Cultivating Your Community

The Vital Role of Special Events in Serving Your Residents

Natalie Domino
Special Events
City of South Jordan

- 7 years experience
- President and Chair of ACE Co. (Association of Civic Event Coordinators)
- Events Chair for URPA
- ndomino@sjc.utah.gov

What is a Special Event?

According to FEMA

- Non-routine
- Places strain on the community resources
- May have a large number of people
- Requires special permits & additional planning

Why are Events Important?

- Shape and create your culture
  - Create a sense of:
    - Community
    - Belonging
    - Ownership
- Events are the most visible thing a city does for their residents

-Abraham Lincoln

-Actually Dustin Lewis

(South Jordan City Manager)

WHO WANTS TO BE AN

EVENT PLANNER?

WHO WANTS TO BE AN

Let's Go!   10 Minute Event

- 1 minute to set goals & budget
- 5 minutes to plan
  - Passive activities
  - Active activities
  - Food
  - Etc.
- 1 minute event set up
- 2 minute event
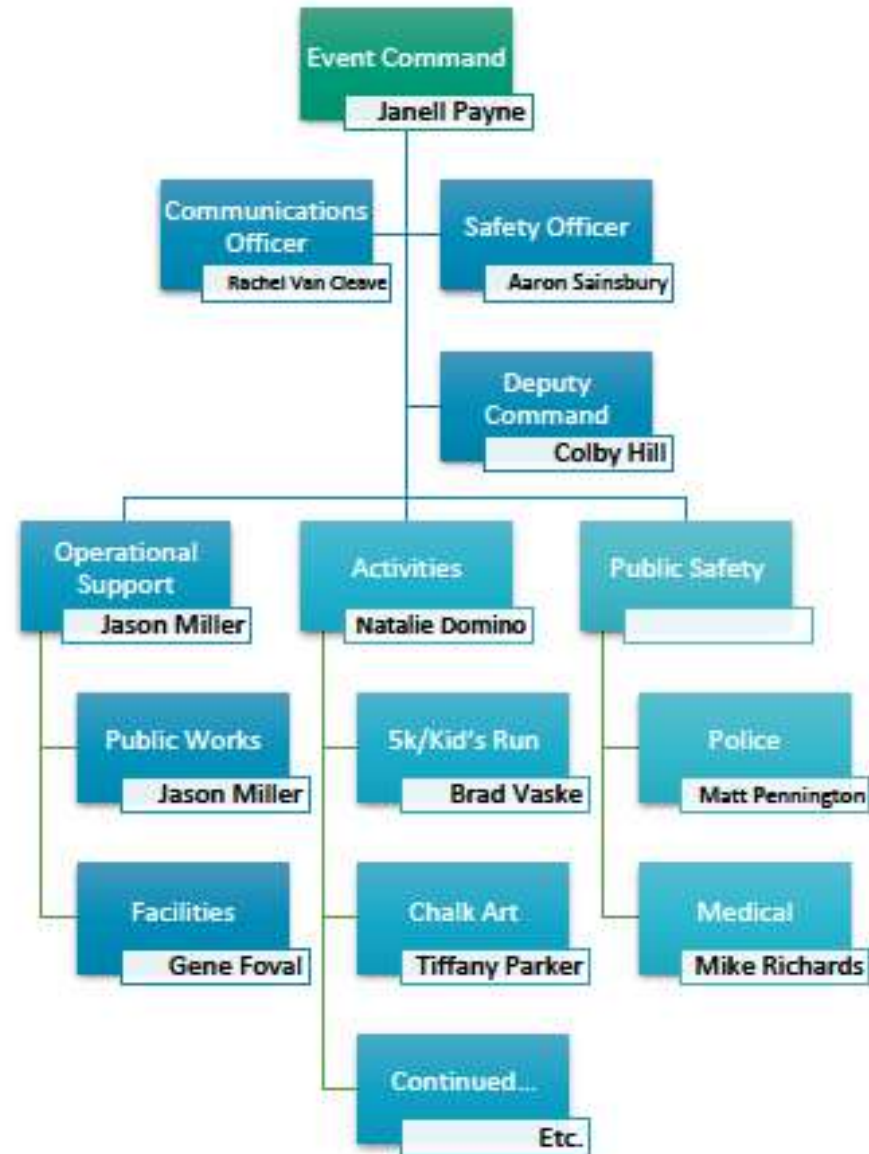- 1 minute After Action Report

How did you measure the success of the event?

- # of people who attended
- # of people who were happy
  - Post event survey
- Safety

Event Command

Janell Payne

Communications Officer

Rachel Van Cleave

Safety Officer

Aaron Sainsbury

Deputy Command

Colby Hill

Operational Support

Jason Miller

Activities

Natalie Domino

Public Safety

Public Works

Jason Miller

5k/Kid's Run

Brad Vaske

Police

Matt Pennington

Facilities

Gene Foval

Chalk Art

Tiffany Parker

Medical

Mike Richards

Continued...

Etc.

Summerfest 2022

Set up people

Message Board

Temporary Fencing
Janell and Natalie - If we are able to   ②

Missing signs
Hi everyone, We had two half size   ②

Generator
Hi friends! We are missing a red   ①

Bingo Machine Missing
📣 Announcement — Hi, Has anyone   ②

Summerfest Pictures/Video
Hey Guys, While our   ⑦

Car Show

To-Dos

All to-dos are completed:
IC Monthly Meeting Action Items

ALL DONE!

Docs & Files

MAPS
...and 2 more

PIO - Emergency Graphics

Communications Team Schedule...
Notes:
In case anyone is

Incident Command: Planning
...and 5 more

Communications
Car Show   Event signs

Safety

General Chat

Colby Hill 11:12am
I guess send me the information, and I'...

Natalie Domino 11:37am
Thanks Colby!

Aaron Sainsbury 1:16pm

Aaron Sainsbury 1:16pm
Colby, here are the drivers if you need ...
...

Email Forwards

Natalie Domino
Firework Application — Hi Catherine, He...

RVanCleave@sjc.utah.gov (via Janell P.)
SOUTH JORDAN — Rachael Van Cleave | ...

RVanCleave@sjc.utah.gov (via Janell P.)
Concerts for Summerfest — Hey Robert,...

JeffK@jvwcd.org (via Aaron S.)
Annual Planned City Event — No proble...

DTingey@sjc.utah.gov (via Janell P.)
[EXT] RE: Introduction to Josh Dallin - ...

Card Table

A visual, Kanban-like tool for process-oriented work. Establish a workflow and move cards across columns.

⊞ **Summerfest 2022**

Docs & Files

⊞ ☰ | Unsorted ⇕ | •••

＋ New...

MAPS

Summerfest 2022 Map updated...

SOUTH JORDAN CITY-2019...

...and 2 more

PIO - Emergency Graphics

Instagram Alerts

...and 1 more

Twitter Alerts

...and 1 more

Facebook

Communications Team Schedule Summerfest 2022

Notes:

In case anyone is curious, here is our schedule. Facebook

Incident Command: Planning

DOC
203 JP SF 22.doc

DOC
203 JP Draft SF 22.doc

Notes:

...and 5 more

Communications

Car Show Graphics

Event signage

...and 4 more

Safety

Mass Gathering Permit...

Mass Gathering Application...

Activities

Fireworks

Carnival

...and 3 more

...and 9 more

Ops

Maps are now located in the MAPS folder

View Docs & Files folder for location

General Event Resources

Summerfest 2022 Sponsorship...

Summerfest Main Stage Schedule

...and 3 more

OPERATIONAL RESOURCE PLANNING WORKSHEET (ICS 215)

ADAPTED FOR SJC EVENTS

1. Activity Name/Description: Butterfly Encounter & Releases		2. Date(s) and Time(s):	

1. Activity Name/Description: Butterfly Encounter & Releases
This takes place in the East batting cage nets. Riverbottom Butterflies will bring and set up additional netting inside the batting cages, other set up includes artificial plants and self-contained fountain. Guests can walk through the enclosure, Butterfly releases in front of the enclosure at 18:00 and 20:00 Friday 6/3 and 15:00, 17:00 and 19:00 on Saturday 6/4

2. Date(s) and Time(s):

6/3/2022	16:00
6/3/2022	21:00
6/4/2022	13:00
6/4/2022	21:00

3. Resource Needed	Description	Assigned To:	Have	Need	Approved
Feather Flag	Feather flag and flag stand set up in the area.	Ops	x		Yes
Sandwich Board	Release time listed and set up in area	Ops	x		Yes
Green Room Tent	10 X 10 tent with walls with 1 table and 4 chairs set up inside	Hired Vendor	x		Yes
Hospitality Basket	Basket with water, snacks, sunscreen inside tent	Events		x	Yes
Employee	Meet vendor and direct to event area and hospitality tent	Events	x		Yes
Enter name of resource.	Enter a description of the need and how the resource will fill the need.				Y/N
Enter name of resource.	Enter a description of the need and how the resource will fill the need.				Y/N
Enter name of resource.	Enter a description of the need and how the resource will fill the need.				Y/N

4. Prepared by:	Kaitlin Youd	Recreation Admin Assistant	Signature: KY	5/18/2022
5. Approved by:	Enter Name.	Position/Title	Signature:	Enter Date

ICS 215 (ADAPTED FOR SJC EVENTS)

ARE YOU NOT

ENTERTAINED!

GLADI
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memegenerator.net

How do we grow events?

- Consistency
  - Movies in the Moonlight
    - Same park
    - Movie every Friday night
    - Attendance went from
      - average of 300 ppl/movie in 2019
      - 1,700 ppl at largest movie in 2023
    - Consistently good movies & activities

How do we keep growing events?

- More people = more problems
  - Crowd control
    - More people = more of a "crowd mentality"
  - More activities needed
    - Lines are the enemy of a good event
  -
  -
  -
  -

How do we solve these problems?

- More money for events
  - I've got receipts!
    - Attendance rates, etc.
- More personnel to plan and run the events
  - Including support staff from other departments
    - Parks & Recreation
    - Police
    - Fire
    - Communications
    - Public Works
  - Our largest event (25,000 ppl) takes approx. 150 staff members to execute

That's too much! Our events are fine as they are

- If your events aren't attracting your entire community, you're not serving your entire community

- How do you choose who in your community to serve?
  - Who are you missing?
    - People with disabilities?
    - People from different cultures and backgrounds?
    - People of different ages?

- Publicly funded events should be accessible to EVERYONE

♪ YOU'VE CONVINCED ME ♪