



TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

SPECIAL EVENTS DIVISION

OVERVIEW

The division aims to deliver premier entertainment, blending music, event production and unique experiences while reducing costs through sponsorships and innovative programming. This approach keeps the City's event calendar vibrant, enriching its cultural and entertainment landscape.

FY 26/27

CULTURE, NATURE & RECREATION

- Enhance special events by combining, streamlining, eliminating and elevating events.
- Identify & optimize venues.
- Increase revenue generation.
- Implement recommendations and strategies from the Special Event Study.
- Build partnerships with City departments to optimize events.
- Maintain the Citywide event calendar.
- Create a robust email list for community engagement.
- Establish metrics to evaluate events.
- Continue 10-year Special Events Master Plan development and implementation.
- Enhance advertising and promotional efforts through both digital and traditional media channels and expand marketing in coordination with Communications.

- Gather stakeholder feedback through surveys and facilitated community engagement initiatives.
- Utilize journey mapping to measure and examine attendee engagement.
- Implement sensory and special populations awareness, trainings and activations at events.
- Develop a comprehensive venue analysis plan, including a structured process for evaluating and enhancing venues.
- Enhance and strengthen event security measures.
- Develop a comprehensive fee analysis to identify opportunities for revenue growth.
- Design and integrate premium experiences, including VIP sections, within larger events to enhance attendee engagement and drive revenue.
- Increase staff training and research best practices at local, state, and national levels, including engagement with peer municipalities.
- Optimize volunteer engagement, streamline processes, and implement volunteer training.



2025 NCS Survey: 50% Residents who rated opportunities to attend special events and festivals as excellent or good



2025 NCS Survey: 37% Residents who rated opportunities to attend cultural/arts/music activities as excellent or good

FY 24/25
56,373
EVENT ATTENDANCE