



# Post Event Evaluation for the Great American 4<sup>th</sup> Community Services Department

September 19, 2017

# Event Planning Criteria

- Purpose and goals for each event
- Identify the target audience/needs assessment
- Communicate expectations of all event leads, contractors, partners, vendors, etc.
- Financial goals/expectations
- Cost/benefit analysis and community value

# Logistics

- Consistent site plans
- Increased informational and directional signage
- Visible Police Department/Fire Department booth locations
- Other City department booth locations
- Clear designation of “Staff Only” hospitality tent (s)

# Marketing & Promotion

- Utilize text messaging service
- Work with local HOA's to get the word out
- Announcement/promotion of events at Mayor and Council meetings

# Considerations for All Future Events

- Increased fees for prime vendor locations
- Designated golf cart for vendors to support vendor services
- Vendor expectations
- Sponsorships
- Expanded use of volunteers

# Photos



# Questions/Comments/Recommendations