EVENT PLANNING IN YOUR NEIGHBORHOOD

Office of Neighborhood Services

Tuesday, October 22, 13
TAKE AWAY S
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?
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
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
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
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
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
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
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”
THE STRATEGIC PLAN

- Concept
- Feasibility
- Simple Organizational Structure
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
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
CURRENT PROCESS

Police
General Events

Parks
Events in Parks

Engineering
Block Parties

Fire Dep.
Events Involving fireworks, bon-fires, open flame, etc.
ITEMIZED COST OVERVIEW

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

Date: July 31, 2013  
Invoice #: (100)

SPECIAL EVENTS COSTS AND SERVICES       PAYMENT TERMS
Spokane Events       Due on July 13, 2013

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Spokane Police Department Extra Duty Officers</td>
<td>$1,500</td>
</tr>
<tr>
<td>Spokane Fire Department – Permit for Bonfire, and On-site inspection</td>
<td>$200</td>
</tr>
<tr>
<td>Spokane Solid Waste – 3 roll out dumpsters and clean up</td>
<td>$300</td>
</tr>
</tbody>
</table>

FIXED COSTS
Master Special Events Application Fee       Estimated Total
<p>| | |</p>
<table>
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<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td>$50</td>
<td>$2,050</td>
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</tbody>
</table>

OTHER NON-CITY SERVICES
1. Liquor Control Board Application
2. Barricades, Signage, etc. Below is a list of Companies to consider:

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eclipse Traffic Control</td>
<td></td>
</tr>
<tr>
<td>11497 N Reed Road</td>
<td></td>
</tr>
<tr>
<td>Hayden, ID 208-762-8897</td>
<td></td>
</tr>
<tr>
<td>eclipsetraffic@venzo</td>
<td></td>
</tr>
<tr>
<td>NorthStar Enterprises</td>
<td></td>
</tr>
<tr>
<td>PO Box 607 Liberty Lk, Wa 99019</td>
<td></td>
</tr>
<tr>
<td>509-861-0802 Office 509-710 2306 Mobile</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:john@northstar.com">john@northstar.com</a></td>
<td></td>
</tr>
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Tuesday, October 22, 13
THANK YOU!

• Questions

• jcaro@spokanecity.org or 625-6733

• bborisov@spokanecity.org or 625-6087