



WASHINGTON CIVIL WAR ASSOCIATION
EVENT HANDBOOK

For Event Coordinators



OCTOBER 16, 2015

Draft

Table of Contents:

Chapter	Content
1.	Introduction
2.	WCWA Event Planning <ul style="list-style-type: none">• Sanctioned Event (definition)• Sponsored Event (definition)• Creating a preliminary event budget• WCWA Event Application
3.	WCWA Liability Insurance <ul style="list-style-type: none">• WCWA Insurance Application• Additional Liability Insurance Certificates
4.	Timeline for Approval of WCWA Events
5.	Things to consider first <ul style="list-style-type: none">• Permission• Permits
6.	Camp Layout
7.	Land Owners: Public Agencies or Private Land Owner(s)
8.	Battle Plan (Working on this piece)
9.	Safety Plan (Working on this piece)
10.	Event Registration of Reenactors (Working on this piece)
11.	Publicity <ul style="list-style-type: none">• Event Signage• Leaflets• Radio• Television• Internet: WCWA, hosts web site? other web sites?• Wooden Nickels• Handbills• Way finding
12.	Information at Event (Working on this piece)
13.	Accounting Protocol Permits Sponsorships
14.	Appendix (Final Production will have these attached) <ul style="list-style-type: none">A. WCWA event applicationB. WCWA Insurance application

Chapter 1, Introduction

So you want to be an event coordinator (smile)? Apologies for injecting humor in this handbook, but sometimes humor becomes a handy tool. With that said, WCWA event coordinators perform a very valuable service to this association. As an event coordinator, you are the lead liaison between the WCWA, the event site property owner, and other parties involved in making the event happen. The event coordinator manages the logistics of setting up of the event, site issues, etc. on behalf of the WCWA. Therefore, the event coordinator is an important asset to the WCWA. This handbook is an effort to provide guidance from the collective minds of individuals within our association....some whom are, or have been, event coordinators.

If you are interested in coordinating an event for the WCWA, the only prerequisite, per the WCWA Bylaws, is to have current membership within the WCWA. Without a current membership in the WCWA, an individual is not allowed to coordinate an event on behalf of the WCWA. We ask every new event coordinator to read the WCWA Bylaws in their entirety, with special emphasis on Section D, Event Planning and Activities and Event Coordinators, to become familiar with the requirements, rules and responsibilities of being a WCWA event coordinator. These bylaws address the expectations of an event coordinator and the requirements of the WCWA. Of course, the Bylaws do not address every situation, but provide a basis for developing a potential event for the WCWA. This handbook will address additional duties of an event coordinator from start to finish.

Please keep in mind that this handbook provides a general guideline to assist the event coordinator with planning an event. Where possible, this handbook provides some approximate estimates (guesses) to assist with event planning. Site venue and conditions vary; therefore, it is impossible for this handbook to provide recommendations for all situations that may be encountered. If you have any questions regarding your event proposal, please contact the WCWA Event Planning Committee chairperson.

Chapter 2, WCWA Event Planning

As defined in the WCWA Bylaws, there are two types of events: sanctioned and sponsored. If your event is approved by the WCWA, all sanctioned and sponsored events listed on the official WCWA event calendar will be insured by the WCWA insurance provider. When requested, certificates of insurance and of "additional insured" may be issued by the WCWA insurance provider.

WCWA Sanctioned Events:

Sanctioned events are insured, but are not financially sponsored, by the WCWA. This means an organizing entity (such as WCWA unit(s), member(s), or outside entity(s) may assume financial responsibility for the event. The amount of WCWA membership participation is typically smaller at these events based on event purpose, venue size, etc. Some impressions may be excluded from participation, such as no cavalry due to potential sod damage, no Union impressions at a Confederate anniversary event, etc. Examples of these types of events, and things to consider when coordinating them, are as follows:

1. Commercial: “Civil War Days” associated with tourist railroads and campgrounds. The sponsoring organization, such as railroad or campground, may have certain requests for participation that may not accommodate all WCWA impressions or may compel doing things differently than are normally done. WCWA safety rules must always be complied with, in order for WCWA insurance to be in effect.
2. School events (public school, private school, home school, etc.). The WCWA event coordinator shall seek permission to bring weapons, artillery, swords, bayonets, knives, rifles, pistols, etc. on school premises. Some schools districts do not allow arms on their premises. In addition, the event coordinator shall seek permission for blank firing of arms and artillery from the school district and local authorities.
 For these events, typically, a history teacher will be the point of contact. As your point of contact, that teacher should act as your liaison with the school district and local authorities for the necessary permission(s) to bring weapons on school district property. This teacher should be the same point of contact for seeking permission to blank fire weapons and artillery. At a minimum, a school district official should inform the police and the surrounding neighborhood of planned activities
3. Non-profit: Events held on site of a non-profit association, likely historic in nature such as Fort Steilacoom, Fort Simcoe, and Fort Walla Walla.
4. Community events: Examples include parades, park and museum exhibits, etc.
5. Fair and festival participation

If a WCWA sanctioned event generates revenue, the WCWA may request a portion of revenue be submitted to offset the cost of liability insurance. When a sanctioned event is submitted for inclusion on the WCWA schedule, there should be board meeting review, discussion, and understanding of how much insurance compensation is requested. If no revenue is generated from the event, the WCWA should not require insurance compensation.

WCWA Sponsored Events are typically larger events that are open to participation by all impressions and the entire WCWA membership. For each sponsored event, a preliminary budget is required to be submitted for board approval, along with an the event application. See the WCWA event application for more information. Examples of sponsored events include:

1. Public battle events that include camp depictions and battle scenarios when the weather is typically favorable for attendance and participation.
2. Dance or ball event: Tailored for members’ enjoyment, an event requiring the services of musicians and caller.

Creating a preliminary event budget may not be an easy task. Every site has its own challenges that will impact your event budget. For instance, if the site is located in a public area, like a city park, there are likely multiple areas where the spectators can walk into the event site without paying the admission fee. This fact may require additional volunteers, additional barrier systems and signage, etc. to direct the spectators to the ticket collection area(s). Water availability may create an added event cost; if the site has no domestic or potable water, then the cost for a water buffalo (water tank trailer or water truck) needs to be incorporated into the event budget. If you have any questions on what the preliminary event

budget should include, please ask the WCWA Event Planning and Activities Committee chairperson for guidance.

For a WCWA sponsored battle event, a preliminary budget is necessary for event approval and WCWA budgeting purposes. The event budget should include the following:

1. Host site rental fee.
2. Portable restroom cost.
3. Fire wood cost.
4. Dumpster cost.
5. Water Cost (water buffalo etc.), if not provided by the host site.

6. Advertising cost. [Much publicity is free. There are city and town event pages; magazine web-sites and event calendars. Local newspaper human interest stories, etc....](#)

- 6.
7. Parking/Security cost, if any.

8. Other miscellaneous costs, such as dance caller and musicians, etc.

9. Impression compensation, if the event coordinator(s) wish to offer such compensation.

Impression compensation should be listed in the proposed event budget so that it is clear that the event coordinators plan to pay impression compensation. As mentioned below, artillery powder and cavalry receive fixed expense compensation from the WCWA so those two forms of compensation should not be included on the budget.

10. Anticipated revenue, i.e. ticket sales and non-WCWA sponsorship (if any).

11. - Permits

12. - Signage

13. - Stakes and roping

14. - Web Site (recommend each event have its own website)

Artillery powder and cavalry compensation are (as of spring, 2016) defined, fixed WCWA expenses that the event coordinators are not responsible for and should not be included in a budget. However, event coordinators should collect artillery and cavalry participation data and submit same to the WCWA treasurer for payment of compensation to WCWA units.

Insurance cost is (as of spring, 2016) a fixed WCWA expense that the event coordinators are not responsible for and should not include in the event budget. However, event coordinators must still apply for insurance, for certificates of insurance, and for certificates of additional insured, when required.

For a WCWA sponsored ball, a preliminary budget is necessary for event approval and for WCWA budgeting purposes. The event budget should include the following:

1. Host site rental cost.
2. Caller and band cost.
3. Include anticipated revenue, i.e. estimated ticket sales and non-WCWA sponsorship (if any).

A WCWA Event Application is required to be completed for every WCWA-sponsored or WCWA-sanctioned event. The event application is available from the WCWA Event Planning Committee Chairperson and is attached to this document. If there are any questions about the application, please contact the WCWA Event Planning Committee Chairperson. It is critical that

all requested information is provided, to the best of your ability. Your application, once completed, should be sent to the WCWA Event Planning Committee Chairperson.

Chapter 3, WCWA Liability Insurance

Sanctioned and sponsored events approved by the WCWA General Board of Directors are insured by the WCWA liability insurance policy. This insurance policy provides liability coverage for the WCWA but does not provide liability coverage for WCWA members. If you need additional information regarding coverage limits or exclusions, please contact the WCWA Event Planning Committee Chairperson or WCWA insurance coordinator.

Certificate of Insurance and Certificate of Additional Insured: WCWA Event coordinators shall ask the property owner and/or event promoter, as necessary, if a certificate of insurance is needed, or if a certificate of additional insured is needed. There is a significant difference between the two: a “certificate of insurance” is obtained from the WCWA insurance provider and lists an event as being insured by the WCWA insurance provider. A “certificate of additional insured” is requested of the WCWA insurance provider and lists an outside entity, such as the property owner and/or event promoter, as insured by the WCWA insurance policy, in addition to the WCWA itself. For each separate insurance certificate issued by an insurance provider, there may be a corresponding fee to the WCWA.

When submitting your proposed event application, please state on the application if “Certificate(s) of Additional Insured” are required. After the event is approved by the WCWA, the event coordinator must fill out a WCWA Insurance Request Application at least 30 days before the event. Please see the WCWA insurance application for information required to formalize WCWA liability insurance coverage for the event and to obtain certificate(s) of insurance and/or certificate(s) of additional insured. Please be sure to list the full and legal name of the town, city, organization, etc. that requests to be covered by the WCWA liability insurance. This will eliminate a potential hassle of revising insurance certificates at the last minute – there are no guarantees that revisions will be made by the policy provider. Once you receive your insurance certificate(s), please make sure the entity or entities requesting WCWA liability insurance coverage review the insurance certificate(s) for accuracy of their legal name etc.

Note: As the Event Coordinator, you are responsible for completing the liability insurance application and forwarding this application to the WCWA Event Planning Chairperson or WCWA Insurance Coordinator for processing. There is no guarantee that liability insurance can be provided if the application is turned into the WCWA Event Planning Chairperson less than 30 days before the event date.

Chapter 4, Timeline for Approval of WCWA Events

Per the WCWA Bylaws, the event approval process starts each year with the distribution of the WCWA Event Application, by the WCWA Event Planning Committee chairperson, to all prospective event

coordinators. A prospective event coordinator shall be a current member of the WCWA. This distribution will start in late July/early August each year. The application is, typically, distributed via email.

The first draft of the proposed WCWA event calendar is made to the WCWA Board of Directors at the September board meeting. All proposed event applications shall be submitted to the WCWA Event Planning Committee chairperson before the September board meeting. Check the WCWA calendar for the date of the September meeting. Event applications may be accepted after the September board meeting, prior to the October board meeting. Between the September and October board meeting, the WCWA Event Planning Committee will attempt to iron out any potential date conflicts, budget issues, etc. prior to presenting the proposed WCWA event calendar for approval by the WCWA General Board at the October meeting.

The proposed WCWA event calendar will be voted on at the October WCWA board meeting. If you are proposing an event to be voted on, please attend the September and/or October board meetings to address any questions from the General Board. The WCWA General Board, made of civilian and unit commanders, respectively, from each official unit will vote to accept or reject each event. Often times, General Board members may have questions/concerns about an event that may hinder an event from being approved.

Please contact the WCWA Event Planning Committee Chairperson for the application and questions regarding event planning/applications.

Chapter 5, First Considerations

- [Permission](#)
- [Permits](#)

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Chapter 6, Camp Layout (Physical Needs)

Parking, Overview:

1. Provide two separate, marked (signage) parking areas. There two types of parking areas: Spectator parking and Reenactor parking.
 - a. Designate each parking area with directional signage.
 - b. We suggest using 2x2 wood posts with string, traffic cones or similar to outline the overall parking area and roadways that serve the parking areas. Wood posts are approximately four feet high and can be purchased at a local hardware/lumber yard in bundles. The wood posts are inexpensive compared to traffic cones.

Spectator Parking:

1. In general, we suggest parking attendants to keep drive aisles clear. Recommendation is for a 24 foot width for drive aisle between parking stalls for emergency access and traffic flow.
2. It is acceptable for spectator parking to be in view of reenactment area.

3. Provide accessible (disabled individual) parking area next to the reenactment period area. The parking area should be relatively flat for wheelchairs, walkers, etc. The amount of accessible parking is dependent upon the expected number of spectators. At minimum, reserve approximately 6 or more accessible parking stalls.
4. Collecting spectator money: Set up a collection point before the spectator parking area. Recommend at minimum two attendants to collect money and a third attendant to assist with traffic control and with way finding.

Reenactor Parking:

1. If possible, try to keep this parking area out of view of reenactment (period camp) area. If needed, suggest at minimum one parking attendant to oversee parking of vehicles. .
2. Paved areas, unmarked parking stalls: Traffic cones work but are expensive.
3. Reserve and designate space for trucks with trailer parking for reenactors. Consider providing double parking stalls for trucks with trailer.. It is difficult to estimate how many such stalls are needed. In general, consider cavalry units as having the greatest need (one per horse and rider) for double parking stalls. This is followed by artillery units (usually one trailer per unit). Outside of these units army and civil units demand for double parking stalls is less. It is recommended to designate area with signage. We recommend setting aside at minimum 40 stalls per 300 anticipated attendees.
4. Recommend approximately 3 or more useable acreage. Again, this is an approximation and depends on the number of members attending your event.

RV Parking & Modern Camping:

1. It is acceptable and preferred for RV parking with reenactor parking to be adjacent to each other. Depending on number of reenactors in attendance, provide an area large enough for a minimum of 12 or so for RVs, vehicles with trailers, and campers per every 100 anticipated attendees. We recommend, at least, two useable acres for tent and RV camping/parking.
2. Depending on number of reenactors, provide an area for a minimum of 12 tents plus area near the tent for vehicle parking per 200 anticipated attendees.
3. Location of modern camping is typically adjacent to reenactor parking, but not necessary.
4. Hookups for RV's are not required.

Traffic Control:

1. If an event site is located along a major arterial, please provide at minimum one experienced, licensed, traffic control attendant to direct spectator & reenactor vehicles off arterial onto event site. Spectator vehicles must be totally off arterial before collecting admission. Provide, at minimum, a 12 vehicle, deep staging area to allow for sufficient time for collection of admission. For larger events with higher spectator attendance consider deeper vehicle staging area directly off the arterial to allow for motorist and emergency vehicles pass by the event site expeditiously with minimal slow down or blockage of the arterial. For ingress and egress off a state highway, please notify the Washington State Patrol of event dates.

2. If possible, the event site should not be divided by a local access road, etc. without a certified crossing guard and crossing area. If no crosswalk exists, please meet with the local authorities to setup a temporary crossing area with warning signs each direction to alert motorists of a crosswalk ahead.

Porta Potties:

1. Provide one porta pottie one for every fifteen reenactors. Roughly quarter the number of porta potties should be accessible porta pottie type. Provide one near each union and csa camps. One each near the civilians camps, one near the battle field and one near period sutler and good vendor area, respectively. If military camp is large, recommend spreading out porta potties.
2. Provide at minimum two porta potties at the battlefield. Again this is dependent on the number of reenactors and spectators attending the event.
3. Event layout needs to be taken in consideration as to where porta potties are located. See sample maps.
4. Site maps would assist porta pottie vendor with setup and cleaning. Schedule cleaning for Saturday and Sunday mornings after 6am and finished before 7am.

Water:

1. If the event site has potable water faucets, water buffaloes are not necessary as long as water can be provided for union and confederate camps.
2. Hookups for RV's are not necessary.
3. If water faucets are inaccessible, please provide hoses that are certified for potable water. Please do not bring your garden hose from home. Each hose shall have on/off nozzle (not spray nozzles).
4. Water buffaloes/water trucks: If there is no water on site, please factor in the event budget the cost of licensed certified potable water vendors. Private water tanks, water trucks are not permitted. During the event, factor the cost for refilling each water buffalo one time ([Best time would be Saturday after 5pm](#)).
5. Cavalry units need to have the water supply nearby for ease of filling water barrels for horses.
6. Water buffaloes/trucks should be located near the rear of camps. Location near porta potties is recommended

Wood:

1. We recommend the event coordinator purchases seasoned wood for battle events and living history (if needed) events. Green wood while it is less expensive, does not burn and produces more smoke. For battle events we recommend the purchase of -1 chord of wood for union camp, one chord of wood for confederate camp and one chord of wood to be shared by the union and civilian camps.

Portable Sound System:

1. The WCWA owns a portable sound system to be used primarily for battle and living history events (if needed), etc. Event coordinators are responsible for making necessary arrangements with other event coordinators for transferring

and transporting to their event, respectively. The event coordinator handling the sound system is responsible for repair/replacement of any damage to this system while in their possession. Thoroughly check the sound system before the transfer is always recommended before taking possession. Note a possible defects or damage and report to the WCWA Chairperson and/or event committee chairman. The event coordinator needs to show proof of insurance to the WCWA Chairman and/or event committee chairman before the individual is given possession of the sound system.

2. This sound system consists of two outdoor speakers with tripods, mixing board, microphone, portable generator, extension cord, etc. The system needs be covered when not in use and the potential for showers.

Chapter 7: Land Owners

General, timeline: It is never too early to plan for these events. Many potential events can take a year or more to plan the logistics with property owner, event promoter, public officials, apply/secure permits, as needed. As a rule, it its best to have all issues regarding use of land figured out prior to applying for a sponsored or sanctioned event with the WCWA. For smaller events, living hilarity, parades, schools, etc. it may not be necessary to consider a lengthy planning process, however one always needs to consider any unforeseeable conditions i.e. permission from land owners, any permits and for schools keep in mind the that schools need permission from school administrators and maybe local authorities, if firing arms, artillery, etc.

Private land owner:

1. In general, the definition of a private land owner is an individual or ownership group that owns or represents the owner(s). The land is not owned by public agency. However, the WCWA Event Coordinator is responsible for inquiring with local or state agencies to determine permits that are required to hold a WCWA event on the land owner(s) property.
2. Walk the site before initiating contact with the site owner. If it is your first time coordinating events, please consider contacting the WCWA event coordinator to discuss site selection process. Aerial photos are good, but this method of site selection is unreliable at best.
3. Contact the property owner for walking the potential site and discuss the possibility of the WCWA using their site of a WCWA event. Make sure the site contact person can make decision regarding the use of the site for events or has access to the owner of the property. Ask what their process is for event approval, use of site, etc. this is important because owner representative or associations are unable to make decisions on the use of site.

4. Issues to discuss with owners are fire pits. Horses, parking, permits, camping, etc. Some property owners most likely do not understand what an event may entail. It is good to share the duration of the event, event schedule, etc.
5. When negotiating the use of the site, we recommend that any agreements to be put in writing.
6. Sites with underground irrigation systems. We have held events on these types of fields before. However, underground irrigation lines are whether the lines are shallow or deep. Sprinkler heads can be broken, etc. Regardless, the owner needs to understand how we use the site i.e. fire pits, tent stakes, vehicles and trailers.
7. For Balls, most of the items do not pertain. Most WCWA sponsored Balls are not associated with a battle event. In general we recommend you work directly with the building owner to determine the condition of the facilities, size of the ballroom floor, adequate restrooms, etc. Serving alcohol is not necessary for these events, but if you intend to serve alcohol please contact the state liquor board prior to holding this event.

Public land Owner:

1. In general, the land is owned by city, county, or state agency. First we would suggest you determine who or what agency has jurisdiction of what.
2. Site reservations with any of these agencies are done annually starting January 1 through December 31. For site reservations for the following year, we recommend that you contact the public agency for requirements for site reservations. The WCWA will receive WCWA Event Application even if a site reservation cannot be obtained until the following year. Most public agencies rent their sites out to many other associations. Please check with the public agency to make sure that there will not be date conflicts with other annually held events.
3. See “Private Land Owner” for items relating to WCWA site usage.
4. State and Federal Parks are a whole other story. They require a much different approach.

State and Federal Parks have a local or regional Park Ranger. They are your first step and in some cases your last. They either say “yes” or “no” to all or most aspects of your crazy re-enactor schemes.

1. Set up a meeting to discuss your idea or plan.
 - a. Take the WCWA Bylaws and Safety Rules and, if possible, someone who knows the ranger.
 - b. Be ready to address their concerns.
 - c. Then ask questions: Is a State Discovery Pass required for reenactors? Can Reenactors get a temporary pass (no fee) for the event? Would reenactment

spectators be required to have State Discovery Pass? Land use restrictions? Horses? Guns? Fire and Fire Pits, etc. Some Parks do not carry pretend casualty policy, etc.

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2. Do not be surprised if this meeting has to be followed by more. If you have any obstacles, do not get upset. Contact the WCWA Event Committee and present and past WCWA Event Coordinator, as some of our past event coordinators may have ran into similar road blocks, i.e. no horses (may refer them to other Park Rangers who allowed horses. And they in many case, assure the Ranger, it was ok, under their rules.)
3. Do not accept - "we have never done that before." Parks are underfunded and underutilized; they need park visitors. Your event can and should attract new and future visitors. They need you, to bring people to the park!
4. We may already be a legacy group and that too can open closed doors to Park Usage. Names of parks that we have held sponsored and sanctioned events at:
 - A. Riverside State Park, near Spokane WA.
 - B. Fort Simcoe State Park, outside of Yakima, WA.
 - C. Fort Worden State Park, near Port Townsend, WA.
 - D. Lewis and Clark State Park, near Ilwaco, WA.
 - E. Fulbright Park (City), Union Gap, WA.
 - F. Hovander Park (Whatcom County), Ferndale, WA.
 - G. Marymoor Park (City), in Redmond, WA.
 - H. Port Gamble, WA. Privately owned land that is maintained like a park.

Working with Festival Organizers, etc:

1. In general working in conjunction with festivals adds a variety of twists and turns. In some cases, you may not be negotiating directly with the private or public land owner. It is very important to do lots of research prior to submitting a WCWA Event Applications for these types of event. While the WCWA is not against participating in these types events, there are a logistical items that need to be research and addressed by you the Event Coordinator.
2. If the WCWA is not responsible for collecting spectator admission to the WCWA civil war reenactment, whom is responsible from the Festival Organizers to collect spectator admission?
3. And what will the Festival organizers charge for admission?

If the WCWA is not collecting spectator admission, what is the procedure for receiving payment from the Festival Organizers? And when can the WCWA expect payment?

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[Chapter ??, Safety Plan](#)

All event coordinators to familiarize yourself with the WCWA Bylaws as it relates to event rules for all members. A safety plan is basically what to do in advent of an emergency (fire, medical, missing person, etc.) Even though safety comes first at all events and every member is responsible for their own safety, accidents/incidents still and do happen. As an event coordinator it is paramount that a safety plan is implemented for your event. Do not assume that the host site will make contact with first responders to coordinate a safety plan for your event.

At minimum these items shall be implemented at least three months before the event start date:

1. ~~The first step is to m~~Make sure that first responders (police and fire) are notified of ~~know~~ the dates for ~~your~~the event.
2. ~~And know~~ and the address of the event site. For events that have no site address, this issue becomes even more paramount that a discussion takes place with first responders so there is no delay in first responders finding the event site.
3. ~~In all cases, because event sites for battle events are spread out, it may be necessary~~beneficial to ~~even~~come up with ~~a~~ a meeting location near the site entrance to guide first responders to the exact location of the accident/incident. ~~meeting place~~ will be taking place. ~~Establish an entrance for emergency vehicles and meeting place. The meeting place~~

Note: If your event is part of a large festival, then as the event coordinator you shall discuss the safety plan for your event with the festival organizer. In many cases festivals have already developed a safety plan with the first responders.

Chapter ??, Battle Plan:

If you have never coordinated an event before, it is definitely a learning experience. And while this handbook is no substitute for experience there are many items that can be addressed ahead of time to make your event easier. Please keep in mind that the battle plan is mostly for sponsored battle events, there are many things in this chapter that will apply to your event.

1. Planning ahead of time is going to reduce stress as the event date approaches.
2. For battle events, permits may be necessary. Check with the local jurisdiction and find out if permits are necessary. Remember permits take time to process. It is impossible to predict what type of permits, if any, are required. Do your research before you plan to submit your event application and save yourself headaches in the future. (Note: Some have asked why we do not have a battle event within the City of Seattle. The short answer is the City of Seattle requirements are very stringent and over and above what most jurisdictions require. If it seems like a very difficult task to get approval from the local jurisdiction, then experience will tell us that holding an event under this jurisdiction is not feasible for the WCWA.
3. Battle events: The WCWA strongly recommends having a team of members to share the necessary duties of coordination, publicity, planning, event management, etc.
4. Event management: Ticket collectors, parking attendees,

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Chapter 11, WCWA Publicity

More and more media is finding ways to cut staff, fewer people are doing more. If we hold their hand and do most of the work for them, the more likely we'll edge or easy into the spotlight.

Branding and marketing: use the WCWA logo, website and contact information on each and every page and item. Think of the WCWA as our business....."a business without a sign, is a sign of no business.

Individual sheets:

1. Simple and concise explanation of what the WCWA is and or mission to the community. Write as if you were speaking to someone who does not know what the American civil war was. In other words, use simple and straight forward terms found in put modern popular culture....call out the American civil war as opposed to "war between the states". Tell them that reenacting is a nationwide and worldwide phenomenon.
2. Sheet of civil war related facts (preferable with local tie-ins and angles) that radio and TV stations can use verbatim or be source material for further research.

Printed and visual media: photos (newspapers), video footage on tape or DVD (TV stations) media can use stock pictures and video if they decide to run a story before the reenactment.

Newspaper press release: 10, 15, & 30 second TV & radio scripts. Often time smaller stories are written by interns or staff reports that cannot dedicate much time to a certain assignment. Staff reports can be responsible for anywhere from 3 to 8 stories daily. A lot of stories are simply Associated Press (AP) rewrites. Any kind of help we can offer will give us a better chance of getting published or televised. Along these same lines, it would behoove is to provide us with the broadcast media a TV and radio spot that has already been produced and ready to air. Furnish maps and directions to an event.

Avoid cross promotion of other clubs and the listing of all the units in the WCWA.ELIMINATE CONFUSION AND misdirection. Always direct them to our WCWA website and try to keep them there. If there is information on an event, it should be on the WCWA web site.

In my experience TV and radio stations aren't going to send a satellite truck out news car outside a 25 mile radius of their metropolitan viewing area for a feature story. A feature story is a human interest event our subject....such as or reenactments. They might send a van and or a reporter for a significant event such as the 140th anniversary of the ending of the civil war at Snohomish GAR (which they did not).

Be excellent hosts and follow-up. If we show an appreciation to them for covering us, the more likely they will rerun our work on a better story next time. Offer them a media tent or fly what they can go for shade and refreshments (coffee, cookies, water, etc.). Offer to set up interviews and events they can report or comes out to the reenactment, send then a thank you letter on official letterhead. We want repeat customers.

Example, Spokane 2005:

I noticed a TV reporter carrying his camera walking through camps.

Dealing with Public Officials

Or Land Owner

1. Land Owner, what you need for assets, what can he say yes too? (See Chapter 3 and 8) for reference. If he can't ask who does?
 - A. Is it in a city? Most likely someone in the City will be one whom you must work with. Some things will be still be done with the county. So a City Council or Mayor– In both City and County, knowing someone on the council or an agency, helps open those doors first.
 - B. If it is in a rural area, may be county agencies. County Commissioner, Sherriff, etc.
 - C. What items are we referring too? (Physical Needs, Battle Plan-and Safety Plan)

Planning Sanitation	Parks	Noise variance
Security or PD	Fire	Clean Air Act Mosquito/Pest Control

First year is the hardest, trying to see who will say “yes” and avoid who will say “no”. Particularly the Police and Fire. They have concerns about fire danger from artillery fire and police department concerns about individuals with guns. Second year, the event coordination process was easier. You know who is the point person or agencies to visit and last year, no problems and you did not burn down the town. The fear of the unknown can cause road blocks. Be flexible and recognize you may not get all you want in the first year. Have copies of the WCWA Safety Rules and bylaws to share with agency contact.

2. Next step is a crossroads: if you do the event with no community connection, that's fine, but you will not get as much free help or agency buy in.
 - a. Events is gate sales driven, then you are just a business for the city to charge and make money from.
 - b. If your event has a community connection, then you may want to start a committee, using folks in the communities who want to help.
 - c. Union Gap Event:

In the second year this event was connected to “Old Town Days”. Union Gap helped paying for Porta-Potties, Dumpsters, park usage free of charge, etc. A committee was formed, sponsorships were established, plus, as a bonus, free to public. With this partnership we were able get free ads, because we are doing something to bring in tourist and a benefit to the local public for FREE! Because there was no profit for club, event gave extra money to club for powder, hay, wood and if anything left over, club gets.
 - d. This also makes it a Multi-Event, non-period and non– Civil War in and around. So we gain lots more public, but event is not a pure 1800 era as we may like. Made the work load less for our association, but at the cost of putting on a time period authentic event.

We received assist from the Mayor, city council of Union Gap. They provided \$5000 for advertising, school let us pass out flyers, library spread the word, Radio Stations and farmers market let us promote at their events.

All because it became a community service and not an event to make money....

Chapter 13, Accounting Protocol

Preface

Please keep in mind that all of us are volunteers and most of us still work full time at other jobs. Proper planning will avoid “issues”. Prior planning for timely transactions is crucial. Expect that the turn over time to get things taken care of will take several days to several weeks especially if transactions are conducted via US Postal Service.

Keep accurate detailed records of all transactions and submit detailed reports to the treasurer regarding your anticipated expenses in advance (whenever possible) of the event. List in detail who the treasurer can expect to pay and any agreed upon amounts, including but not limited to suppliers & reimbursements. Do not assume the treasurer knows if an expense submitted to them is legitimate to pay.

Do not assume that the treasurer will be at events. When the treasurer is at an event, they are there as a Reenactor. WCWA business including event business should be conducted prior to event setup and following tear down.

Proper Event Financial Handling

1. NO CASH is to be paid out of gate receipts for expenses.
2. Request in advance for seed money for gate change and petty cash for expenses relating to event site setup (twine, stakes, etc..). In general, this amount should not exceed more than \$300.00.
3. When possible have all invoices for expenses sent to the treasurer via mail or e-mail. (Make sure you confirm the correct address for the current treasurer to avoid delays).
4. Anyone being paid more than \$600 is required to submit a W9 form. This form will be provided in your packet. The W9 form must be received prior to payment.
5. KEEP all receipts. Copies of ALL receipts are to be turned in to the treasurer within 2 weeks following the event for cash advancements.
6. Excess funds from cash advancements are to be returned to the treasurer within two weeks following the event. Any reimbursements due to the event coordinator will be paid within two weeks of receiving the expense copies.
 7. All funds may be remitted to the treasurer via personal check, money order, personal delivery, or by direct deposit within two weeks following the event. Contact the current treasurer for the bank account number for the deposit.
8. Gate receipts are to be counted by 2 people at the end of each day of the event (Saturday and Sunday). Provide an email or written report of the gate receipts amount to the treasurer within 3 days following the event.
9. Provide the treasurer with any documents/contracts of agreement to pay for any of the event expenses. If verbal agreements are made, please provide all the specifics of the verbal agreement.
10. For expenses or reimbursements to be paid out, please list in detail who is to be paid. For example, who is the check to be made out to unit or individual; address of individual or unit; indicate the amount and what the payment is for if the reimbursement is for powder, hay, musicians etc.

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11. When possible request checks in advance for expenses you wish to pay at the event and allow for enough time for the treasurer to send you those checks so you have them before you head out to the event.

Credit Card payment: The treasurer has a credit card that can be used to procure resources for the event in advance if necessary.

1. Notify the treasurer of your need for this service. Indicate the vendor & amount to be approved.
2. Have the business contact the treasurer directly for the credit card information.

Additional forms:

1. The treasurer has an event spreadsheet that you can use for reporting your expenses. A copy of the report blank will also be provided in your packet.

Parking:

Spectator: Suggest parking attendants to keep drive aisles clear. Recommendation is 24 width for drive aisle between parking stalls. OK to be in view of reenactment area.

Provide accessible parking closest to the reenactment area.

Provide parking for disabled, elderly. And flat as possible. The amount of parking is dependent upon the expected reenactors.

Reenactor: mark with signage. Try to keep out of view off reenactment area.

For grass field's parking, use 2x2 wood (

One post for every 8-10 feet) posts and string to mark out parking areas and drive aisles. If needed, suggest at minimum one attendant for sufficient use of space. drive aisles orderly.

Paved areas, unmarked: Traffic cones work but are expensive. Highly recommend using at least one parking attendant for sufficient use of parking space.

[It is easy to find local boy scouts and parents, etc to help with event parking, collections, information, etc.](#)

Please reserve space for truck and trailer parking for reenactors, if possible. Otherwise, please designate area for parking trailers. Depending on reenactor attendance, plan on providing an area for double deep stalls for trucks with trailers.

Modern camping: RV parking: Depending on number of reenactors attending, provide an area large enough for a minimum of 12 to 15 RVs (trucks with trailers, campers and RVs)

Tents: depending on number of reenactors, provide an area for a minimum of 12 tents plus area near the tent for vehicle parking.

Location of modern camping is typically near reenactor parking but not necessary.

Try to keep midden camp out of view of period camp area.

Collecting spectator money: set up a collection point before the spectator parking area. Recommend at minimum two attendants to collect money. An extra attendant would assist with traffic control and assist with way finding.

Traffic control: if event site is located near a major arterial, please provide at minimum one traffic control attendant to direct spectator vehicles off arterial onto event site. Spectator vehicles must be totally off arterial before collecting admission. Provide at minimum 12 vehicle deep staging area to allow for sufficient time for collection of admission. For larger events with higher spectator attendance consider deeper vehicle staging area.

If arterial is state highway, please notify the WSP OF EVENT DATES.

It is best that event site is not divided by an arterial. If so, a monitored crosswalk will be required. Setup warning signage each direction to advise motorists of crosswalk. Use certified crossing guards or flaggers.

Provide one porta pottie one for every fifteen reenactors. Roughly half the number of porta potties should be accessible porta pottie type. Provide one near each union and CSA camps. One each near the civilians camps, one near the battle field and one near period sutler and good vendor area, respectively. If military camp is large, recommend spreading out porta potties.

Provide two porta potties at the battlefield.

Event layout needs to be taken in consideration as to where porta potties are located. See sample maps. Site maps would assist porta pottie vendors with setup and cleaning. Schedule cleaning for mornings after 6am and finished before 7am. For large events with 350 reenactors clean out porta potties Saturday and Sunday.

Private property owners:

1. Walk the site before initiating contact with the site owner. If it is your first time coordinating an event, please consider contacting the WCWA event coordinator to discuss site selection process. Aerial photos are good, but the method of site selection is unreliable at best.
2. After walking the site, contact the site owner. Make sure the site contact person can make decisions regarding the use of the site for events or has access to the owner of the property. Ask what their process is for event approval, use of site, etc. This is important because owner representative or associations are unable to make decisions on the use of site.

3. Issues to discuss with owners are fire pits, Horses, parking, permits, camping, etc. Some property owners most likely do not understand what an event may entail. It is good to share the duration of the event, event schedule, etc.

4. If you are proposing a future event date for the following year, keep in mind that County, city and state parks may not be able to schedule a tentative event date until after January 1st of that year. Please confirm the process for date selection with those agencies, respectively. The process may vary.

5. When negotiating the use of the site, we recommend that any agreements should be put in writing.

6. Be careful of sites with underground irrigation systems. We have held events on these type of fields before, but understand if the underground lines are shallow or deep. Sprinkler heads can be broken, etc. Regardless, the owner needs to understand how we use the site ie fire pits, stakes for setting up tents, vehicles and trailers.

7. After

Chapter 14) Permits - City, Parks, Event, etc...

Found ferreting out the needed permits, completing them and making sure they were approved took more time than I expected. Advice - start early

Chapter 15) Sponsorships - Two kinds

Some paid - any amount is helpful

Non-Paid - The event (and WCWA) benefits by being associated with the sponsor - For example, use their logo on our publicity.



**WCWA EVENT PROPOSAL
2016 REENACTING SEASON**

MAIL TO: WCWA Event Committee, 1693 S.W. Hanson Road
Port Orchard, WA. 98367
Or e-mail to hstruve@wavecable.com

EVENT NAME/LOCATION:

SELECT EVENT TYPE (Sponsored or Sanctioned):

1. SPONSORED (WCWA FUNDING AND INSURANCE) IS THIS THE FIRST TIME THIS EVENT HAS BEEN HELD? YES OR NO

2. IF HELD MORE THAN ONE TIME, HAS THIS EVENT ALWAYS PAID FOR ITSELF?

3. WILL THE LANDOWNER AND/OR EVENT SITE REQUIRE ADDITIONAL INSURANCE RIDER? YES OR NO

4. IF YES, HOW MANY? NOT SURE?

*****FOR PROPOSED WCWA SPONSORED EVENT PLEASE ATTACH PRELIMINARY BUDGET*****

1. SANCTIONED (WCWA INSURANCE WITHOUT WCWA FUNDING) IS THIS THE FIRST TIME THIS EVENT HAS BEEN HELD? YES OR NO

2. IF NOT, HOW MANY TIMES HAS THIS EVENT BEEN HELD?

3. WILL THE LANDOWNER AND/OR EVENT SITE REQUIRE ADDITIONAL INSURANCE RIDER? YES OR NO

4. IF YES, HOW MANY? NOT SURE?

5. ORGANIZING GROUP/UNIT(S)/INDIVIDUAL(S):

6. EVENT COORDINATOR:

NAME:

ADDRESS:

EVENING PHONE:

E-MAIL:

7. DATE(S) OF EVENT:

8. TARGETED NUMBER OF REENACTORS:

9. TARGETED NUMBER OF PUBLIC ATTENDING: (IF ANY)

10. SITE DETAILS (DESCRIBE--USE SEPARATE PAPER IF NECESSARY):

11. LOCATION:

12. ACCESS/ PARKING ARRANGEMENTS FOR REENACTORS AND PUBLIC (USE INTERSTATES AS BASELINE FOR DIRECTIONS TO SITE):

13. PHYSICAL DESCRIPTION OF SITE:

|

- 14. WATER SOURCE:
- 15. NUMBER OF PORTABLE RESTROOM PROVIDED:
- 16. ARE FIRE PITS ALLOWED?
- 17. NAME OF TRASH PROVIDER AND NUMBER PORTABLE RESTROOMS PROVIDED:

18. SECURITY ARRANGEMENTS TO BE IMPLEMENTED, IF ANY:

19. LIST THE DIFFERENT TYPES OF PUBLICITY TO BE USED (T.V., RADIO, NEWSPAPER, ETC.):

Draft