

SUMMER ANALYSIS 2019

City Special Event Optimization Analysis

Summer Study 19-03
Parks and Recreation
July, 2019

Summer Analysis

City Special Event Optimization Analysis

Executive Summary

This analysis seeks to provide information on optimizing Special Events currently offered by the City of Hallandale Beach. The Parks and Recreation Department was tasked to evaluate event offerings and determine opportunities to improve participation, consolidate to a sustainable amount of 'signature' events, and improve cost efficiencies.

The Parks and Recreation Department, and other City Departments produce special events throughout the calendar year. The City's Special Events are designed to bring unity, engage and educate our community, foster community spirit, develop community cohesiveness and involvement, generate community pride, and celebrate traditional holidays. Our events contribute to the quality of life of our community as well as community pride and solidarity. Overall, our events are lots of fun and a great opportunity to play! Community workshops, meetings, etc are not considered Special Events and are not included in this analysis. City Co-Sponsored Community events are not included in this analysis.

The Special Events offered are regularly evaluated for effectiveness and the Special Event calendar is adjusted each year. Events have been consolidated from the offerings due to poor attendance, funding constraints, and loss of relevance. Other events have been added due to community initiatives and special occurrences. The City is the direct provider in these events and regularly brings in community organizations, business, and service organizations to enhance the events. A listing of City produced events was presented to the Commission on June 17, 2019.

Staff has partnered with event sponsors and vendors, over the years, to enhance the events and help with the cost of producing. For example, for this year's Community Unity Back 2 School Bash, sixteen (16) separate service organizations and/or businesses have sponsored the school supplies for the event. This is in addition to the Chamber of Commerce producing the health fair component for the event via their volunteers and sponsors. The Development Services Department's Open Streets component of this event also brings in sponsors and vendors to support their activities. All rely on community sponsors to ensure a successful event. We are working to continue this trend for the proposed events and continue to increase sponsor support overall.

The CRA's Hallandale Beach Arts initiative will host community events for the next several years. Optimizing the City produced events will help ensure we reduce conflicts and competition with these vibrant events. The City has also successfully partnered with other resources to produce quality events. Recently the City partnered with Gulfstream Village to produce the successful Plant-based Festival. Ensuring resources to continue to produce events through these types of partnerships is a cost effective way to ensure a varied, quality, event offering for our community.

The Special Events list proposed has been carefully reviewed to maximize participation and cost efficiencies to the City. This analysis includes options for producing traditional events when an event sponsor is identified, revisions to maximize participation, and reductions in expenditures. While we have not reduced the list to one per quarter, the following list reduces the impact to our community.

Challenge

The Community has come to enjoy and expect high quality, low cost City Sponsored events throughout the year. Reducing the number of events to signature events will eliminate the opportunity to gather the community to celebration traditions and holidays and build community.

Many of the smaller events are relevant to the respective areas they serve in our community. Events such as the Police Department's Front Porch series bring the immediate neighborhood together and the community enjoys an opportunity to learn more about City services.

Corporate sponsorship is ideal and will be pursued. Attracting and retaining sponsorships requires resources and time to build up. While signature events are being planned, garnering sponsorships may require the development of administrative policies and a support role from the City Commission.

Recommendations

Consolidate and Implement Signature Events as listed below.

Event Date	Event	Location	Direct Costs	Comments
January	MLK Celebration	OB Johnson	\$23,656	Signature Event
March/April	Eggstravaganza	Bluesten	\$5,000	Signature Event
April	Green Fest	City Hall	\$1,600	Educational Event
October	Halloween	OB Johnson Park	\$6,400	Signature Event
December	Holiday Celebration	Bluesten Park	\$12,480	Signature Event
October	National Night Out	Gulfstream Village	\$0	Police/ Safety Event
Quarterly	Police Safety Walks	Varies	\$0	Police/ Safety Event
March	Broward County Waterway Cleanup	City Marina, Waterways	\$0	Volunteer Event
July	Broward County Coastal Clean Up	South City Beach Park	\$0	Volunteer Event

Reduce (savings \$7,500+):

Dr MLK Jr Day Celebration

Utilize volunteer for Guest Speaker \$5,000

Holiday Lighting Ceremony	Move Holiday Lighting Ceremony to Peter Bluesten Park – Utilize stage and resources at Park to reduce rental costs. \$2,500
Holiday Median Lighting	Eliminate lighting on the median, replace with light pole banners or decorations \$30,000

Eliminate Event Unless a Corporate Sponsor is Identified (savings \$18,943):

Art Exhibits at the Cultural Community Center \$400	Memorial Day Celebration \$1,000
Cancer Event & Walk \$4,766	Senior Championships \$2,010
Community Unity Black History \$1,750	Thanksgiving Day Meal \$4,367
Community Unity Hope for the Holidays \$1,750	Veteran's Day Celebration \$1,000
Community Unity May Day \$1,750	Walk to School Event \$100

Revise (savings \$19,617):

- Front Porch Events will be replaced with Quarterly Safety Walks \$0
- Eliminate Back 2 School Bash, Open Streets, and School Health Fair - Partner with Children's Services Council's Event \$3,250
- Move Holiday Lighting Ceremony to Peter Bluesten Park – Utilize stage and resources at Park to reduce rental costs. \$2,500
- Replace Employee Banquet with Employee Barbeque. \$10,000
- Volunteer Appreciations – Provide recognition at City Commission Meeting. \$3,867

Economics and Relationship to Millage Set on June 20, 2019

The total direct cost budget savings if all options listed above are requested is \$57,160 Citywide. This is .077% of the general fund budget of \$74,111,147

Next Steps

City Commission to provide feedback on recommended event optimization proposal.