

City of Pflugerville Post Event Evaluation

Event name: Deutschen Pfest 2022	
Date: October 14-16, 2022	Location: Pfluger Park, Pfennig Park
Estimated attendance: 7,786	Total cost of event to the city: \$75,387.51

Purpose Statement

The primary purpose of Deutschen Pfest is to provide a weekend of fun and recreation for the citizens of Pflugerville and surrounding areas that recognizes and celebrates the community's German heritage.

Successes

- Continued use of Eventbrite which allowed for pre-purchase of tickets and gave the added ability to pull financial reports, email surveys to attendees, and track event attendance.
- 19% increase in attendance from 2021 also sold out of shirts for gate admission.
- Added in additional purchasing locations at shuttle stop per the 2021 after action report.
- Increased event marketing options with new sidewalk stickers and partnership with CBS/SOMOS Austin
- Continued use of SignUp Genius allowed us to make sure all volunteer spots were covered and provided a line of communication both pre and post event. Created volunteer video and additional resources for volunteer recruitment and training.
- Online vendor applications streamlined the process with the vendor selection committee.
- Assigned vendor time slots which reduced traffic and made load-in safer and more efficient. Added a Saturday night load out per 2021 after action and will continue to do so for future events.
- Added a second Stein Holding Competition, one on both days.
- Added a Pretzel Eating Contest to continue to increase activity options and added support to the German theme of the event.
- Increased sponsorship from previous year and worked on a number of in-kind sponsorships with Growler Bar, Orange Theory, Sparetime and other community businesses.
- Balloon art at both Deutschen Pfest and "pfun run" locations reinforced the theme of the event while providing an attractive photo opportunity for attendees and helped promote the event.
- Vendors indicated very successful sales, with some indicating higher sales than past years. Rotary Club experienced record sales along with several food vendors.
- Children's area was brought back post pandemic and was heavily utilized. Received positive feedback about it not being an additional cost.

Challenges	Solutions
<p>Traffic and Shuttle</p> <ul style="list-style-type: none"> • Uber drop off at the shuttle location caused traffic issues. • Pedestrian shuttle traffic impacted neighborhood and residents. • Increase in attendance will required additional shuttles and communication about pick-up and drop-off. • Increase shuttles from both shuttle locations and an additional ADA shuttle. Create a drop off and a pick-up location and put signage on shuttle about return location • Look to increase staffing at ADA parking lot location and add a second golf cart shuttle to the admissions gate. • Parking at Gilleland creek for ADA went well but work on communicating with staff and PD any safety and or traffic concerns. 	<ul style="list-style-type: none"> • Cone and mark off the sidewalk of all houses in the pedestrian walking zone of the shuttle drop location. • Work with City Rideshare program on new drop-off and pick-up locations. • Work on additional shuttle signage, possibly make a video about shuttle locations and route. • Increase shuttles from both shuttle locations and an additional ADA shuttle. Create a drop off and a pick-up location and put signage on shuttle about return location
<p>Gates:</p> <ul style="list-style-type: none"> • Sold out of admission shirts on Saturday. • Add entertainment schedule at gates • Make sure Eventbrite iPads have the internet services as the phone do 	<ul style="list-style-type: none"> • Purchase more wristbands and t-shirts as we see an increase in attendance. • Create a gate closing plan for each night with staff secure fencing and equipment. • Continue using Eventbrite and secure additional hotspots. Add additional signage at gates reflecting entertainment schedule and what is included in the kid's area.

<p>Entertainment:</p> <ul style="list-style-type: none"> • Move the Mayor and opening ceremony in between bands on Friday for netter attendance • Determine Friday & Saturday closing time 	<ul style="list-style-type: none"> • Look at entertainment line-up and determine best closing bands along with when the mayor should do a community welcome. • Look at 10 or 11 pm closing for each night
<p>Signage:</p>	<ul style="list-style-type: none"> • Add additional signage for ADA golf cart shuttle and direction signage back to correct entrance. • Signage for shuttle pick-up/ drop off • Add Entertainment schedule at the gates • Set message boards earlier with approved messaging. Add another message board for Sunday at Pfennig & Gazania.
<p>Advertising and Event communication:</p>	<ul style="list-style-type: none"> • Look to increase marketing efforts along with sponsorships. • Additional ads in Community Impact, continue media partnerships. • Continue to add additional advertising in parks systems and at recreation center. • Make sure everyone has radio's look at radio accessories.
<p>Finance:</p>	<ul style="list-style-type: none"> • Continue to have a representative from finance present at the "Pfluger Park" admission gate for all cash handling needs. • Continue use of online ticketing platform.

<ul style="list-style-type: none"> • Vendor: • Look for a pretzel vendor. • Rotary would like to change second booth location. • Staff had issues with rude vendors, and vendors being unprepared with power sources. • Saturday/ Sunday load-out. 	<ul style="list-style-type: none"> • Meet with booth committee member a few times during the process to determine booth placements and determine load in plan. • If can not find a pretzel vendor look at TABC vendors to also provide pretzels at booths. • Continue load out same way- 1 supervisor and 3 parks staff members allow earlier on Sunday as well.
---	---

<p>Volunteers:</p> <ul style="list-style-type: none"> • Send volunteer packets to sign-up vendors the week before or even the Monday of the event. • Remote parking/shuttle sites volunteers were going straight to their site without checking in at the volunteer booth. 	<ul style="list-style-type: none"> • eliminate confusion and allow the volunteers ample time to check in and/or communicate that they are in place.
<p>Pfun Run and Health Pfair.</p>	<ul style="list-style-type: none"> • Move kids 1k before the race and possibly on the trail instead of the street. • Move the obstacle course and incorporate it into the kid's area at the end of the race. • Look at ways to continue to grow vendors and activities. • 9:30 am road closure worked well, continue with same route and traffic pattern.
<p>Safety Feedback:</p>	<ul style="list-style-type: none"> • More maps and a list of closing times, road closures, entrances, and gate entry allowance. • Host a CP de-brief meeting each morning and evening. • Golf carts- create a path around the whole event or ways for boy scouts to deliver to another side. <p>Make sure EMS knows radio communication and that they have a golf cart.</p>
<p>Logistical Feedback</p>	<ul style="list-style-type: none"> • No 220v electricity option moving forward. Have food vendors bring quiet generators. Have 6 month-out meeting with parks and install more permanent power options in the park- upgrade the bathroom plug at Pfennig Park. Hold meeting with Fire before vendor layout starts. • Power at pavilion for bands is an issue. • Add more roll off trash cans and develop trash plan with food vendors.

	<ul style="list-style-type: none">• Remove dance floor or fencing from dance floor.• 8 light towers were sufficient.• Go with one children's vendor for all carnival rides and inflatables. Look at City purchasing inflatables and using less smaller generators or use park power.
--	--

Deutschen Pfest Financial Report

October 14 - 16, 2022

Pfestival Expenses

Personnel (exempt)	\$38,143.88
Personal (non-exempt hours)	288 hours
Entertainment	\$33,845.00
Logistics/Equipment Rental (portables, tents, golf carts, radios, generator)	\$19,341.67
Ice and Ice Truck Rental	\$5,112.00
Shuttle Buses	\$8,720.00
Kids Area	\$41,552.60
Promotion/Advertising	\$ 5,650.00
Pfun Run Supplies & Services (revenues below)	\$ 6,782.05
T-Shirts For Volunteers & For Sale	\$ 5,597.46
Total Expenses	<u>\$ 164,744.66</u>

Offsetting Revenues

Gates/Entry Fees	\$49,463.35
Booth Fees (Temporary Food Permits)	\$22,585.00
Pfun Run Registrations	\$7,639.80
Ice payment from Boy Scout Partnership	\$619.90
Sponsorships	\$9,050.00
Total Offsetting Revenues	<u>\$89,357.15</u>

Net Cost \$75,387.51