

# Volunteer Guide



**Midtown Festival of the Arts**

**“YOUR GUIDE TO A GREAT VOLUNTEER EXPERIENCE AT THE  
FESTIVAL”**

# Table of Contents

Volunteer Check-in .....	1
What to Wear, Directions, Marta.....	2
Driving Directions/Parking.....	3
Basic Festival Information .....	5
Festival Rules.....	6
Brief Volunteer Job Descriptions.....	8
Festival Site Map.....	14

## Thank You...

Thank you for helping stage the Midtown Festival of the Arts! This packet includes all the things you need to know in preparation for the event. As a volunteer you will be a vital part of making Midtown Festival of the Arts a festival to remember. We are glad you are part of the team!

If you have any questions, please email us at [volunteer@mfota.org](mailto:volunteer@mfota.org) or contact Ksenia at 770-378-1412.

## Volunteer Information...



### Volunteer Check-in

Make sure to check in 30 minutes prior to your shift at the volunteer tent. **Volunteer Check-In tent is located on the corner of Peachtree St and Peachtree Place.** If you are volunteering for more than one shift, you will need to stop at the Volunteer tent before each shift. To expedite the check in process, please know your shift assignment.

All volunteers who are helping with the Emory Midtown Mile Race and Art Auction will be notified about the volunteer check-in location separately.

### EXPECTATIONS OF A VOLUNTEER

Volunteers are the face of the Midtown Festival of the Arts. As a host, we ask you to always be respectful and gracious. We ask that you familiarize yourself with the siteplan before your shift. As a representative of the Midtown Festival of the Arts, please make yourself available to answer questions or direct patrons. If you do not know the answer to a question, be honest, and make every reasonable attempt to find out, or direct patrons toward a knowledgeable source.

We will do our best to accommodate your volunteer selection preference. However, remember that we always staff according to the areas with the most need, so you may not get the choice you selected.



### **Volunteer Check-out**

Please check-out with your area captain after your shift is complete.



### **What to Wear**

Your volunteer shirt will indicate you are on-duty as a volunteer. Dress for the weather and for your own comfort, but keep common sense and safety in mind.

You will receive a t-shirt that you would be required to wear during your shift. No storage or changing area will be available, so please plan accordingly. Wear comfortable, close-toed shoes and bring any sun protection you may need (hat, sunscreen, etc.).



### **Waiver for “Junior Volunteer”**

All volunteers under 18 years old must have a signed waiver from their parents/guardians. The waiver can be found on the Volunteer page on our website and faxed to 678-717-6787 or emailed to [volunteer@mfota.org](mailto:volunteer@mfota.org).



### **Directions to the Festival**

The Festival site is between 5th and 10th Streets on Peachtree Street in the heart of the arts, near Midtown's renowned cultural venues. Festival attractions extend from St. Mark's United Methodist Church at Fifth Street to the Margaret Mitchell House at Tenth Street. The Midtown Mile Road Race presented by Emory University Hospital Midtown begins at Colony Square and ends at the Fox Theatre.



### **Take MARTA**

Take advantage of the convenience of public transportation and go green. Take MARTA! The Festival site is one block east of the Midtown MARTA station, N4, at 10th Street. When you leave the N4 MARTA station by the Peachtree

Place exit, turn left and walk toward Peachtree Street. An alternative is to take MARTA to the North Avenue station, N3, and leave by the (AT&T) exit at the north end of the platform. Then turn right and walk up Ponce de Leon Avenue to Peachtree Street. Turn left and walk three blocks north to the Festival. If you prefer to take MARTA to the Arts Center station, N5, walk east up the hill to Peachtree Street, turn right and walk five blocks to the Festival.



#### Driving Directions

Please consider using MARTA. Limited public parking is available in the area of the Festival. Parking code is strictly enforced both Saturday and Sunday.

#### **From the North (I-75 or I-85)**

Take Interstate 75 or Interstate 85 South to the Techwood/14th Street Exit, turn left at the first light, 14th Street, and proceed east to Peachtree Street. Turn right on Peachtree Street. Festival site is on Peachtree Street, between 5<sup>th</sup> and 10<sup>th</sup> Streets.

#### **From the South (I-75/I-85)**

Take Interstate 75/85 North to the 10th/14th Street Exit, turn right at the first light, 10th Street, and proceed east to Peachtree Street, the third light. Festival site is on Peachtree Street, between 5th and 10th Streets.

#### **From the East or West (I-20)**

Take Interstate 20 to Interstate 75/85 North to the 10th/14th Street exit, turn right at the first light, 10th Street. Proceed East to Peachtree Street, the third light. Festival site is on Peachtree Street, between 5th and 10th Streets



### **Off-Site Parking**

Paid parking is available at the following nearby parking garages, decks and open lots.

- 10th Street between Peachtree Street and Juniper Street (enter on 10th)
- 1100 Peachtree Bldg.—entrance on Crescent Avenue
- 14th Street between W. Peachtree and Crescent Avenue
- 14th Street at Crescent Avenue
- 15th Street east of Peachtree (Colony Square)
- 15th Street between W. Peachtree and Peachtree
- W. Peachtree and 15th Street
- W. Peachtree between 11th Street and 14th Street
- W. Peachtree between 12th Street and 14th Street
- W. Peachtree and 11th Street
- 10th Street between W. Peachtree and Spring Street
- 1180 Peachtree Street

# Festival Information



## Festival Hours

- ❖ Saturday, September 25<sup>th</sup> – Race @ 9:00am; Festival 10:00am – 7:00pm; Movie Screening 7:00pm to 11:00pm
- ❖ Sunday, September 26<sup>th</sup> – 11:00am – 6:00pm



## First Aid

There is a first aid tent on Peachtree St between 7<sup>th</sup> St and 8<sup>th</sup> St, next to the culinary stage.



## Severe Weather

In case of a severe rainstorm, visitors should seek cover in buildings or parking decks. In the event of a thunderstorm, the festival must be closed. Do not remain under a tent or a tree!



## Restrooms

There are portable facilities for public use, including visitors with disabilities. Refer to the site plan for various locations throughout the festival.



## Water Stations

Free water coolers are provided for patrons and participants throughout the festival.



## Lost and Found/Lost People

Lost items or family members should be brought to or picked up from the MFOTA tent located on the corner of

Peachtree St and Peachtree Place. Lost children should be handled by a police officer. The volunteer should call the emergency number for Lt. McGee or Ksenia so we can direct the nearest officer to the lost child, if the volunteer does not see a police officer and the parents cannot be immediately located the child will be taken to the MTB office. To inquire about lost items after the festival, call Ksenia at 770-378-1412.



## **ATM**

Refer to the site plan for various locations throughout the festival.



## **Festival Rules**

1. Skateboards, roller blades, bicycles, scooters, large signs and placards which may endanger or inconvenience the public attending the Festival are prohibited. Festival organizers reserve the right to decline admittance to anyone who violates the reasonable policies established for public safety or to restrict activities such as public address to designated areas.
2. Alcoholic beverages purchased at the event remain on-site. Festival security will ask you to dispose of any alcoholic beverages before you exit.
3. Beverage, Bottle, and Can Policy – Please do not bring outside beverages into the festival.
4. Pets are not allowed in the festival area unless they are on a leash.



## Security

You are the eyes and ears of the security for the event. If you see any suspicious activity, call the police immediately at 404-860-8460. For emergency, dial 911.

You are encouraged not to take any action on your own. Simply observe and report. Get a good description of the suspicious person including height, weight, race, sex, clothing, shoes. Note the direction of travel and any vehicles involved.

## Towing of Vehicles

A-Tow 404-577-6566, 180 Harriett St. SE Atlanta Ga. 30315

Before going to A-Tow, the vehicle OWNER (Registered Owner) MUST go to the Atlanta Public Safety Annex and obtain a release for the vehicle. The owner will have to produce valid identification and proof of ownership for the vehicle. Once the owner has the vehicle release form he can go to A-Tow and pay the impound fee and pick the vehicle up. 3493 Donald Lee Holloway Pkwy NW, Atlanta, Ga. 30331

### **FESTIVAL STAFF:**

Festival Staff are allowed immediate access to all events. All Festival staff will be wearing passes that indicate their all access status. If someone claims to be "Staff" but does not have a pass, check with a Team Leader, before admitting this person to any privileged areas.

## **Volunteer Job Descriptions:**

### **Friday Art Auction**

#### **Auction Helpers**

- Assist auctioneer and supervisor with the event. This task requires some physical activity.

#### **Auction Payment Management**

- Assist Auction supervisor with collecting checks and preparing invoices. This task requires handling money.

#### **Auction Registration**

- Assist patrons with registration and answer questions.

#### **Auction Set Up**

- Assist Auction supervisor with set up. This task may require some physical activity.

### **Friday Set Up**

#### **Artist Load In Assistant**

- Help control artist traffic and answer questions.

#### **Artist Load In Check In**

- Register artists and direct them to their designated location.

#### **Block Captain**

- Supervise the set up and logistics of the Festival for a designated block.

#### **Load In Kids Area**

- Help with the set up of the kids area. This task may require some physical activity.

#### **Load In Main Stage**

- Help with the set up of the main stage. This task may require some physical activity.

#### **Set Up Production Office**

- Assist with setting up the production office. This task requires some physical activity.
- Organize and manage radios and chargers, assign radios to production staff; organize staff credentials, production notebooks, volunteer t-shirts and other supplies.

## **Midtown Mile Race**

### **Goody Bag Staffer**

- Stuff bags with giveaways for the runners. Organize the bags for easy transport.

### **Race Course Set Up and Course Safety Lead**

- Lead the set up and ensure safety during the race.

### **Race Course Set Up and Course Safety**

- Assist course lead with set up and ensure safety during the race.

### **Race Directions and Course Safety**

- Stand in designated spots and direct runners to the registration area.
- Walk to designated part of course and help ensure safety of runners. Ensure people don't walk onto the course, etc. Cheer on runners.
- **Volunteers should report to the Registration area at the Colony Square.**

### **Race - Finish Line**

- Assist with setting up cones and organization of finish line area (including finish line, clock, cones, etc.).
- Help ensure order of runners as they cross the finish line.
- Hand over number finish card to runners in order, and direct them down the shoot.
- Give verbal directions to runners to complete their cards and place in the appropriate box.
- Start the clock and call out finish times as runners cross.
- Dis-assemble the finish area to prepare for pick-up of equipment.
- Volunteers should report to David at the Fox Theater and will be assigned to different posts.

### **Race Registration and awards area**

- Help assist with organization of registration area. Sign up runners for race, and assist with pre-registered runners. Collect money, ensure waivers are signed, and hand over race numbers.

- Assist with organizing the running waves (guiding the start line organization) – ensuring runners are “toe-ing the line,” etc.
- Assist with T-shirt distribution.
- These volunteers should report to the Registration area at Colony Square and report to Registration Lead.

### **Race Amateur Photographer**

- Take candid and action shots.
- The Lead Photographer should meet David (Finish Line Lead) at the Fox. The other photographer should report to Colony Square and just start shooting pictures.

### **Course Marshals**

- Ensure safety of runners and by-standers by preventing disruptions to the race (bystanders, dog-walkers, artists, etc.).
- Encourage cheering by observers.
- Provide directions back to T-shirt table/awards area.

### **Saturday and Sunday**

#### **Acoustic Stage Assistant**

- Help acoustic stage director to assist participants who are performing on the Stage.
- Monitor backstage area.
- This task might require some physical activity.

#### **Artist Market Area Captains/Hospitality**

- Assist artists with hospitality services.

#### **Beer Re-supply Set up**

- Deliver throughout the five block area items such as beer kegs, containers of mixed drinks, cases of wine and non-alcoholic beverages as well as ice and cups before the festival.
- You have to be 18 years old to volunteer for this position.

#### **Beer Re-supply**

- Stay in contact with all the individual beverage tents via radio and re-supply them with anything they may need to successfully operate their Beverage Tent.

- Deliver throughout the five block area of the festival items such as beer kegs, containers of mixed drinks, cases of wine and non-alcoholic beverages as well as ice and cups.
- Safely and responsibly drive a golf cart from point-to-point.
- You have to be 18 years old to volunteer for this position.

### **Beverage Tent**

- Serve alcoholic and non-alcoholic beverages to festival goers in a courteous and friendly manner.
- Verify the customer is wearing a “21 and older” wrist band when ordering alcoholic beverages. If they are not, then the volunteer must card the customer and sell them a wrist band.
- Accurately total the amount of money owed to the beverage tent and collecting those cash funds from the customer.

### **Block Captain**

- Supervise logistics of the festival for a designated block.

### **Booth Sitters**

- Relieve artists at their booth to provide the opportunity to take a break.

### **Culinary Area (Plates on Peachtree)**

- Provide general assistance to patrons and restaurant staff.
- Manage the entrance to the PoP area by confirming that pre-paid PoP visitors have the appropriate wrist band as well as selling those that are not pre-paid the appropriate ticket/wrist band.
- Accurately charge the guest and collect funds in cash or by using a credit card machine.
- Help keep the area clean and organized
- Positions in the beverage portion of tent: Wristband seller, Cashier and Drink Pourers.
- You have to be 18 years old to volunteer for this position.

### **Festival Amateur Photographer**

- Take pictures of the festival.

## **Kids Area**

- Art projects
  - Assist with collaborative art projects in the MMH Peachtree Grove.
  - Projects can include a giant spider web, giant canvas for painting, and sidewalk murals.
- Ticket takers / sellers –
  - Assist with selling tickets for the various children's activities that will require tickets.
  - Take the tickets for the children's activities that will require tickets (such as the Bounce House, Rock Climbing Wall, Cookie decorating and Face Painting).

## **Main Stage Assistant**

- Help main stage director to assist participants who are performing on the main stage.
- Monitor backstage area.

## **MOFTA Tent**

- Answer questions about the festival.
- Pass out site plans and sell program books.
- Manage lost & found.

## **Production Office**

- Manage the inventory – radios, t-shirts, credentials, etc.

## **Public water locations**

- Fill 5 gallon coolers with water and take to the 8 water locations with cups, monitor water and replenish coolers when they get low. Requires the use of a golf cart.

## **Screening Hosts**

- Direct patrons to the movie screening area, as well as to concessions and restrooms, prior to and during the film screening.

## **Soft Closing Greeter**

- Help welcome patrons and direct traffic.

## **Sunday Tear down**

- Pass out exit passes to artists after they have broken down their tents.
- Assist staff with any other tasks.

## **VIP Area**

- Interact with festival VIP's.
- Check in VIP's.
- Pass out credentials.
- Pour alcoholic and non-alcoholic beverages.
- Ensure only VIP's are in the space.

## **. Volunteer Check-In**

- Assist volunteer coordinator with sign-in.
- Answer general questions from volunteers and patrons.
- Handout t-shirts





[www.MidtownFestivalOfTheArts.org](http://www.MidtownFestivalOfTheArts.org)

## Midtown Festival of the Arts

Volunteer Coordinator  
Ksenia

Phone (770) 378-1412  
Email: [volunteer@mfota.org](mailto:volunteer@mfota.org)