



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks and Recreation

Date: May 10, 2016

Reference: Discussion related to the City's overall special event effort

2030: Sense of Community: Strong Community Events and Festivals

Introduction:

The City Council adopted a goal for 2015-16 based on strategies and objectives outlined in the Coppel 2030, A Family Community for a Lifetime planning document. This document speaks to the importance of the community special events and is reflective of the community desire for quality events and festivals. The Parks and Recreation Department has been assigned the role of special event implementation for the city and has been proactive in attempts to meet the demands of the public in delivering quality events with enough diversity to offer something for everyone. Our desire is to get the business community involved as much as practical so that the financial and human resource demands of putting on the events can be spread out among those that can benefit from the exposure to an eager public.

The city of Coppel's large events are primarily funded through the general fund, with the City Council choosing to fund each event on an annual basis. The majority of funds are expended on entertainment such as bands, stage and lighting, fireworks, Kiddy Train, bounce houses, climbing walls, etc. The Parks and Recreation Department staffs the events with hourly employees for event set-up, trash pick-up, restroom monitoring, electrical requirements, and other general duties. The Parks and Recreation exempt staff is called upon to supervise, monitor and coordinate each event. Of course, Fire and Police Department personnel attend to ensure safety, react to emergencies and assist with security of participants. The public has become more involved over the past few years by volunteering of their time but most of the volunteers are city staff from other departments. They take on duties such as parking lot monitor at the parades, bounce house attendant and general support at the events.

Analysis:

The general input and feedback from City Council over the years indicates that special events have not only met, but surpassed expectations held by our residents and community leaders. Overall, city-sponsored special events have become anticipated dates on the community calendar, citizens and businesses alike ... significantly contributing to the building of a “Family Community for a Lifetime” goal given by the 2030 Committee. The addition of events at the Plaza at Old Coppel has led to a rejuvenation that has dramatically boosted enthusiasm, attendance and participation. The new event space at Andrew Brown Park East should further this excitement for community events.

Coppel residents, businesses and organizations are heavily involved in special events through parade participation, vendor booths, volunteerism and donations. Coppel businesses and organizations also host many special events throughout the year. A few recognizable names are: Coppel Exchange Club’s Bark in the Park, Coppel High School Homecoming Parade and the St. Ann’s Carnival. There are also numerous runs that have found a home at the Andrew Brown Parks. To ensure ease of communication and organization among all city departments and event hosts, all special events (internal and external) are discussed at the monthly city’s Special Events Review Committee meeting.

The Parks and Recreation staff strive to present events that bring a sense of community, a small town feel, opportunities for social connections and a general connectedness among citizens, businesses and visitors. Primarily, the focus of marketing and advertisement efforts have been concentrated on the Coppel community, to the exclusion of outside print media, radio or television time, or region-wide social media. However, this certainly does not eliminate residents from nearby cities attending our events as many of our surveys indicate a significant percentage attending from other communities.

Legal Review:

Agenda item did not require legal review

Fiscal Impact:

(There is no fiscal impact of this Agenda item)

Recommendation:

This item is for information purposes only and does not require Council action