Special Events Academy

Street Festivals

Introduction

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Assistant Managing Director for Special Events

- Four years experience managing City response to events:
  - Permit issuance
  - Interdepartmental coordination
  - Logistical support
  - Invoicing
  - Marketing and promotion
  - Event planning
  - Risk management

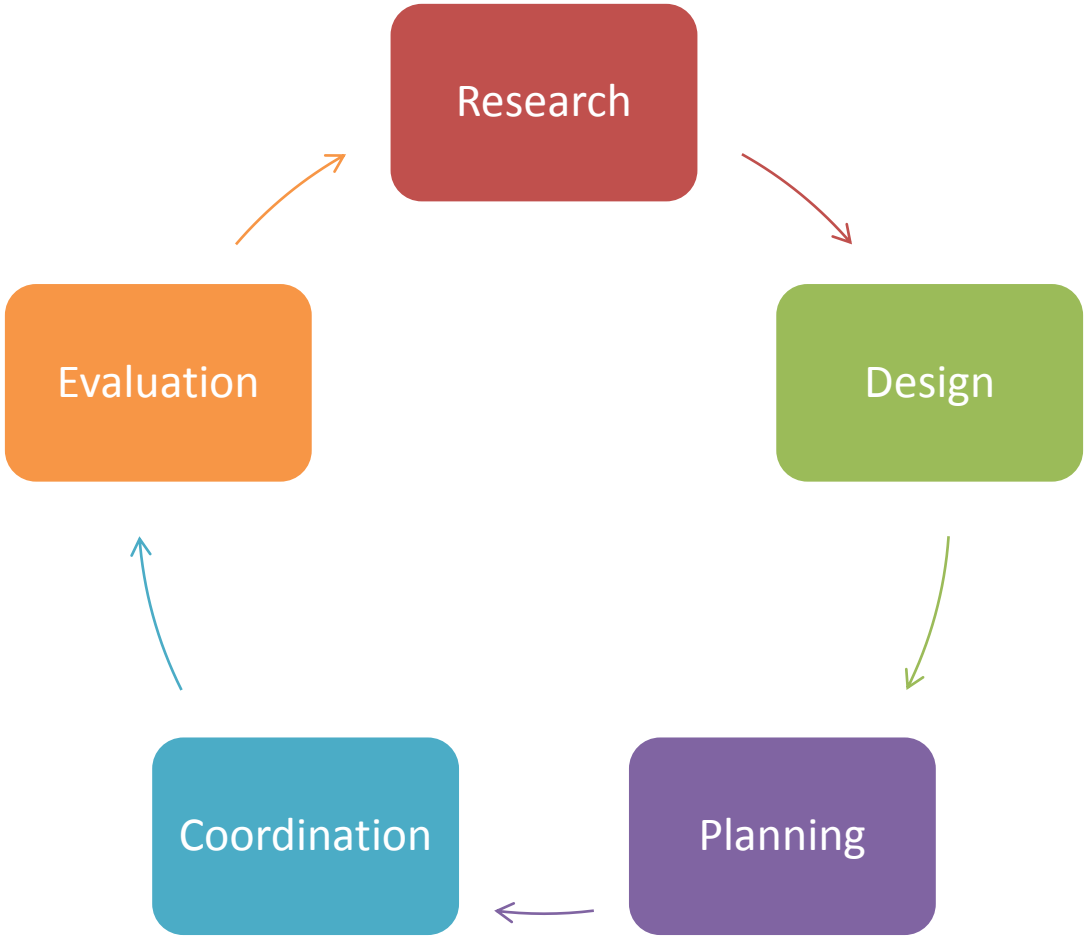
Goals

My Goals:

- Leave you with a basic understanding of the event planning process.
- Provide a toolbox of useful techniques for festival and event production.

Your Goals.....

Event Planning Process



Research Phase

- What?
  - Establish the creative concept.
- Why?
  - Define the outcome that you are trying to achieve.
- Who?
  - Identify key stakeholders and demographics.
- When?
  - Pick a date and time… carefully.
- Where?
  - Determine the most effective location for your event.

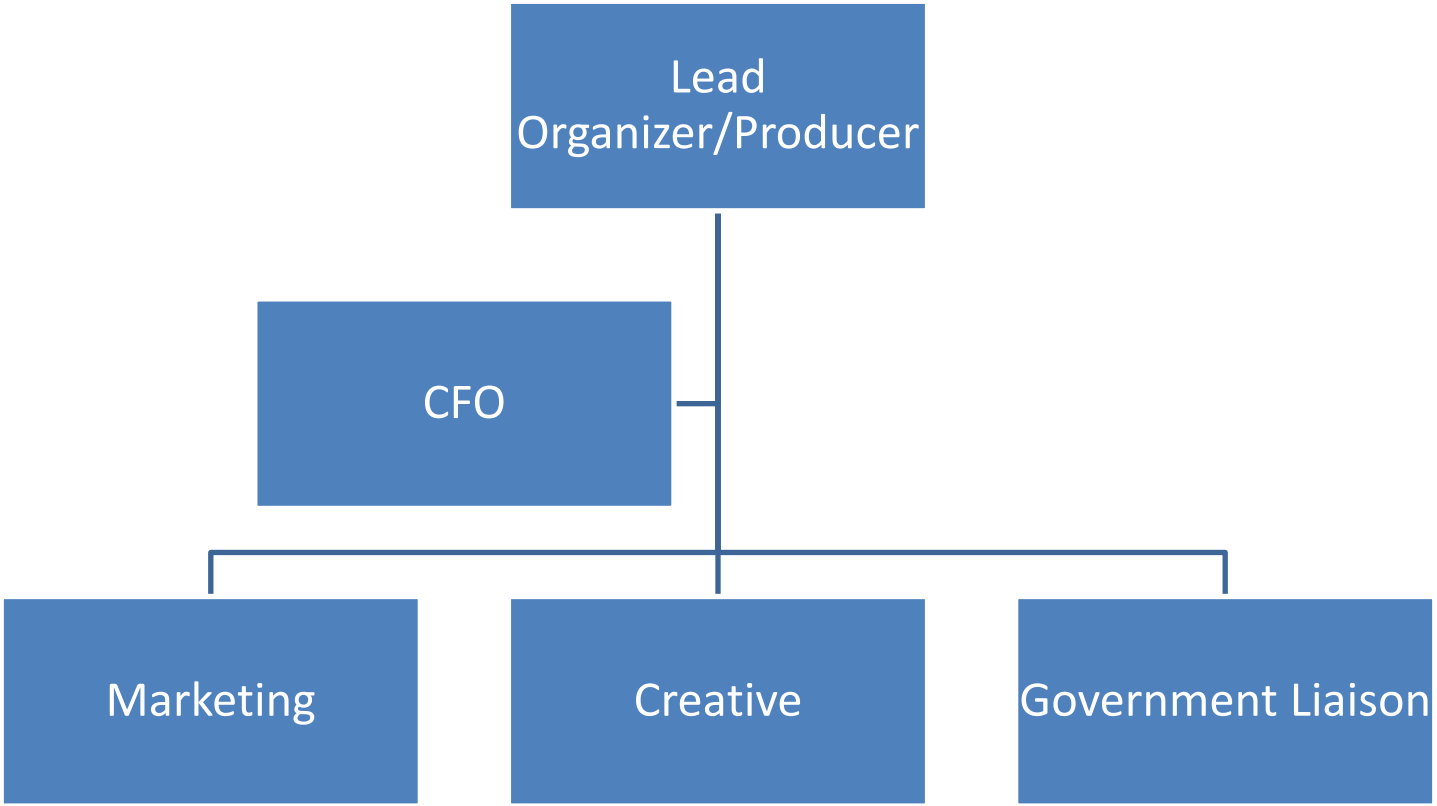
Design Phase

1. Craft mission statement
2. Define the overall "Event Experience"
3. Establish organizational components:
    - Creative/Talent Team
    - Finances
    - Permitting / Government Liaison
    - Volunteer Management
    - Marketing & Promotion
    - Food & Beverage
    - Fundraising
    - Legal / Risk Management

BUILD YOUR "COMPANY"

Planning Phase

Organizational Chart



Budget

Income vs. Expenses

- All-inclusive
  - Vendors (registration vs. hiring costs)
  - Administrative costs (supplies, office space, etc.)
  - Personnel costs (salaries, wages, compensation)
  - Special event equipment / services (staging, sound, talent, etc.)
  - Permitting & licenses
  - Insurance
  - Marketing & promotion
  - Public safety (EMS, PPD, etc.)
- Pre-event (initial), ten days out & post-event
- 5% contingency at all times

Fundraising

- Sponsorship
  - Create tiers for sponsorship levels based on the contribution amount.
    - Title Sponsor = $_____
    - Primary Sponsor = $_____
    - Secondary Sponsor = $_____
    - Friend of _____ = $_____
- Contact large, local companies for in-kind donations
- Partnerships
  - Non-profits vs. For-profits

Permitting

- State/Local Permits & Licenses
  - Tax ID # & Commercial Activity License **FREE** (L&I)
  - Festival Street Closure Permit (Streets)
  - Parks & Recreation Special Event Permit (PP&R)
  - City of Philadelphia Special Event Permit (MDO)
  - Health Department Food Protection Permit (DPH)
  - Temporary Tent Permit (L&I)
  - PA LCB Special Occasion License
  - Electrical Permits (L&I)
  - Parade Permit (MDO)
  - Insurance (Risk Management)

Coordination Phase

RFP (Request for Proposal) Process

- Prepare & distribute RFP's for all needed equipment and services.
  - Staging, sound, barricades, fencing, tents, decorations, security, etc.

- Looking for a minimum of (3) responses for each RFP.

- Use website, "RFP Database", Chamber of Commerce, PHLCVB, Visit Philly, Craigslist, social media, etc.

Master Calendar

- Identify each necessary task leading up to the event and establish the following:
  - Importance
  - Start date
  - End date
  - Responsible party
- Distribute calendar to the necessary parties via your established organizational chart.
- Note mandatory meetings, conference calls, etc.
  - *Meetings & calls increase in frequency as the event nears.*
- STAY VIGILANT & FOLLOW THROUGH

Production Schedule

- Be as specific as possible.
  - Hour by hour (or minute by minute) breakdown of the day's activities.
    - Load-in & setup times for each event component.
    - Specific locations (overhead site map is helpful).
    - Details, details, details.
    - Internal inspection timeline.
    - Performance / talent schedule.
    - Breakdown & load-out times for each event component.
    - Responsible parties.

Operations

- Establish footprint zones and assign zone managers.
- Internal communications:
  - Radio vs. cellular
  - Public safety (security) vs. event management
- External communications:
  - Social media (Twitter), conventional media, PA system
- Internal transportation:
  - Golf carts, bicycles, runners
- External transportation:
  - Shuttles, parking, SEPTA, bike racks

Evaluation Phase

- Honestly evaluate the successes and shortcomings of the event through each phase and component.
  - What be improved? Changed? Eliminated?
- Obtain post-event feedback from stakeholders.
  - Event debriefing with City departments.
  - After-action meetings with sponsors and production team.
  - Survey volunteers and attendees.
    - Surveymonkey.com
    - Comment cards
    - Website

EVENT "SUSTAINABILITY" IS THE GOAL

Q&A

The time is yours....