

# VISION POSSIBLE

FRPA 2020



WELCOME TO THE 2020 FRPA CONFERENCE!

# LEARNING OBJECTIVES

- Learn how to properly plan and execute a special event.
- Learn strategies of staffing a successful special event and getting buy-in from staff.
- Implement a way to handle any situation that may happen at your special event.

# SPECIAL EVENTS

- What is a special event?
- Why have events?
- How do you start?



# EVENT SCALE

- Small Event- Less than 1,000 attendees
- Mid-Size Event- 1,000-10,000 attendees
- Large Event- over 10,000 attendees



# 4 STAGES OF SPECIAL EVENT DEVELOPMENT

- Pre-Planning Research
- Planning
- Event Day Duties
- Post-Event Duties

# PRE-PLANNING RESEARCH

- Review Notes/Recap (if event was ever held before)
- Demographics
- Funding
- Benchmarking
- Dates/ conflicting events
- Location

# FUNDING

- Sponsorship
- Donations
- Vendor Fees
- Ticket Sales
- Other (Grants, Public/Private Partnership, etc.)





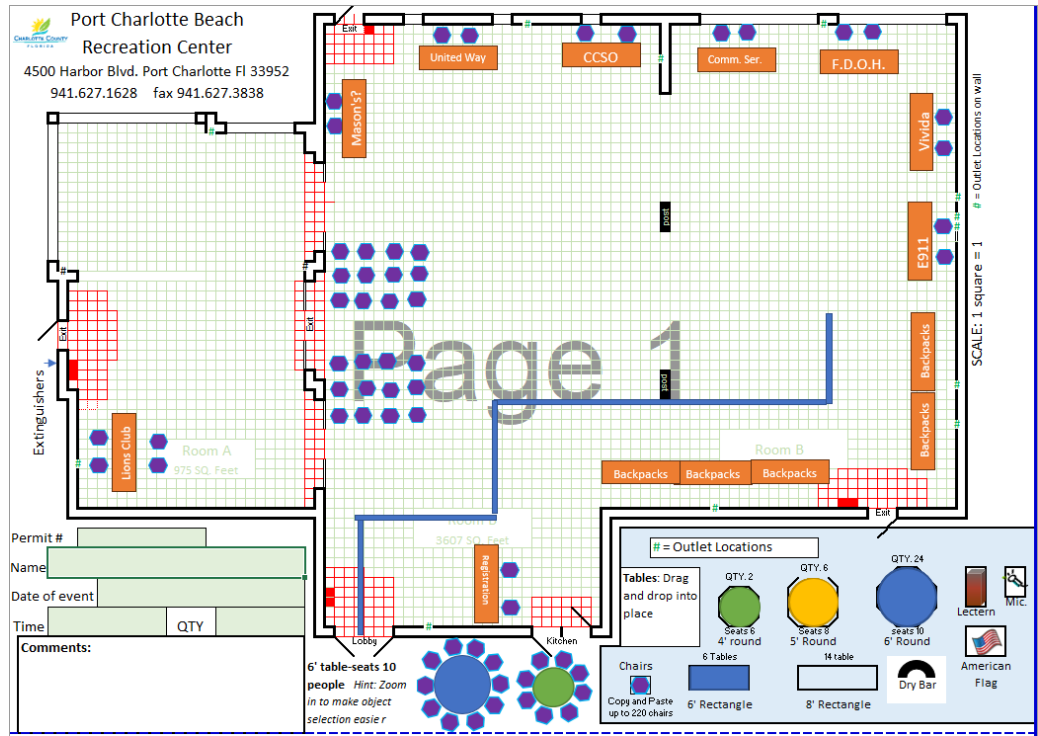
# LOCATION

Interior

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Exterior

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# PLANNING

- Timing is key
- Program Planner
- Leads
- Staffing
- Supplies/Equipment
- Amenities

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Back to School Bash  
Staffing Assignments  
July 20, 2019

Parking Lot	Maintenance
Sean	Martin
Mike M.	Steve
Willie	Eric
Jeremy	
Greeter	Food
Jill	Debbie
Katie	Leah
Backpack Give-a-way	
Lonne	
Neesha	
Weston	
Michael	
Lindsey	
Community Services Table	
Jennifer	
Mike N.	
Managers/ Floaters	
Fabien	
Marc S.	
James Foster (??)	

**XXXXXX = Section Lead**

Santas Candy Land 2019						
Station Location		Task Responsibilities	Staff Assigned	Hours	Contact #	T-Shirt Size
Greeting/ Information table	1	Welcome Guests/ Floaters	Friday 12/6	Saturday 12/7	3:30-8:30	
	2	Welcome Guest			3:30-8:30	
	3	Work welcome table/pass out promo items & surveys			3:30-8:30	
	4	Work welcome table/pass out promo items & surveys			3:30-8:30	
	5	Takes Head Count			3:30-8:30	
Floaters	1	Cover Breaks/ Give additional assistance in areas needed			3:30-8:30	
	2	Cover Breaks/ Give additional assistance in areas needed			3:30-8:30	
Movie Room	1	Make sure no food or drink comes in the movie			3:30-8:30	
	2	Monitor Movie, Start new one as needed.			3:30-8:30	
Craft	1	Help the children with the craft /Floater			3:30-8:30	
	2	Help the children with the craft			3:30-8:30	
	3	Help the children with the craft			3:30-8:30	
Games	1	Corn Hole			3:30-8:30	
	2	Santas Hat Toss			3:30-8:30	
	3	Santas Coal Toss			3:30-8:30	
	4	Spinner Game			3:30-8:30	
	5	Sensory Rice Game			3:30-8:30	
	6	Lollipop Tree			3:30-8:30	
Santas Helpers	1	Help the children get to meet Santas/ Take Pictures			4:00-8:30	
	2	Help the children get to meet Santas/ Take Pictures			4:00-8:30	
	3	Help the children get to meet Santas/ Take Pictures			3:30-8:30	
Food and Drinks	1	Help Distribute Snacks and Drinks			3:30-8:30	
	2	Help Distribute Snacks and Drinks			3:30-8:30	
	3	Help Distribute Snacks and Drinks			3:30-8:30	
Maintenance	1	Clean up/float/check bathrooms and trash?			3:30-8:30	
	2	Clean up/float/check bathrooms and trash?			3:30-8:30	
	3	Clean up/float/check bathrooms and trash?			3:30-8:30	
	4	Clean up/float/check bathrooms and trash?			3:30-8:30	
Photos	1				5:00-8:30	
Parking	1	Parking Lead/ Direct Parking- Rec Center			3:30-8:29	
	2	Directing parking/ Monitor spaces-Rec Center			3:30-8:30	
	3	Directing parking/ Move to Entrance when Rec lot full, Direct to ballfields (signage)			3:30-8:30	
	4	Direct Parking- Ballfields			3:30-8:30	
	5	Direct Parking- Ballfields			3:30-8:30	
Contests/Prizes	1				3:30-8:30	
Clean up		Everyone!!!				
<b>** PLEASE NOTE**</b> Times are a generalization for scheduling purposes please be prepared to help until things are complete and restored to normal.						
Station locations are to ensure coverage you may be deployed to different stations as needed.						
		<- To be confirmed				
		<- Position Vacant				

# BACK TO SCHOOL BASH 2019





# BACK TO SCHOOL BASH 2019



# PLANNING (CONT'D)

- Experiences
- Funding & Sponsorships
- Vendors & Concessions
- Floorplan
- Parking/Transportation
- ADA



# ADAPTIVE SANTA'S CANDYLAND 2019





# EXPERIENCES AND AMENITIES

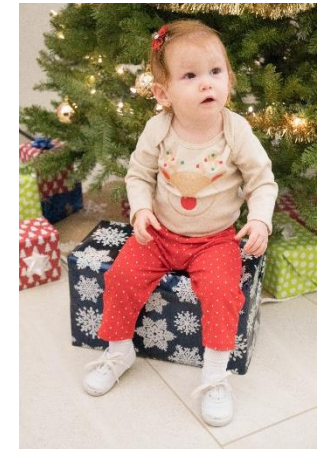
- Lasting impression
- Relevant and fun
- Unique/ More Individualized
- Spacing/ Layout
- Don't over do it!



# PLANNING (CONT'D)

- Marketing
- Surveys
- Trainings & Meetings
- Contingency planning
- Emergency response plan
- Walk-through

# SANTA'S CANDYLAND 2019



# EVENT DAY DUTIES

- Preparation
- Briefing
- Communication
- Security
- Supervision & Presence
- Notes
- Break Down



# POST-EVENT DUTIES

- Review Notes, Surveys, and Feedback
- Debrief
- Event Summary/Recap
- Complete Planner
- 'Thank you' letters
- Compile photos and videos



# EVENTS DURING CRISIS

- Health Crisis
- Financial Crisis
- Climate Crisis, Extreme Weather & Natural Disasters





# WHAT LIES AHEAD?

- More questions than answers
- Are things changes for months? years? forever?
- Rebound effect



# EVENT STRUCTURE

- Outside promoters
- Co-sponsored & partnerships
- Self-initiated/produced



# CONSIDERATIONS FOR SMALL EVENTS

- Staffing- staff to comfort
- Location- finding the perfect 'fit'
- Experiences/Amenities- more individualized
- Funding- more flexible



# CONSIDERATIONS FOR LARGE EVENTS

- Longer planning timeline
- More people involved
- Funding





# EXAMPLES OF LARGE EVENTS

- Festivities surrounding National Sporting Events
  - Super Bowl - 2021
  - Wrestlemania – 2020 (Cancelled Due to COVID)
  - NCAA Women's Final Four (2019)
  - NHL All-Star Game (2018)
  - College Football Playoff National Championship (2017)
- Annual Local Traditions
  - Gasparilla Pirate Festival
  - Gasparilla Festival of the Arts
  - Gasparilla Distance Classic
  - Gasparilla Music Festival
- Holiday Observances
  - Dr. Martin Luther King Jr. Parade
  - River O'Green
  - Boom by the Bay
  - Santa Fest
  - New Yarrgh's Eve Booty Drop



# WHY HOST LARGE EVENTS?

- Publicity and attention
- Sense of community
- Culture
- Tradition
- Economic development
- Benefits





# ORGANIZATIONAL STRUCTURE

## **Outside promoters**

- Stewards of the space
- Coordinate all City service needs
- Oversight of compliance

## **Co-sponsored and partnerships**

- Terms are often defined by long-term agreements and relationships
- City support predefined

## **Self-initiated/produced**

- Often still partnered
- Active role in the run of show, logistics, and creative elements



# EXAMPLES OF OUR PARTNERS

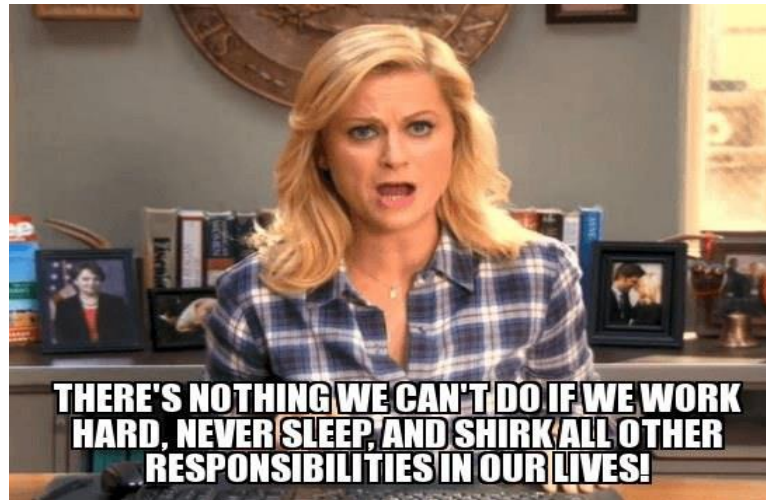
- Friends of Tampa Recreation
- Tampa's Downtown Partnership
- Ye Mystic Krewe of Gasparilla/EventFest
- Tampa Bay Sports Commission
- Visit Tampa Bay
- MacDill AFB/SOCOM



# GETTING STAFF ONBOARD



# GROUP ACTIVITY



# QUESTIONS?





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# FRPA

FLORIDA RECREATION  
& PARK ASSOCIATION

FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT [FRPA.ORG](http://FRPA.ORG)