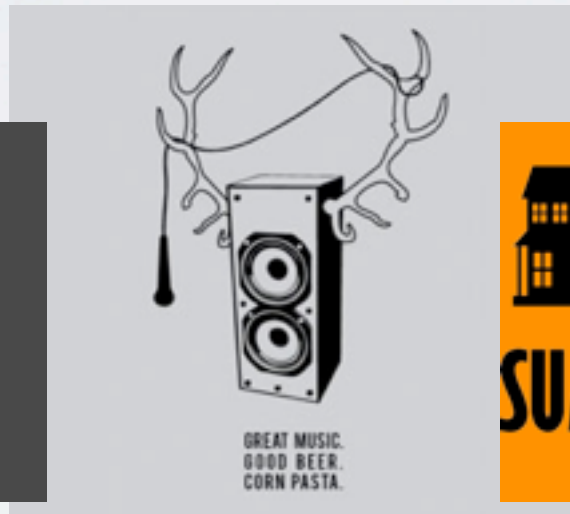


EVENT PLANNING IN YOUR NEIGHBORHOOD



TAKE AWAYS



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UNDERSTANDING THE ENVIRONMENT

- Understand the Event Environment:
 - Context of the Event Location
- Identify the Stakeholders:
 - What do they expect to gain from the event?
 - What forces are likely to affect their response to the event?



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IDENTIFY STAKEHOLDERS

- Events require support of stakeholders
- Identify stakeholders:
 - Government sector
 - Corporate/private sponsors
 - Community groups/organizations
- Balance competing needs and interests of stakeholders for successful event



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THE HOST COMMUNITY

- Host Community impacted by success or failure of event
- Host community needs to “own” event
- Emit positive image of community
- Require committed input of dedicated volunteers
- Draw on knowledge from past events in the community



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SPONSORS

- Important Marketing Tool
- Steps to Gain Sponsorship
 - Determine who your audience is.
 - Set sponsorship levels
 - Make lots of phone calls
 - Send proposal letters
 - Follow up
- Cultivate your relationships with sponsors
- Cultivate your relationships with non sponsors
- Give your sponsors plenty of publicity.
- Cultivate relationships with sponsors, Part 2.



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MEDIA

- Key to attracting event interest
- Needs of different media groups
 - Print, Radio, Web, TV
- Media as partners in the event
 - Branded association
- Unique Advertising Approach
- Greater reach and exposure



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PARTICIPANTS, AUDIENCE, & SPECTATORS

- Judge event success or failure based on:
 - Ease of accessibility & wayfinding
 - Safety & Security
 - Comfortable settings
- Mindful of participants' needs
- Attention to website hits
- Meaningful, Magical, and Memorable



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CREATING THE EVENT CONCEPT

- “Five Ws”
 - *Why* is the event being held?
 - *Who* will be the stakeholders?
 - *When* will the event be held?
 - *Where* will the event be staged?
 - *What* is the event content or product?
- Brainstorm concept w/stakeholders
 - Be Creative and Elaborate



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EVALUATING THE EVENT CONCEPT

- Evaluate event concepts to match
 - Needs of the event
 - Resources Available
- “Prescreening Process”
- Basic question: To what degree does the event concept serve the purpose or the overall objectives of the event?
 - Marketing screen
 - Operations screen
 - Financial screen



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PLAN

- Where are we now?
 - Where do we want to go?
 - Objectives
 - Steps to attain Objectives
 - Identify and Resolve problems
 - Generate alternative strategies
 - Monitor and Evaluate progress
- Things to be aware of:
 - Avoid over-planning
 - Active documents, not one-off exercises
 - Directional, not conclusive in nature

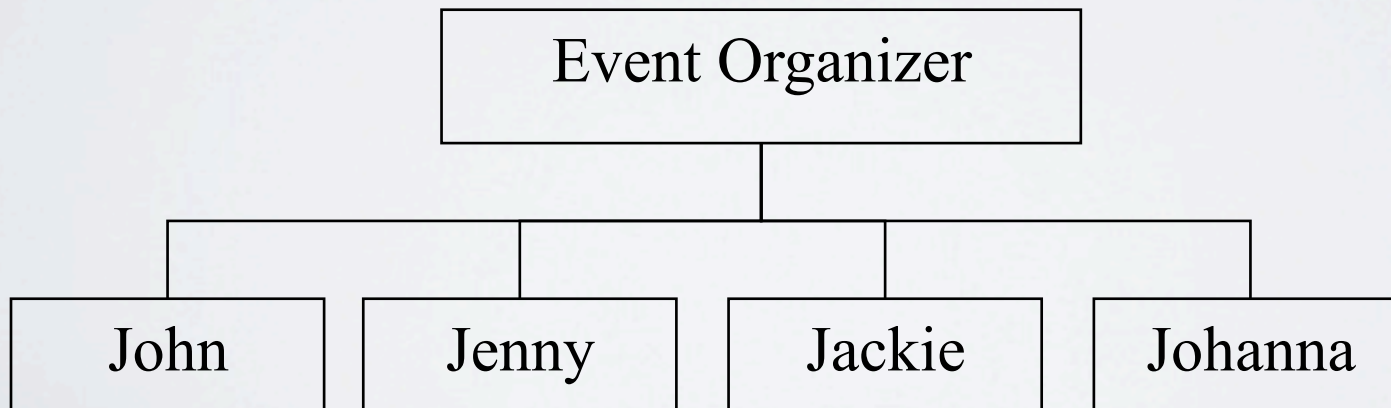
“Without a plan, you’re just a tourist”



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THE STRATEGIC PLAN

- Concept
- Feasibility
- Simple Organizational Structure



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GOALS AND OBJECTIVES

- Distinct concepts
- Goals are broad and give direction
 - Useful in complex events
 - Address broad needs of stakeholders
- Objectives quantify progress toward goals
 - Set performance benchmarks
 - S.M.A.R.T. criteria



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ID OF STRATEGY OPTIONS

- Strategies include:
 - Growth, Consolidation, Retrenchment
- Strategy Evaluation and Selection
 - Appropriateness/suitability
 - Feasibility
 - Acceptability/desirability
- Operational Plans
 - Schedules, rules, responsibilities, allocation
- Control Systems
 - Budgets and Benchmarks



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EVENT EVALUATION & FEEDBACK

- Measure success in fulfilling objectives
- Feedback provided to stakeholders
- Problems and Shortcomings in planning process identified
- Improvements suggested for next time
- Determine how, when, & what to evaluate
- Used what you learned for next year



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CURRENT PROCESS

Police
General
Events

Parks
Events
in Parks

Engineering
Block
Parties

Fire Dep.

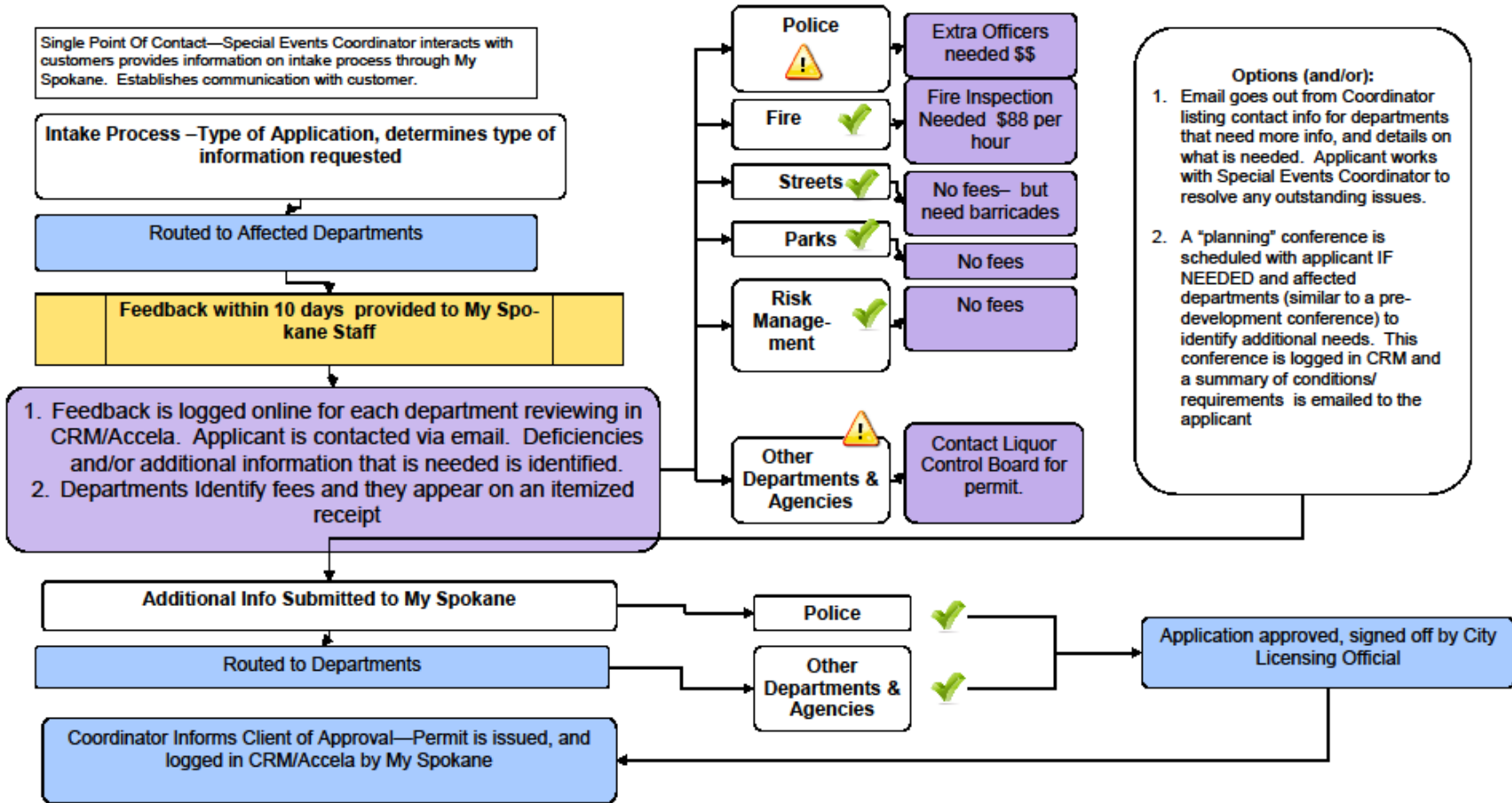
Events Involving fireworks,
bon-fires, open flame, etc.



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MY-SPOKANE INTAKE-CONSOLIDATED PROCESS

Special Events Application Process MY SPOKANE - In Person or Online



ITEMIZED COST OVERVIEW

Date: July 31, 2013
Invoice # [100]

City Of Spokane
808 W. Spokane
Falls Blvd
Spokane, WA
99202
509-625-6083

TO: Event Organizer
Spokane Events
808 Spokane
Spokane, WA
1-800-EVENTS



SPECIAL EVENTS COSTS AND SERVICES	PAYMENT TERMS
Spokane Events	Due on July 13, 2013
DESCRIPTION	TOTAL
ESTIMATES – Total Amounts are estimates based on event application	
Spokane Police Department Extra Duty Officers	\$1,500
Spokane Fire Department – Permit for Bonfire, and On-site inspection	\$200
Spokane Solid Waste – 3 roll out dumpsters and clean up	\$300
FIXED COSTS	
Master Special Events Application Fee	\$50
Estimated Total	\$2,050
OTHER NON- CITY SERVICES	
1. Liquor Control Board Application	
2. Barricades, Signage, etc. Below is a list of Companies to consider:	
Eclipse Traffic Control 11497 N Reed Road Hayden, ID 208-762-8897 eclipsetraffic@verizo	NorthStar Enterprises PO Box 607 Liberty Lk, Wa 99019 509-891-0892 Office 509-710-2306 Mobile john@northstar.com



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THANK YOU!

- Questions
- jcaro@spokanecity.org or 625-6733
- bborisov@spokanecity.org or 625-6087



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