



**CITY OF BELLE ISLE, FLORIDA
CITY COUNCIL AGENDA ITEM COVER SHEET**

Meeting Date: May 1, 2018

To: Honorable Mayor and City Council Members

From: B. Francis, City Manager

Subject: After Action Report – Easter Egg Hunt

Background: The City Manager wrote up After Action Report on the Easter Egg Hunt. Originally, this report was to be presented to the Special Events Committee, but their meeting was cancelled. Since the Mayor is reporting on the final budget for the Easter Egg Hunt, I thought it would be appropriate to submit the AAR also.

Staff Recommendation: That the Special Events Committee continues to look at the suggestions on how to improve the event.

Suggested Motion: None – The reports are for information only

Alternatives: N/A

Fiscal Impact: See Final Budget under Mayor's Report

Attachments: Report



CITY OF BELLE ISLE, FL

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MEMORANDUM

From the Desk of Bob Francis, City Manager

To: Special Events Committee
City Council
Date: April 3, 2018
Re: After Action Report on Easter Egg Hunt

INTRODUCTION

The City conducted a special event called "Easter Egg Hunt" on March 31, 2018 from 10:00 AM to approximately Noon. This event was approved by the Special Events Committee and the City Council. The event is an Easter Egg hunt that has been conducted for the past few years.

AFTER ACTION REPORT OVERVIEW

This report is a compilation of information from the different individuals and staff who participated in the event and also comments that were received during and after the event. I attended this event.

The recommendations in this AAR should be viewed with considerable attention to the needs for a successful and safe event. In some cases, the Special Events Committee, City Council and/or staff may determine that the benefits of implementation are insufficient to outweigh cost. In other cases, they may identify alternative solutions that are more effective. However, they should review the recommendations and determine the most appropriate action and time needed for implementation.

The issues addressed in this AAR are being requested to be reviewed and thoroughly examined for the appropriation of needed resources to ensure the functions of event are efficient and effective.

Event Overview:

The event was held at the Wallace Field. The field was sectioned off for children of various ages, as well as an area for special needs children. The egg hunt was to begin at 10:15 AM and children collected eggs and then they were to turn them in at a location for various prizes.

Duration:

The event started at 10:00 AM and ended approximately at Noon. Volunteers stayed after to clean up and collect equipment.

Sponsor:

The City of Belle Isle was the event sponsor.

Funding Source:

See the attached budget for the event.

Participating Organizations:

Mayor; Cornerstone Students volunteers; Volunteers, City Staff

STRENGTHS

- Venue
- Well-Advertised
- Well Attended (about 200 total)
- Cornerstone Student Volunteers
- Police presence
- Sponsors
- Council members attended

AREAS OF IMPROVEMENT

- Venue layout or new venue
- Parking
- Start on time
- Age groupings (some children did not get any eggs)
- Use of Volunteers especially at the checkout
- PA System to explain rules
- No explanation of what they should be looking for (specially decorated eggs, purpose of the rocks)
- Process for turning in eggs

RECOMMENDATIONS

- Start on time. Not only do children get impatient, but families wanted to go to other events. Even if the Easter Bunny is late, the event needs to start on time.
- Use a bull horn or PA system to explain the rules and other items like what they get if they open an egg, what the special prize eggs are and how they are decorated, the purpose of the painted rocks. The area is too large and the crowd is too noisy not to use amplification of some kind. A big man trying to yell instructions is not only ineffective, but also intimidating to small children.
- Volunteers may need to be able to know how to interact with children. Some parents reported that they felt their kids were being “interrogated” about their age. At the start of the event, age groups could be announced or signs with age groups on them would be put near the age specific areas so kids could just go to the areas without being asked their age or stagger the start times for each group.
- The layout of the venue was acceptable. The City treated the field for ants prior to the event. When laying out the event, increase the size of the area for big kids and reduce the size of the area for small kids. Also, add more age appropriate options. I saw some kids in the big kid area that got no eggs because they were the small kids in the big kid section; some kids were upset to the point of tears because they didn’t get any eggs. There is enough room to have more age group zones in 2-3 year increments.
- For the venue itself, consider using the facilities at Cornerstone such as the football field, baseball field, and playground areas so age groups can be physically separated. Also, if using Wallace Field next year, then there needs to be off-street parking areas closer to the field. **Cars parking along Wallace Avenue, as well as, cars stopping in the middle of the road to let passengers out are not safe situations.** Also, parking at the school parking lot is not practical when families with young children have that long of a walk to the event, especially when they may be late. Having the venue at the school will allow for easier access to the fields and parking distances will not be so great.
- The checkout line was too long (See photos below) and not enough volunteers were assisting. This generated the most negative comments of all. At one point, the line stretched almost the length of the field. When volunteers offered to help, they were turned away. Many people left because the line and the wait were too long. When someone volunteers to help, they should be allowed to, not only because it would speed up the process, but when they are turned away, they may not volunteer for other events. There should be a box available to for children, who didn’t get a prize, to dump the eggs in and then the child could just grab a candy bag on not stay in a line. That will help shorten the line and move it along. Have at least four more volunteers and tables to streamline the process of handing out prizes.

- The checkout table had items and trash strewn about. It should be more professional in appearance, or be decorated. The checkout area should be in some orderly fashion.



CONCLUSION AND NEXT STEPS

This event has potential to be a better event if the venue is properly setup, or moved, and it starts on time. The Committee should be responsible for getting donations for this event. Recruit volunteers to setup the event and to help at checkout. Use a bull horn or PA system to line kids up according to age groups, but have more age groups where kids are more equal in age and ability. Explain to kids what they may be looking for out on the field or contained in the eggs.

IMPROVEMENT PLANNING MATRIX

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This is an example of the improvement planning matrix that should be completed by the Special Events Committee.

	<u>Area of Improvement</u>	<u>Improvement Action</u>	<u>Responsible Party/Areas</u>	<u>Targeted Completion Date</u>	<u>Status</u>
1)	Venue	Better plan for setup or move venue	Special Events	June 30, 2018	Ongoing
2)	Vendors	Yes or No. If yes, what type	Special Events	June 18, 2018	
3)	Event Risk	Make Event safer or risk injury	City Council	March	
4)	Volunteers	Recruit more	Special Events		
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