

## City of Pflugerville Post Event Evaluation

<b>Event name:</b> Pfirecracker Pfestival	
<b>Date:</b> July 4, 2019	<b>Location:</b> The Pfield
<b>Estimated attendance:</b> 7,000	<b>Total cost of event to the City:</b> \$92,330.65 <i>(includes staff time - budget detail attached)</i>

### Purpose Statement

The primary purpose of Pfirecracker Pfestival is to provide a safe and fun way to celebrate Independence Day.

### Successes

- Turnout was the highest yet at the Pfield for this festival.
- Set-up and clean up were both successful. All vendors were on time and all attended. No vendors failed to show for the festival that were expected. Timing of setup and teardown worked smoothly in second year.
- The City increased the number of food vendors beforehand. Rather than allowing first come, first served on spaces, and introduced single and double spaces which eased efficiency of the check-in process and space.
- The kid's area was expanded by moving it into the parking lot. (In 2018, rain prevented execution of this plan) Logistically, it worked very well.
- Staff check-in ran smoothly and was an effective hub for all organization and communication. The City used an extra staff member to distribute water to all the volunteer and staff positions that far from the break area.
- The flow of the Independence Day program and fireworks show was very smooth.
- A "west side" clear bag station helped accommodate guests walking in from the surrounding neighborhoods. Having clear bag stations at key entry points ensured guests received clear bags before they left their car. It provided an opportunity to greet guests and answer questions.

### Challenges

Planning was delayed due to the absence of a signed contract from the PFISD. As a result, the City was unable to find a competitive stage vendor since many were already reserved for other festivals on July 4.

The press box had no written safety plan or posted capacity.

### Solutions

Propose a multi-year agreement with the ISD to facilitate long-term planning.

PfISD now has a capacity for the press box. Safety plan will be included in next year's IAP.

<p>Pedestrians crossed Pecan St. instead of using the crosswalk at Swenson Farms Blvd. This was a problem in 2018 and despite additional communication and signage, it was still a problem in 2019.</p>	<p>Close off Pflugerville High School parking lot and add fencing along Pecan to discourage illegal crossing.</p>
<p>The entry gate closest to the food trucks/kid's area was overwhelmed starting at approx. 8 pm. Other gates were understaffed to properly allocate emergency staff to that location.</p>	<p>Evaluate hiring PfISD's contract staff to work gates or increase number of people on the last gate shift.</p>
<p>The heat was a significant challenge.</p>	<p>Buy additional water and have staff dedicated to delivering water and refreshments to volunteers and staff working the festival.</p>
<p>Keeping staff working in the parking lots safe and hydrated.</p>	<p>In addition to dedicated staff handing out water and checking on them, buy more reflective vests for nighttime safety.</p>
<p>By the time the Pflugerville Fire Department/Travis County ESD #2 expressed concern about fire code and food vendor layout spacing, those decisions were already set. The City was unable to fully meet these requests because they were not provided at previously held joint event collaboration meetings.</p>	<p>Set an earlier deadline for the Pflugerville Fire Department to provide all event logistic expectations. The City will continue to have a representative from the ESD invited to all event planning meetings.</p>
<p>The Pfield's parking lot was very windy, and the inflatable vendor was not able to successfully set up all of the rented inflatables. As a result, there were less activities and guest complaints.</p>	<p>Communicate with vendor to have the appropriate amount of weights and/or find alternative kid's entertainment.</p>
<p>Despite a successful flow of traffic leaving the event, there was significant traffic backup on Pecan St. at 5 pm because of all the cones. Closing off Swenson Farms made access to nearby apartments difficult.</p>	<p>Review PfISD's football traffic plan for suggested improvements.</p>
<p>Communication between Police, Fire Department and Special Events Coordinator needs to be more direct. All were supposed to have event issued radios, but they were not handed out to the PD and FD.</p>	<p>Verify that all parties receive radios at the beginning of the event.</p>
<p>First aid was difficult to find.</p>	<p>Add signage.</p>
<p>Procedure for Lost and Found was not clear.</p>	<p>Create an official, city lost and found (similar to Deutschen Pfest).</p>
<p>The Run of Show listed "stadium and parking lot closes" at 10:30 pm (this was also included in the Incident Action Plan). However, this timing was not communicated with all logistics staff, who were concerned when food vendors shut down after 9 pm, leading to later pedestrian traffic in the area.</p>	<p>Evaluate an earlier closing time and clearly communicate.</p>

<p>As the event approaches the stadium’s maximum capacity, additional security is needed to monitor the crowd and keep people from gathering in exits and isles that are needed in the event of an emergency evacuation.</p>	<p>Assign or hire security to monitor the stands. This could be contracted through PfISD.</p>
<p>Cars were parking in the neighborhood west of the stadium, which was the dedicated entrance for an ambulance.</p>	<p>Staff will need to look into whether this is a private road, and potentially put up no parking signs.</p>
<p>Cost – overtime was very expensive due to competing policies and hard costs (fireworks, etc.) continue to increase.</p>	<p>Evaluate whether hiring PfISD’s contract staff for gates and security is more cost effective. Continue to follow proper finance procedures to find quality and affordable vendors. <b><i>Seek out sponsorships from local businesses to counteract the rising cost of pfestival.</i></b></p>

# Pfirecracker Pfestival Financial Report

July 4, 2019

## Pfestival Expenses

Personnel (at event)	\$	35,716.18
Fireworks (18 minute show; up to 10% increases in cost)		19,800.00
PfISD Pfield Rental (includes PfISD Stadium Manager)		12,500.00
Entertainment (band, sound and lighting tech, stage rental, generator)		12,362.50
Logistics/Equipment Rental (fencing, tents, tables and chairs, barriers, portables)		11,236.73
Kid's Area Entertainment & Activities		2,325.44
Promotion/Advertising		4,889.80
<b>Total Expenses</b>	\$	<u>98,830.65</u>

## Offsetting Revenues

Sponsorship from HEB	\$	5,000.00
Booth Application Fees		<u>1,500.00</u>
<b>Total Offsetting Revenues</b>	\$	<u>6,500.00</u>
<b>Net Cost</b>	\$	<u><u>92,330.65</u></u>