

South Frankfort Neighborhood Association Calendar Development Considerations

SFNA could produce a calendar with renderings of 12 structures in the SFNA. A calendar based on drawings or paintings would set it apart from calendars depicting Frankfort in photos, plus part of the cost of production could be offset if the owners of the structures paid to commission the drawings of their individual structures and could own the artwork after production of the calendar. If done correctly, the calendar needn't be done in color; it could be just as effective in black and white. Other financial support could come from sponsorships noted somewhere on the calendar.

Possible ways to promote the calendar: The layout of the calendar could include an architectural detail of the structure as a smaller inset in the calendar grid and those details could appear as a series in the State Journal leading up to the release of the calendar. An exhibition of the artwork and reception could be held to kick off sales. The calendar could be available at a reduced cost to members. It could be sold at the Kentucky Book Fair and the SFNA could have a booth to promote the calendar as well as take memberships for the reduced cost at the event.

High level schedule

- **February 15/April 15: Logistics and Budget Development** (approx. 9 weeks):
 - Committee appointed to:
 - Determine criteria for inclusion of property/sites in calendar.
 - Identify properties/sites for possible inclusion in calendar (point of possible interaction with FHS class?).
 - Determine artist(s) to use and obtain estimates.
Artwork estimated at around \$200 per image (\$2,400) + \$200 to \$300 for to include some smaller images for grid pages, if desired. These could ultimately be dropped from a final budget after printing estimates, if necessary. \$2,700 total.
 - Determine whether property owners will subsidize cost of artwork.
 - Begin recruitment of sales outlets. Points of sale can help determine number of calendars to print. Poor Richard's and the Kentucky Book Fair might provide an estimate of possible sales to figure in the determination of the number of calendars to print.
 - Obtain printing estimates.
Some printing estimate parameters: size of calendar, quality of paper, whether an envelope will be provided, whether a proof is required, local printer or lowest estimate, etc.
 - Plan scope of SFNA-sponsored sales activities to estimate costs.
 - Determine final budget and whether there are interested sponsors to defray some costs if necessary. **GO/NO GO decision by SFNA Board.**
 - Schedule SFNA-sponsored sales activities.
- **April 15/June 30: Production** (approx. 10 weeks):
 - Artwork development and calendar design/layout with **design approval** by Committee and/or Board.
 - Coordination with printer.
 - Begin promotion activities (newspaper, newsletters, early order taking).
- **July: Printing**
 - July printing deadline established with printer during price negotiations.
- **August through December: Distribution and Sales**
 - Begin distribution and sales activities.