

MEMO

COMMUNITY SERVICES

Date: August 8, 2017
To: Gregory Rose, City Manager
From: Niesha Whitman, Events Manager
Subject: Great American 4th

The following report includes a financial analysis of the Great American 4th, as well as feedback/future adjustments from event staff and community members, followed by a conclusion. After each event, I meet with the representatives from the following areas: Police, Fire, EMT, Police Volunteers, Park Manager, Recreation Manager and the Community Services staff that assisted with and/or worked the event. Additionally, I meet with hired contractors that for this event included Pro Em (equipment and security provider), Maricopa Unified School District, and Pat Kieny who provided the beer garden for the Salsa Festival and the Great American 4th this year. Each of the respective areas report back on what went well at the event and what could be improved moving forward. Below is a synopsis of the post review meetings.

Financial Analysis (Cost/Revenues):

Name of Billing Company	Total Invoiced/Billed	\$40,590.00	Revenue	
MUSD- Shuttle	\$2,696.00	\$37,894.00	\$ 1,520.00	Cash received from pool
Total Transit	\$480.00	\$37,414.00	\$ 1,845.00	Inflatables/games
Headliner - Outside the Line	\$1,500.00	\$35,914.00	\$ 4,438.80	Parking
DJ	\$473.00	\$35,441.00	\$ 4,146.47	Vendor registration
Firework Production	\$18,400.00	\$17,041.00	\$ 2,300.00	Sponsorship
Cobb event design	\$386.25	\$16,654.75		
AZ Bounce Pro	\$1,669.99	\$14,984.76	\$ 14,250.27	
Entertainment Solutions	\$4,325.25	\$10,659.51		
Photographer	\$225.00	\$10,434.51		
Graphic Design	\$302.16	\$10,132.35	Some estimated soft costs	
Oriental Trading	\$233.88	\$9,898.47	\$ 1,280.00	PD OT for security
Pro Em - Main	\$1,329.88	\$8,568.59	\$ 960.00	Fire OT for inspections/First aid
Pro Em - Staffing	\$2,573.77	\$5,994.82	\$ 10,000.00	Parks Staff *
Waste Management - Dispos	\$2,315.00	\$3,679.82	\$ 700.00	Lifeguards
Pro Em - Power	\$2,214.63	\$1,465.19	\$ 1,250.00	Copper Sky staff
ATM's	\$500.00	\$965.19		
Hospitality	\$750.00	\$215.19		
Maricopa Sign Company	\$500.00	(\$284.81)		
Bubble supplies	\$154.88	(\$439.69)	\$ 14,190.00	
Maricopa Sign Company	\$1,434.86	(\$1,874.55)		
Bob's barricades	\$1,867.92	(\$3,742.47)		
	\$44,332.47	(\$3,742.47)		
		Total Remaining Budget for the Entire Event		
		(\$3,742.47)		

*A more specific breakdown of Parks hours is being created by the Parks Manager.



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Feedback and Future Adjustments

City hospitality tent

Feedback

- “I appreciate all the hours that staff puts into these events, but to only have 2 tables inside the tent, plus a 3rd outside, said to me that having a space where staff could come, sit, cool down, eat and relax was not a primary consideration. It also made for an additional walk in 100+-degree heat that wasn’t necessary.”

Staff Comments

- The suggestion to move the hospitality tent was presented by the Parks Manager in order to give vendors a “prime” location during events. Originally, the hospitality tent opening was facing the event and it was requested by staff to be moved to face the fireworks. The hospitality tent is there for staff and volunteers to have short breaks, snacks and quick meals. It is not a place that staff and volunteers should be hanging out in as they should be working the event. I did not hear any other feedback on the size of the hospitality tent. This change resulted in a significant cost savings. The only thing missing from the hospitality tent was room for extra seating. Due to the timing of the event, the volunteers arrive an hour prior to their shift. They receive breaks during the event to enjoy the hospitality tent and then go back to work. Noted in meeting we always have 2 tables inside hospitality and 2 outside

Future Events

- Move hospitality tent closer into the main event area or inside Copper Sky
- Have to-go boxes ready for staff who cannot make it to the hospitality tent or have a designated cart do deliveries.

General layout of the site

Feedback

- “The site looked too spread out, and key services were splintered. Case in point – PD was at the SW corner of the lot while Fire & Medical was at the NE corner. To make matters worse, Fire & Medical was behind the bounce



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houses and not at all visible from the main lawn. It was blocked, making access challenging and visibility impossible.”

Staff Comments

- After receiving feedback about improving event layouts the Parks Manager and I brainstormed some ideas but ultimately hired a contractor who does layouts for events professionally. The consultant was recommended by our equipment provider Pro Em. We have been proactive in trying to mitigate and address layout concerns received by getting feedback and support from peers and contracted professionals. The layout that we used for the 4th is what was recommended by the consultant.

Future Event

- Move City row to an area where they can be visible and engage community members

Following the plan

Feedback

- “if you provide a site plan, that plan should be adhered to. Besides the fact that the map provided in my packet of information didn’t match the site, there were things that obviously got moved or weren’t well-planned to begin with. Also, from what I was told, there were several last-minute vendors who showed up and were given preferred locations. Specifically: How does a Snow Cone vendor get a better presence than the main City tent or Fire & Medical? I also observed vehicles parked on the lawn next to their booths. Why is this allowed? From my perspective, the event looked “sloppy”, disorganized, and fragmented.”

Staff Comments

- The presentation to Council was three days prior to registration closing. Once registration closed and no more vendors could sign up, the layout was updated to reflect the accurate number of vendors for the event. The amount of vendors could not be anticipated prior to registration closing, but I could have noted that it was going to change in the presentation. I will note that moving forward. The inflatables moved due to a vendor requiring electricity. In an effort to provide good customer service and keep the vendor, CJ Snowie, happy I drove him to different areas that had



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electric access. He let me know that he had a generator at home that he could go back and get so I did give him an opportunity to set up near the inflatable area, but assumed since he had power access he would go back to his original location. When he left to get the generator and came back, I was in full event mode and running around. When I was notified on where he set up upon his return, he was already unpacked and unloaded so I had to adjust the placement of the inflatables to accommodate the vendor. PD expressed concerns with their location prior to the event and I adjusted it, which is why they were on the south entrance end.

- It has been clearly communicated to me not to accept vendors past the deadline. No last minute vendors were accepted, including churches who reached out to participate in the event.
- Vehicles are allowed on the grass near their booth if they make pre-arrangements with me. Vendors generally do this if they have a lot of product that would be hard to transport back and forth from the parking area

Future Events

- Create scalable layouts so if vendor spaces are not filled, it will not result in a significant change in layout
- Do not allow vendors to move spaces or make last minute accommodations

Signage

Feedback

- “When you have major changes, you should provide additional signage to help. There were several places where signage would have helped, but I saw none.”

Staff Comments

- We are limited on how much signage we can provide at events. We have 20 A-frames and sometimes over 20 messages to deliver to the community. Please find attached the sign plan for the Great American 4th. There was a lot of thought put into it, we also tried some of the little black



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sandwich boards with directions to the pool but since they are so small, they were hard to see.

Future Events

- PD has volunteered to look into purchasing additional sandwich boards for signage during events.

Trash

Feedback

- “after speaking with several other staff members, I was told that trash receptacles were not present. Why? What happened? All I saw were several cardboard boxes from Waste Management. I would guess that those were full pretty early on. How was trash collection addressed and how many additional staff hours were needed for clean-up?”

Staff Comments

- There was miscommunication with the trash provider so we did not get the toters. We had cardboard trashcans from a previous event that we were able to utilize. I received multiple quotes and most of the other companies only provide that type of trash can for events. That was a potentially bad situation but it turned into a positive. There was a group of kids that tagged the Ramada during set up of the event. I called the Police and they arrived on scene to assist with the situation. They asked me what my suggestion was and we agreed to have the kids clean the graffiti off the wall and help set up and place all of the trash cans. The kids had such a great experience that they said they would help at the next event in December. We had a pallet of cardboard trash boxes in addition to the plastic trashcans that Parks had on site. This could have been a disaster but in the end it worked out due to amazing teamwork and creative thinking. The trashcans were not overflowing and we had no issues with trash that evening.

Future Events

- Parks team will take on a greater role with coordinating equipment needs.



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Security

Staff Comments

- No reports of excessive alcohol consumption and participants enjoyed the event
- No crimes or injuries reported
- 1 incident involving disorderly juveniles at skate park

Future Events

- Foot patrol for skate park and basketball courts during special events

Lost & Found

Staff comments

- 3 lost children
- 1 loose dog
- Noted that was tremendous accomplishment for number of event attendees

Future Events

- Incentivize wristbands for young children through free vendor tickets or giveaways
- Add wristband location for lost kids near inflatable area

Fire/EMT

Staff Comments

- No firetruck on standby due to traffic and staffing concerns

Future Events

- Eddie Rodriguez will follow up with Chief Leffler to make sure truck is on standby

Traffic Control

Staff Comments

- PD expressed concerns due to heavy pedestrian traffic at MLK and 347



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- Traffic egress was heavy as usual. We made some improvements to the traffic, however, between Ak-Chin fireworks concluding their event and letting traffic out 25 minutes prior to our event and Amtrak closing 347 for almost 30 minutes, traffic was heavy
- Traffic ingress was heavier than usual due to a Pro-Em cash takers not being at their post, which delayed the opening of the main dirt lot. When City staff was alerted the problem was quickly addressed

Future Events

- PD recommends no pedestrian traffic crossing at MLK and 347; will direct pedestrian foot traffic to Bowlin Rd and Greythorn (will advertise to public prior to event)
- PD will look into having their volunteers assist with cash handling at events
- Have emcee do more traffic announcements
- Needed another Variable Message Sign (VMS) on 347 for southbound traffic
- 6 months in advance request a temporary light with traffic plan for the Martin Luther King entrance off the 347

Parking

Staff Comments

- Sticking to the plan; Pro Em changed the ingress traffic plan and did not fill overflow lot first
- Communication –once the plan changed, it should have been communicated to all logistical leads
- Lighting- lack of lighting is a safety concern

Future Events

- Ensure Pro-em or Security Company attends PD briefing specifically (in addition to committee meetings)
- Communicate any last minute changes as soon as possible to all logistical leads
- We will evaluate improvements to the ingress plan for next year, including adding an additional point of ingress for VIP parking



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Shuttle

Staff Comments

- 2017- total shuttle riders 675 in and 721 out. Doesn't include ADA numbers
- 2016- total shuttle riders 649 in and 651 out. Doesn't include ADA numbers

Future Events

- No change recommended

Vendor load in

Staff Comments

- Snow cone vendor; needing electric

Future Events

- Leave extra spaces on layout to accommodate vendors if possible.
- Continue to use of number signs so you can see numbers from a distance

Cash Handling

Staff Comments

- Everything was smooth, expressed concerns about Pro-Em doing cash drops outside

Future Events

- Don't balance or provide cash outside; go inside multi-gen

Inflatables/games

Staff Comments

- Continue to use Arizona Bounce Around inflatable company; other companies have lax staff who don't pay attention and make sure participants have wristbands to access inflatable area; this company had staff that cared and enforced rules

Future Events



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- Add signage near kids games to make families aware of wristbands for lost children

Pool

Staff Comments

- Made money for first-time event
- Continue to leave pool open for future events

Future Events

- Mag lock entrance to Copper Sky to limit access to building
- Invite Jim Norman (Facilities Maintenance Coordinator) to planning meetings so he's in the loop for anything building related
- Since there were concerns about price point for pool –add a slice of pizza as an added benefit for members and cap at 300 for next year; may get too full at 500 people and not be considered VIP

Fireworks Display

Staff Comments

- Heard great responses from community and staff, the length of the show had a good pace and the finale was excellent

Future Events

- Patriotic Celebration -Include Honor Guard, Color Guard, and get local Boy Scouts involved in the celebration. This will extend the program and allow more time for Ak-Chin egress
- Consider hosting a VIP section in aerobic room upstairs in Multi-gen to watch firework display in air-conditioned room

Additional feedback:

- Include staffing information booths with City staff or committee members who are knowledgeable about City events.
- The event was well managed with very good communication with law enforcement partners and other city departments. PD walked and talked to over 100 people and feedback was extremely positive.



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- Staff member was out of country during event but only heard positive feedback about it via word of mouth and Facebook.
- All staff noted, they did not hear anything negative about the event and thought overall it was a success and the internal concerns could be addressed for future events.
- The event provided entertainment, food booths and public safety related displays in a healthy family oriented environment. There were no reports of excessive alcohol consumption and participants enjoyed the event in a respectful and legal manner. No crimes or injuries were reported to officers working the event.
- “Kudos to you and your amazing staff, the PD, FD and numerous Volunteers! I think we had another successful 4th of July, many community members praised the out of the box thinking on the water "sprinkler" feature and the pool. You will always hear about the things that went wrong but I want to focus on what went right... there were many community members that watched our fireworks from the comfort of their home, patio, pool, cars, parking lots, fields - throughout Maricopa and surrounding area. They were all impressed by the firework show and although the "numbers" in attendance at Copper Sky may not show a true account of all of those that enjoyed and participated in the watching of our spectacular show - know that the entire community had a chance to partake although they did not physically go to the park”.

Conclusion

There is typically something that happens during an event that causes us to have to change something or come up with an alternative plan. While there were some hiccups that arose, I have heard nothing but good feedback about the event from community members as well as my peers. Even the Facebook comments have been positive. This is a great sign that the community did not notice that some things that were planned did not go as intended. From each event, we learn how we could do some things different.

Families took advantage of the sprinklers and enjoyed the free area to cool off. Having the pool open for the first year was also a great success. We needed 80 participants to break even and we had 216!



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The many special events the Community Services Department showcase each year could not be possible without the assistance of several City departments and staff. The Parks Division is a tremendous help and I appreciate their willingness to take on a greater role with planning moving forward and making each event bigger and better.

