

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)



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

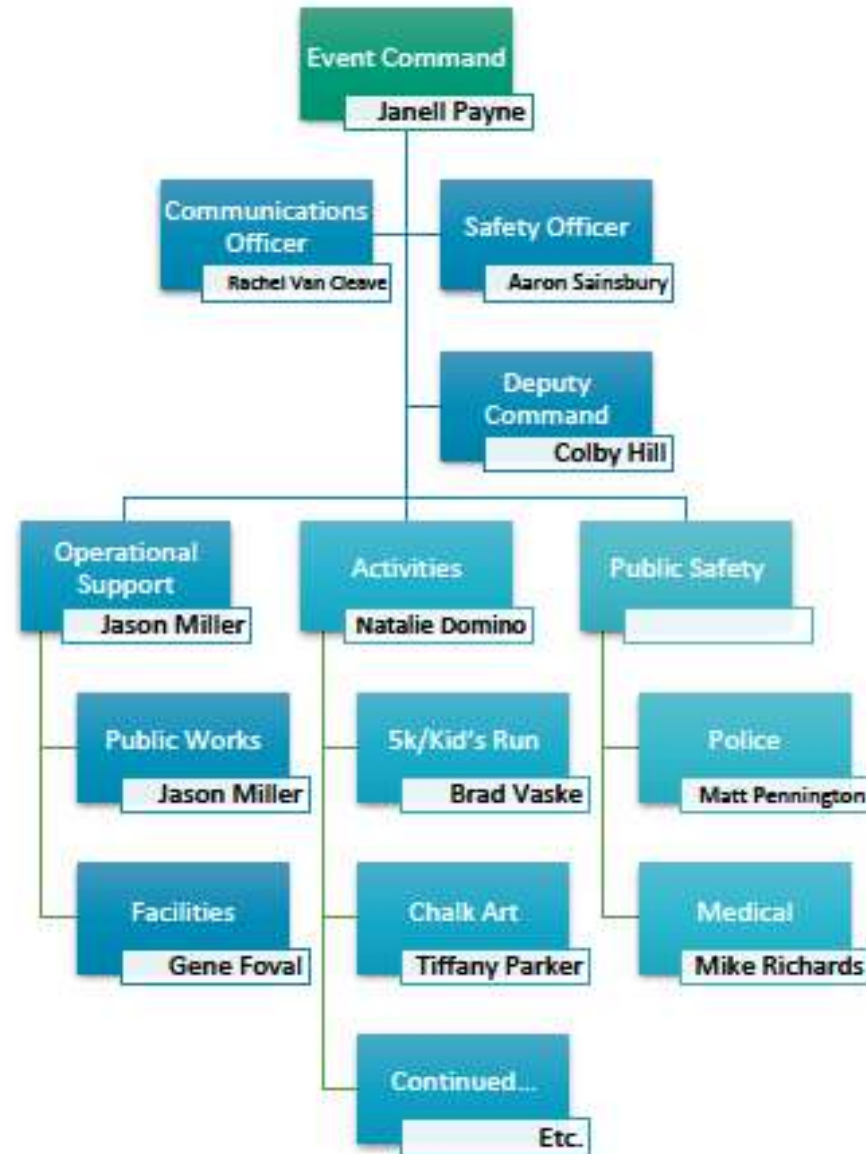
How did you measure the success of the event?

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

**YOU'RE A CITY EMPLOYEE NOW, HALF
YOUR LIFE IS GOING TO BE PAPERWORK**



CONGRATS!



Summerfest 2022

Set up people



Message Board

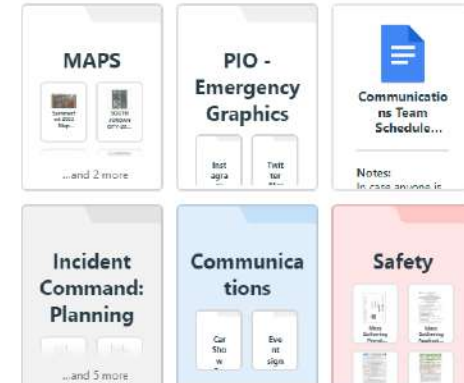
- Temporary Fencing**
 Janell and Natalie - If we are able to 2
- Missing signs**
 Hi everyone, We had two half size 2
- Generator**
 Hi friends! We are missing a red 1
- Bingo Machine Missing**
 Announcement — Hi, Has anyone 2
- Summerfest Pictures/Video**
 Hey Guys, While our 7
- Car Show**

To-Dos

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



Docs & Files



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...
- JP** RVanCleave@sjc.utah.gov (via Janell P.)
SOUTH JORDAN — Rachael Van Cleave | ...
- JP** RVanCleave@sjc.utah.gov (via Janell P.)
Concerts for Summerfest — Hey Robert,...
- JeffK@jwcd.org (via Aaron S.)
Annual Planned City Event — No proble...
- JP** 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

+ New...

Docs & Files



Unsorted



MAPS

...and 2 more

PIO - Emergency Graphics

Instagram Alerts

...and 1 more

Twitter Alerts

...and 1 more

Communications Team Schedule Summerfest 2022

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

Incident Command: Planning

Notes:
...and 5 more

Communications

Car Show Graphics

...and 4 more

Event signage

Safety

Activities

Fireworks

...and 3 more

Carnival

...and 9 more

Ops

Maps are now located in the MAPS folder
View Docs & Files folder for location

General Event Resources

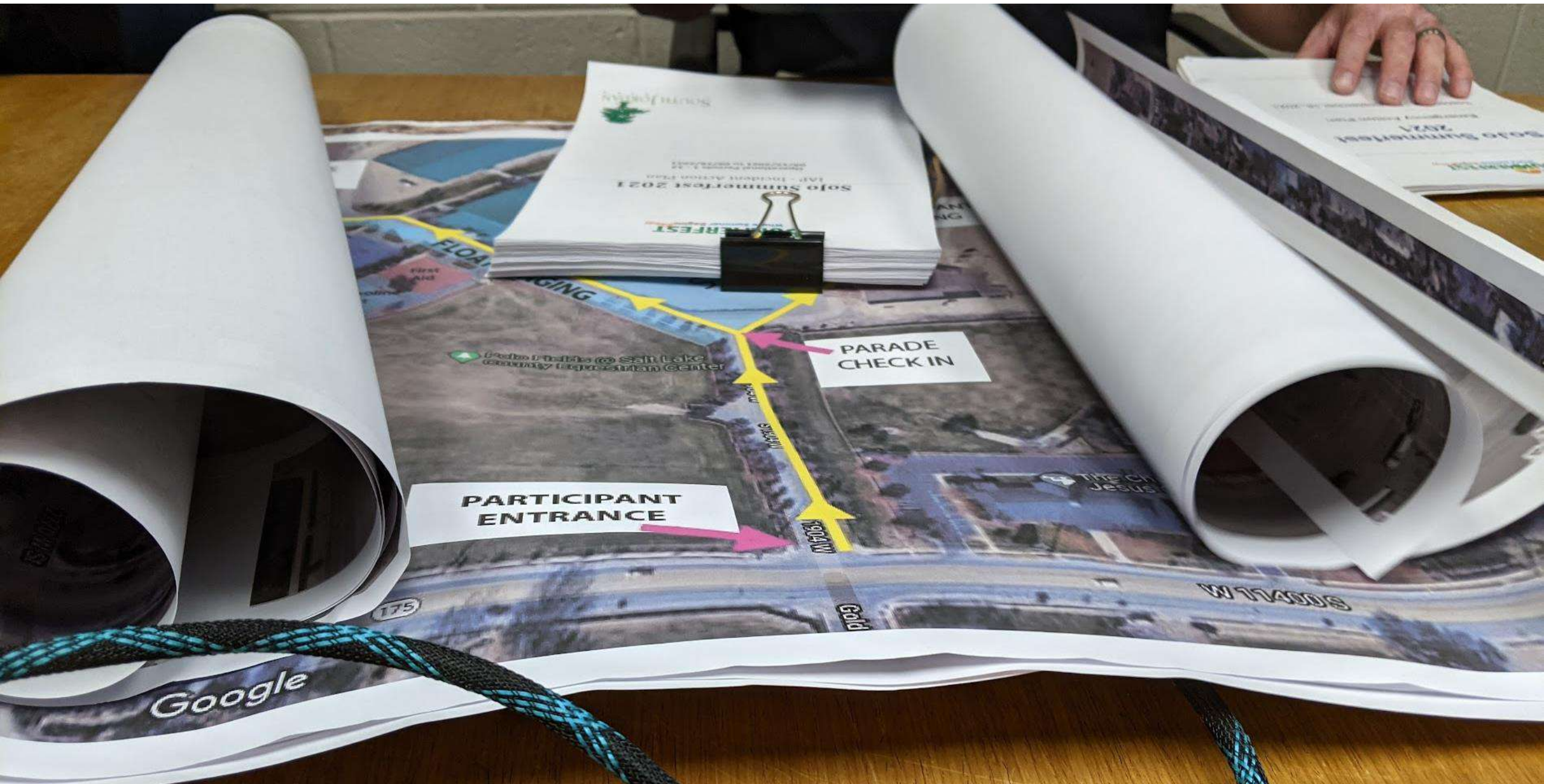
...and 3 more

OPERATIONAL RESOURCE PLANNING WORKSHEET (ICS 215)

ADAPTED FOR SJC EVENTS



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



SOUTH JORDAN
PROCESSED TO SUPPORT
Soto Summerfest 2021
EAT - Incident Action Plan
SOTO SUMMERFEST

PARTICIPANT
ENTRANCE

PARADE
CHECK IN

175

Gold

W 11400 S

Google

ARE YOU NOT



ENTERTAINED!

GLADI
©2000 Dreamworks

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





If events are
so important,
I should plan
them!

- “No one wants to go to an event where the entertainment was chosen by the amount of insurance they carry.”

-Natalie Domino