EVENT GUIDE FOLDER

In an attempt to create structure for the event process, I have created a folder to hand out to event organizers when they approach the city for information on requirements and/or guidance. In the past, these calls would be directed to either the City Secretary, the Police Department or the front desk. There was little to no consistency on information given. At times, conflicting information was handed out by the different departments.

I took the current City ordinances and created an Events Guide to explain the process, the terms used, code requirements as well as Standard Practices which were created in conjunction with the Police Department to ensure security as well as address issues which we have seen in the past (ie. Property owner complaints, miscommunications, etc.)

The page on the inside cover is a welcome letter to introduce myself and my business card to provide contact information. The goal is to have all communication directed to one person. To have one central hub of communication between the event organizers and the various related city departments.

Behind the Events Guide, inside the back cover, are all of the documents an event organizer may need to provide in order to put on an event in the city. Not all documents apply to every event, but they are all in one place and can be easily accessed. Most are also available on the city website, but until I get the events webpage updated, they are not all in one location.

The more organized and streamlined I can make the event process, the less time is needed addressing confusion with event organizers, City Hall and it's various departments.

2022 EVENT CALENDAR

I have also included the current calendar of events for 2022. This calendar shows all of the internal and external events we are expecting for the year. I currently have two additional external events being discussed which are not at a point where I'm ready to add them to the calendar.

The colored areas mark the expected time required to organize the events. Some events, such as the Christmas Parade, will take longer to organize than other events, such as the Water Party. This is not exact, but a fairly accurate guide. A large event will need at least four to six months to plan. I have already been in discussions on the next Christmas Parade, and certain items will need to be planned out before the calendar's August start time (ie. Route, schedule,

making reservations, etc.). Other large events will have similar issues that will need addressing before the scheduled planning time.

External events are on the calendar because they need a minimum of 60-days in which to begin discussions with event organizers on locations, permits, scheduling, required documents, etc. These events take many phone calls, meetings, and emails with the event organizer, the Public Works Department and Officer Lozano from the police department.

FORMS/APPLICATIONS

Another area I have been addressing is updating the reservation and application forms used by the city. There are a few issues with the current forms:

- Some forms are not as concise and they could be. Some don't ask for important information. Some have not been updated as city code was changed or updated.
- Different event forms go to different departments (ie. Community Center reservation forms go to the front desk, vendor forms go to the City Secretary, event forms are often sent to the Police Department).
- Some forms simply do not exist (ie. There is no form to reserve Fernland Park. People are told by Fernland to contact the Public Works Department. No form is available to let City Hall know if the park is reserved or not).

Forms are another type of communication and also need to have one central hub to make sure everyone is on the same page.

CONCLUSION

My goal is to make the events process orderly and standardized to avoid confusion. Of course, each event is unique, but once we have a list of expectations, rules and requirements in place, that will be the foundation we can work from to help the event organizers create their events.