

## URBAN RALLY PREPARATIONS

Meet with Chamber of Commerce and/or tourism office in the City you plan to hold the rally. Important to have their support to hold a successful rally.

Meet with the City departments to be sure they understand what it is you want to do and how you plan to "pull it off."

File for the necessary city permits. You will be required to obtain a \$1 million Certificate Of Insurance from WBCCI. Lori can help with this. Be sure you get a sample from the City so all requirements are met.

Try to be sure you have a local Airstream Club helping with the event. You will need that support especially during the event. Decide if you want this to be a fund raising event or not

Pick a local charity to support. Municipalities love this.

Circulate "Save the Date" materials about one year in advance.

Decide on a fee and some of the events and then prepare your registration materials at least six months prior to the event.

Several months in advance be sure either your tourism office or you contact the downtown business association to let them know the Airstreams are coming and will be taking parking away from the front of their businesses.

Start small for the first year you hold one to be sure everything runs smoothly. Decide on a cutoff number and make sure you have adequate parking spaces.

Be sure to plan some fun events during the rally. Participants don't want to just come and park on the street. They want to do things. Check with service organizations about providing food and/or meeting places.

No less than a week ahead of the event, go to every business that will be affected to let them know you are coming. Very good public relations and assure them the event will bring in business. Encourage participants to patronize the local businesses.

Prior to arrival date, be sure you have welcome teams and bull pen area with coordinator. Usually have to work with the City to help with traffic flow while participants park their rigs.

We had one lot with overflow rigs that was also a gathering place for happy hours, carpooling to events, etc.

Plan to have an open house for the City and let participants know in advance that we would like them to share their rigs with the local residents. Carson City loved having the rigs open for viewing. It gave the locals and Airstreamers a chance to share with each other.

Have the local newspaper and affiliated websites promote the event in advance. Have them publish your schedule and double check it for accuracy.

Porta-potties and trash dumpsters may need to be rented depending on the impact of additional folks downtown. We used Casino bathrooms and a small trailer for trash.