

City Council

Work Session

May 25, 2021





Special Events Plan

Other Responsibilities

SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER
RECREATION	RECREATION	RECREATION	RECREATION	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
Tiny Tot Soccer	Summer Basketball	Lunch with the Mayor	Indoor Pickleball League	Egg Hunts	4th of July	Boonanza	Tree Lighting
Spring Basketball	Tennis Camp	Tiny Tot Soccer - Fall	Winter Basketball	Hunt	Patriotic Concert	Night Out Against Crime	Swim with Santa
Spring Softball	Basketball Camp	Fall Basketball	Jr. Jazz Boys	Dive	Pool Bash	Pop Up Parties	Storytelling festival
Spring Soccer (Coed)	Volleyball Camp	Fall Softball	Jr. Jazz Girls	Teen	Movie in the Park	Search The City	
Baseball (minor)	Pickleball League	Fall Soccer - Coed	Jr. Jazz K-3	Tax Man Tournament	Freedom Run		
T-Ball & Machine Pitch	Pickleball Lessons	Youth Comp Basketball	Basketball 3 on 3	Police Outreach Night	Parade		
Baseball (major/Pony)	Paddleboarding	Hiking	Snowshoeing	Arbor Day	Fireworks Show		
Youth Volleyball Clinic	All Sports Camp	Nature walks	Ice Fishing	Pop Up Parties	Concert/Fisher Park		
Start Smart	Races	Open Play League	Wilderness Survival	Search The City	Movies in the park		
ARTS	ARTS	ARTS	ARTS	Memorial Day	Pickleball Tournaments		
Finale Camp	Summer Childrens Theater	Fall Theater Production	Theater Production		Pop Up Parties		
Shakespeare Camp	Summer Theater Camp	Children's Choir	Classes		Search The City		
Art Classes	Summer Art Camp	Community Choir					
Arts & Crafts classes	Summer Choir Camp	Community Band					
Home School Theater	Stage Managing Camp	Home school choir					
Home School Choir	Improv Camp	Homeschool Theater					
Dance Classes	Shakespeare Summer	Musical Theater Classes					
Musical Theater Class	Shakespeare Intensive	Acting Intensive					
	Summer Family Theater	Dance Classes					
CAFC	CAFC	CAFC	CAFC				
Swimming Lessons	Swimming Lessons	Swimming Lessons	Swimming Lessons				
Private Lessons	Private Lessons	Private Lessons	Private Lessons				
Fitness Classes	Fitness Classes	Fitness Classes	Fitness Classes				
RENTALS	RENTALS	RENTALS	RENTALS				
Pavilions	Pavilions	Pavilions	Party Room				
Party Room	Party Room	Party Room	Arts Center				
Arts Center	Arts Center	Arts Center	City Hall MP Room				
City Hall MP Room	City Hall MP Room	City Hall MP Room					
Amphitheater	Amphitheater	Amphitheater					
Field Use Rentals	Field Use Rentals	Field Use Rentals					



Special Events Description

From a public relations perspective, the reason an organization hosts a special event is to promote an idea, a cause, or a project that is important to the organization and its publics. Special events should not be done just for the sake of doing them.



Why do we hold Special Events?

- *Build community relationships and community pride*
- *Highlight things in our community/Educate*
- *Sporting Events/Competitions/Performances*



Three Types of Special Events

Create a Place Where People Want to be

Community Building

- Bring people together
- Highlight rituals & traditions
- Create a sense of belonging
- Show that we care
- Connect the community & leaders
- Connect people & Places

Ceremonies & Open Houses

- Exposure of city services & facilities
- Improve Public Image (Awareness)
- Brand Loyalty – Increase Participation
- Educate the Public

Sporting Events, Competitions, Performances

- Bring people to our community
- Perform for and audience
- Revenue Generation

Community Building

- *Egg hunts*
- *4th of July*
- *Boonanza*



Ceremonies & Open Houses

- *Police Outreach Events*
- *Tree Lighting*
- *Arbor Day*
- *Council Outreach*
- *Search the City*
- *Recreation End of Summer*
- *Movies in the Park*



Sporting Events, Competitions, Performances

- *Pickleball Tournaments*
- *Tax Man Tournament*
- *Band Concerts*
- *Choir Concerts*
- *Swim with Santa*



Observances

- *Memorial Day*
- *Juneteenth*
- *Veteran's Day*