EVENT PLANNING GUIDE/CHECKLIST

OVERALL

✓ Determine concept/theme for event
✓ Designate a coordinator
✓ Create committees to share in the work of planning and implementing the event.
   Suggested committees include:
   □ Publicity  □ Entertainment and activities
   □ Food       □ Cleanup
   □ Setup

✓ Evaluate goals and expected outcomes
✓ Determine rules and regulations for event in the accordance with the appropriate city and state rules and regulations
✓ Collect appropriate permits
✓ Designate a day and time
✓ Anticipate attendance – does the space have room for activities and participants?
✓ Secure site
✓ Check for potential conflicts with other events
✓ Confirm date with key participants
✓ Set rain date if applicable
✓ Anticipate alternate location, set-up and transportation
✓ Put everything in writing: contracts, booth agreements, supplier agreements, etc.

FINANCE CHECK LIST

✓ Identify resources and develop budget
✓ Inventory equipment needs
✓ Determine sponsorship opportunities
✓ Identify in-kind services
✓ Arrange payment and billing procedures
✓ Determine event insurance needs

LOGISTICS

✓ Site plan
✓ Accessibility plan
✓ Portable restroom facilities (150 guests per portable unit)
✓ Parking and transportation plan
   □ Public  □ Valet
   □ Vendors  □ Performers
   □ VIP  □ Bicycle
   □ Staff / volunteers  □ Other

✓ Determine needs
  - Rental equipment:
- Building needs
- Power needs and distribution
- Emergency vehicle access
- Security needs

- Setup / tear-down schedule
- Trash and recycling
- First aid
- Water station(s)
- Policies: lost child, communications
- Command post / emergency procedures
- Onsite money collection
- Site preparation – mow grass, plow snow, etc.
- Decorations
- Pre and post-event walk through

PROMOTIONS
- Send invitations 3 weeks in advance of event
- Contact media if applicable
- For an official invitation to the Mayor, City Council and other City officials, contact Sarah Kane in the City Manager's Office at 970-416-2447.
- Create posters, flyers, banners, brochures, nametags, gift bags, news releases, etc.

Specific information includes:
- Date
- Time
- Location
- Cost
- Activities
- Who to call for more information

VENDORS / CONCESSIONAIRES
- Determine what types are appropriate
  - Food / beverage
  - Merchandise and services
  - Community organizations
  - Children’s activities
  - Arts – visual and performing
  - Hands-on activities
  - Beer / wine
  - Other
✓ Recruit vendors
✓ Arrange for equipment
✓ Alert vendors of necessary permits and sales tax licenses
✓ Determine financial methods on site
✓ Survey vendors after event
✓ Determine setup / tear-down procedures