File #: WSPRES 17-33, **Version:** 1

That Mayor and City Council shall hear and discuss a presentation by Interim Community Services Director Fred Gray and Special Events & Marketing Manager Niesha Whitman on the Post Event Evaluation for the Great American 4th.

At the conclusion of each event, Special Events & Marketing Manager Niesha Whitman conducts a post event evaluation to analyze the event and determine what adjustments and changes need to be made for improvement in future years. Representatives from each of the following City departments participate in the evaluation: Police, Fire EMT, Police Volunteers, Parks Manager and appropriate Copper Sky staff. Additionally, hired contractors are included, which include Pro Em (equipment and security provider), Maricopa Unified School District, and Pat Kieny who provides the beer garden for the Great American 4th as well as the Salsa Festival. Specifically for this year's Great American 4th, staff also received input and recommendations from Council Members and also had the opportunity to meet individually with Council Member Chapados to discuss her analysis and suggestions for improvement moving forward.

Mayor and Council have previously received the attached memorandum identifying the feedback received, staff comments and recommended action for future events. While this information specifically addresses the Great American 4th, the majority, if not all of the recommendations for improvement are applicable to other events as well. In addition to the previously distributed memorandum, the presentation contained in the attached power point will elaborate further on the department's future event planning endeavors.

This item is being presented by Interim Community Services Director Fred Gray and Special Events & Marketing Manager Niesha Whitman.

City Manager Gregory E. Rose recommends that the Mayor and City Council hear the presentation on the Post Event Evaluation for the Great American 4th, and provide direction for next year's event if needed.