



City Events

Feb. 27, 2017

Purpose

- Discuss council's desired outcome for community events.
- Provide information on city's current event portfolio.
- Discuss whether current portfolio meets expectations or additional action is needed in 2018 and beyond.

Why Hold Events?

- Foster community spirit
- Create a sense of place
- Draw visitors
- Attract new residents
- Establish or strengthen a brand
- Provide important public services
- Recognize accomplishments
- Generate revenue

What outcome do you want to achieve?

Events vs. Programs

- Events are activities that serve a broad audience, generally free of charge, and held in partnership with others.
 - Neighborhood Outreaches
 - Music in the Park
- Programs are activities that serve audience segments, generally fee for service, and provided by the city.
 - Daddy Daughter Dance
 - Police Camp

Not included in either definition: groundbreakings, grand openings, press conferences, regional activities, like MLS All-Star Game.

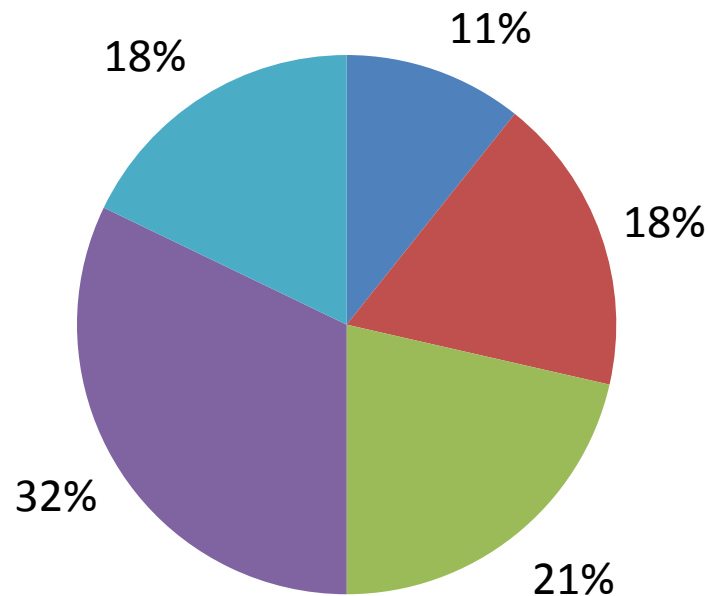
Current City Portfolio

- 33 Events
 - Budgets range from \$25 to \$50,000
 - Attendance ranges from 15 to 12,000
- Variety of Audiences
 - Regional
 - Residents
 - Businesses
 - Employees
- Many include community and business partners
- Total city investment is \$361,253 exclusive of salaried staff time
- Total annual estimated attendance is 35,423

Telephone Town Hall

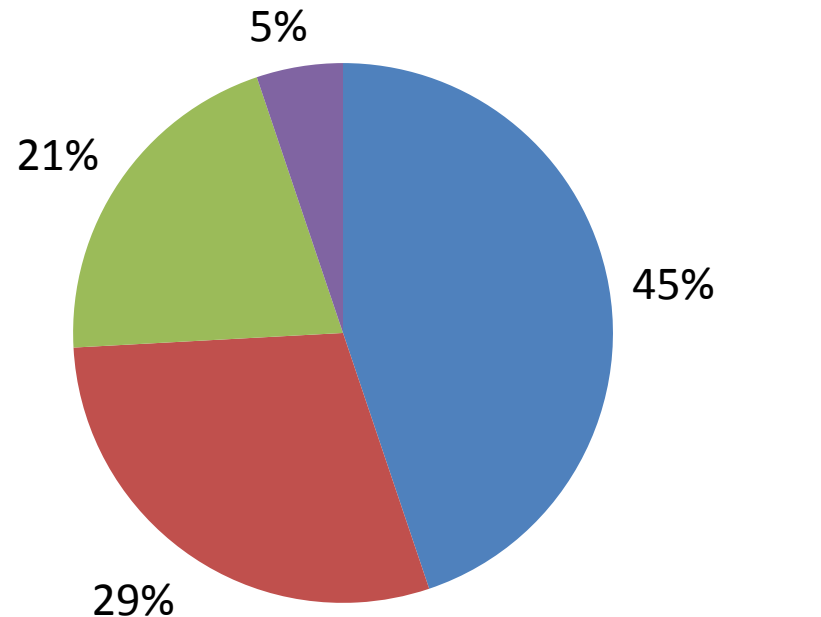
unscientific poll information

What type of events do you participate in?



- Cultural
- Informational/Topical
- Don't participate at all
- Holiday
- Rarely Participate

What type of future events interested in attending?



- Cultural (movies, arts, heritage)
- Holiday
- Fun Run, Health, Wellnes
- Other

Is there alignment?

- Does the current portfolio meet the desired council outcome?
- Are there events that don't align? Or just need to occur?
- Are there other types of events that would be more beneficial?

Next Steps

- Potential for additional research
- Report out information for future study session.



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