



June 2020

Gentlemen:

We hope this letter finds you and your families' safe and well during the COVID-19 crisis that is affecting our community. Never could we have imagined this sort of impact to our daily lives. The Krewe understands these are uncertain times for all and we are looking forward to getting this behind us and to a successful 2021 carnival season.

We would like to thank you for your participation in Orion's **2020 / Vision** Parade and **Masquerade**. It has been a very good year for the Krewe of Orion. As you may know, we added six Krewe floats to our fleet, with all of our floats now being housed at our Krewe den in St. Gabriel. For our parade, we enjoyed good weather and had large crowds of enthusiastic revelers along the way and our **Masquerade** was well attended and very successful.

As we look toward our 2021 carnival season, the Krewe is already working on plans for the upcoming year. Building on 2020, our goals for 2021 are to increase our membership and make our organization even better. Here are some key details for us to accomplish these goals for 2021.

Beginning this year, we will have four Float Lieutenants on each float. Float Lieutenants are the Krewe's first line of communication with their float members. They also represent float members for activities such as Masquerade table selection and float riding position assignments. Float Lieutenants recruit new members for their float and encourage their float members to recruit as well. If your float has fewer than four float lieutenants and you are interested in becoming one, please reach out to me. I will be happy to discuss your interest and the Krewe's expectations for you in that role. Feel free to contact me at 225-324-0426.

For this upcoming year, the Krewe has a membership goal of 300 members. To assist in making this goal, the Krewe is decreasing membership dues to \$400 for all members. With this change, there will no longer be a \$100 recruitment incentive credit for new member recruitment.

The Krewe is also making an adjustment to our policy for parade throws. We are instituting a change that requires each member to have a minimum of \$400 of throws purchased directly from the krewe. The prices for krewe throws are very competitive, and in most cases, are less expensive than retail stores. We do plan to expand the selection of items offered. Having Krewe of Orion logo items thrown by our members, helps build our brand recognition in the community and will also help support the finances of the organization.

Thank you for your assistance with these changes as we seek to strengthen the Krewe of Orion. If you have an interest in becoming a Float Lieutenant, I look forward to hearing from you.

Sincerely,

Darren Coates, Captain