

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
 - Food
 - Setup
 - Entertainment and activities
 - Cleanup
- ✓ 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
 - Vendors
 - VIP
 - Staff / volunteers
 - Valet
 - Performers
 - Bicycle
 - Other
- ✓ Determine needs
 - Rental equipment:

- Stages
- Chairs
- Refrigeration
- Audio / visual
- Power
- Tents / canopies
- Fencing
- Barricades
- Signage
- Tables
- Communication 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
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