

City of Pflugerville Post Event Evaluation

Event name: Deutschen Pfest	
Date: May 17-19, 2019	Location: Pfluger Park
Estimated attendance: 8,241	Total cost of event to the City: \$80,726.08 <i>(includes staff time - budget detail attached)</i>

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, celebrating the community's German heritage.

Successes

- Media coverage and social media impressions were higher than last year. In particular, 14,200 people responded to the Facebook event in 2019, up 109% from the 6,800 people that responded in 2018.
- Vendor load out went smoothly.
- Committee and staff prepared and discussed a severe weather action plan.
- Pre-event preparation ran smoothly with enhanced coordination of staff and volunteers for mulching the park.
- Deutschen Pfest 5K and Kids K had largest ever registration with 662 registrations, up 17% from 567 registrations in 2018.

Challenges	Solutions
The role and decisions of the Deutschen Pfest Chair and those of the City should be further defined. It is not clear who fully determines festival and parade cancelations, park evacuations and pfest-related decisions.	Streamline the chain of command to one designee. City will establish a time by which the parade must be canceled based on setup timeline. City to determine the safety of park visitors as consistent with other festivals, rentals and facility usage.
Purchasing processes do not follow City financial policies and may result in inconsistencies and additional cost. There is no contract approval process, resulting in signed contracts that do not meet City standards.	City to oversee all purchasing. The best practices of the City include the use of purchasing cooperatives which may result in cost saving.
The committee seeks sponsorships, but City staff is unaware of sponsorship commitment details.	City staff will oversee sponsorships for consistency with other events and financial best practices.
Lack of communication between staff, committee and vendors led to miscommunication when the	City to develop the following plans:

<p>festival was temporarily shut down and during vendor load-in procedures, parade cancellations, etc.</p>	<ul style="list-style-type: none"> An internal communication plan for festival workers to communicate (dedicated radio channel for staff and police, texting, etc.) <p>An external communication plan to communicate with festival vendors, contractors, and parade participants that would rely on a texting system through a vendor such as Nixle.</p>
<p>All staff working the event need to be familiar with the safety plan.</p>	<p>Create an Incident Action Plan (IAP) that is given to all staff and volunteers.</p>
<p>Pfun Run (5k) final stretch was not properly marked, and runners were confused. Cars were still driving on the course which caused a safety concern. Additional staff are needed to help manage the course.</p>	<p>Mark course thoroughly with cones, tape, etc. and strengthen partnership between Parks, Streets, and Police. Assign an officer at Railroad Ave to prevent cars from passing through barricades.</p>
<p>Pfun Run (5k) Runners expressed concerns due to puddles and unsafe conditions.</p>	<p>City will observe entire Pfun Run (5k) course before race begins to assess conditions and make any necessary changes.</p>
<p>The festival has expanded beyond the resources of the committee, needing more staff involvement, but staff has little say in decision making.</p>	<p>Integrate city staff into the decision making structure.</p>
<p>Recruitment and organization of volunteers is inefficient and inconsistent.</p>	<p>City will offer SignUpGenius to recruit and communicate with volunteers. All volunteers (Pfun Run, park, parade) will be required to check-in at a designated spot prior to their shift.</p>
<p>Additional staff time outside of festival hours and cost of city employee hours are not counted in festival costs.</p>	<p>City Staff time to be accounted for in accordance with best practices.</p>
<p>Vendor applications are paper and not consistent with other city-wide festivals.</p>	<p>Use online forms and applications already in use for other city festivals for consistency.</p>
<p>The public has commented that vendors and musicians are repetitive and not “German enough.”</p>	<p>Advertise regionally for vendors, encourage German theme and bring in bigger musical acts.</p>
<p>There is confusion about added cost for activities. The Children’s Area is advertised as free since it is outside the gates, but most of the activities are not free. There has been negative feedback about the additional cost of the carnival on top of the gate fee.</p>	<p>Evaluate cost of activities and communicate them better to the public.</p>
<p>Gate fees are expensive for families and the cash only rule may lead to loss of potential attendees.</p>	<p>Evaluate gates as a whole, including exploring a family rate at the gate (capping fees on kids) and a method of taking credit cards.</p>
<p>Money handling practices at gates are not consistent with City money handling policies.</p>	<p>City to oversee management of gates in accordance with best practices.</p>
<p>There is not a clear connection between the Miss Pflugerville Pageant and Deutschen Pfest.</p>	<p>Change timing of pageant to coincide with Deutschen Pfest and/or change the name of the pageant to Miss Deutschen Pfest.</p>

Deutschen Pfest Financial Report

May 17 - 19, 2019

Pfestival Expenses

Personnel (before and at event)	\$ 76,281.94
Entertainment (bands and sound tech)	24,934.36
Logistics/Equipment Rental (portables, tents, golf carts, radios, generator)	16,164.56
Kid's Area Entertainment & Activities (not subject to entry fees; vendors may charge own fees)	11,528.16
Shuttle Buses	9,500.00
Promotion/Advertising	4,707.71
Pfun Run Supplies & Services (revenues below)	13,000.55
T-Shirts For Volunteers & For Sale (revenues below)	4,648.00
Pageant Supplies & Services (revenues below; held in June and winners ride in parade)	1,743.17
Total Expenses	\$ 162,508.45

Offsetting Revenues

Gates/Entry Fees	\$ 29,945.50
Booth Application Fees	23,397.00
Carnival Concession (15% of ride sales; \$25 per game concession and \$70 per food concession)	2,496.00
Pfun Run Registrations	19,192.31
T-Shirt Sales (at event & City offices)	6,551.56
Pageant Contestant Fees	200.00
Total Offsetting Revenues	\$ 81,782.37
Net Cost	\$ 80,726.08