identify coalition organizations that wish to commit to be event stakeholders. Identify coalition organizations with interest in committing to executive management leadership of the event, up to and including "owning" the event as a program of that organization. Consider event evolution and lifecycle, including desire for growth into a new, discrete organization to manage the event, versus the event finding a home as a program of an existing organization.
- Form an advisory board from interested members of our event coalition who are willing to commit to engagement to help inform, plan, support and execute the event. Continue our tradition of having engagement open to a wide cross-section of our community's institutions, organizations and enterprises in order to collectively leverage capacity and capability. Perhaps begin with a casual party or meet-and-greet, with interested coalition members sharing thoughts on how they are interested in being engaged.
- Share workload and leverage volunteer resources through committees tasked with specific event responsibilities. Begin planning and management of foundational and complex event elements as soon as possible, especially everything related to fund-raising and fiduciary and budget management. Retain transparency in planning and execution ala the Production Guide, regular open meetings, etc.
- Retain capacity for on-the-spot executive decision-making – especially on deadlines and during the event – for any organization or individual taking on a role of executive direction.