

# 2023 Deutschen Pfest After Action Review



Updated 11/20/2023 at 3:27 PM by Jonathan Hanson

## 1. 2023 Deutschen Pfest After Action Details

### a. Event

- Pfestival – October 20, 2023 from 5:00 p.m. to 12:00 a.m. at Pfluger Park
- Pfestival – October 21, 2023 from 9:00 a.m to 11:00 p.m. at Pfluger Park
- Pfun Run – October 22, 2023 from 9:00 a.m. to 12:00 p.m. at Pfennig Park

### b. Dates of Review

- Parks and Rec Staff Review on October 25, 2023 for 2 hours
- Internal Logistics Review on November 1, 2023 for 1 hour
- Deutschen Pfest Committee Review on November 9, 2023 for 2 hours

### c. Participants

<b>Name</b>	<b>Position</b>	<b>Department</b>
Emily Barron	Assistant City Manager	City Manager's Office
Breanna Higgins	Assistant to the City Manager	City Manager's Office
Shane Mize	Director	Parks and Recreation
Kelsey Heiden	Assistant Director	Parks and Recreation
Junior Rodriguez	Park Operations Superintendent	Parks and Recreation
Jonathan Hanson	Recreation Superintendent	Parks and Recreation
Jose Vargas	Park Operations Supervisor	Parks and Recreation
Timothy Ward	Recreation Program Supervisor	Parks and Recreation
Whitney Seaton	Recreation Facilities Supervisor	Parks and Recreation
Baze Gierisch	Business Operations Supervisor	Parks and Recreation
Eddie Garcia	Volunteer and Senior Coordinator	Parks and Recreation
Ashlyn Chambers	Recreation Programs Coordinator	Parks and Recreation
Robert McDonald	Recreation Facilities Coordinator	Parks and Recreation
Gabby Vega	Events Specialist	Parks and Recreation
Garrett Brown	Athletics Specialist	Parks and Recreation
Stephen Lozano	Lieutenant	Police
Catrina Cosman	Sergeant	Police
Marcus Gildon	Field Operations Foreman	Public Works
Joshua Herrera	Crew Leader	Public Works
Alex Sheffield	Sign Shop Lead	Public Works
Daniel Berger	Assistant Chief	Travis County ESD
Tracie Schuh	Paramedic	Alliance EMS
Terri Toledo	Director of Management Services	Communications
Flip Romero	Director	Communications
Roger Heaney	Assistant Director	Communications
Cassie Balderas	Public Information Officer	Communications
Amy Rabb	Parks Commissioner	Deutschen Pfest Committee
Miriam Moorman	Vendors	Deutschen Pfest Committee
Juan Guerra	Volunteers	Deutschen Pfest Committee
Melissa Call	Performance	Deutschen Pfest Committee
Kelly Weitkemper	Main Stage	Deutschen Pfest Committee
Raul Capetillo	Pfun Run	Deutschen Pfest Committee

## 2. Key Performance Indicators

2023 Deutschen Pfest Key Performance Indicators					
Metric	Performance	Measure	Indication	Strategic Principle	Data
Tickets Sold		4485 tickets	Attendance & Utilization	Services	Eventbrite
Number of Attendees		6500 attendees	Attendance & Utilization	Services	PlacerAI
First Time Attendance Rate		80.10% attendees	Marketing and Outreach	Services	Eventbrite
Repeat Attendance Rate		19.90% attendees	Citizen Satisfaction	Services	Eventbrite
Average Dwell Time		163 minutes	Attendance & Utilization	Services	PlacerAI
Resident Attendance Rate		18.92% attendees	Citizen Satisfaction	Services	Eventbrite
Local Non Resident Attendance Rate		43.49% attendees	Community Engagement	Services	Eventbrite
Non Resident Attendance Rate		56.51% attendees	Marketing and Outreach	Services	Eventbrite
Attendance Revenue		\$59,919.57 revenue	Financial Performance	Economic Development	Eventbrite
Attendee Survey		122 respondents			Survey
		75.00% likely to recommend to others	Citizen Satisfaction	Services	Survey
		82.00% enjoyed the entertainment			Survey
		82.00% rated the pfun run as above average or higher			Survey
Diversity of Attendees		46.40% White			PlacerAI
		15.70% Black			PlacerAI
		26.70% Hispanic			PlacerAI
		0.50% American Indian	Accessibility	Infrastructure	PlacerAI
		7.70% Asian			PlacerAI
		0.10% Pacific Islander			PlacerAI
		0.30% Other			PlacerAI
	2.60% Two or more			PlacerAI	
Total Number of Employees Worked		152 employees	Sustainability	Infrastructure	Payroll
Number of Exempt Employees		19 employees	Sustainability	Infrastructure	Payroll
Number of Pfestival Employees		133 employees	Sustainability	Infrastructure	Payroll
Total Number of Hours Worked		2185.50 hours	Sustainability	Infrastructure	Payroll
Number of Exempt Hours Worked		349.75 hours	Sustainability	Infrastructure	Payroll
Number of Non Exempt Hours Worked		1915.75 hours	Sustainability	Infrastructure	Payroll
Total Employee Hours Value		\$90,567.00 value	Financial Performance	Economic Development	Payroll
Employee Survey		17 respondents	Sustainability	Infrastructure	Survey
		94.00% said the workload was maneagable			Survey
Total Post		95 post	Marketing and Outreach	Services	Communications
Social Media Impressions		145,451 impressions	Marketing and Outreach	Services	Communications
Social Media Engagement		8,815 interactions	Marketing and Outreach	Services	Communications
Number of Sponsors		2 sponsors	Community Engagement	Services	Staff
Sponsorship Revenue		\$1,262.50 revenue	Financial Performance	Economic Development	Staff
Number of Volunteers		59 volunteers	Community Engagement	Services	SignUp Genius
Number of First Time Volunteers		89.83% volunteers	Marketing and Outreach	Services	SignUp Genius
Number of Repeat Volunteers		10.17% volunteers	Citizen Satisfaction	Services	SignUp Genius
Number of Volunteer Hours		310.25 hours	Sustainability	Infrastructure	SignUp Genius
Volunteer Hours Value		\$9,865.95 value	Financial Performance	Economic Development	Beruea of Labor
Number of Vendors		57 vendors	Community Engagement	Services	Eventeny
Number of Returning Vendors		20.00% vendors	Citizen Satisfaction	Services	Eventeny
Number of New Vendors		80.00% vendors	Marketing and Outreach	Services	Eventeny
Vendor Fees		\$23,231.00 revenue	Accessibility	Infrastructure	Eventeny
Vendor Survey		27 respondents			Survey
		81.48% vendors plan to return next year	Citizen Satisfaction	Services	Survey
		71.43% sales were expected or higher			Survey
Number of Items Sold		901 shirts	Attendance & Utilization	Services	Eventbrite
Items Remaining		364 shirts	Sustainability	Infrastructure	Staff
Items Revenue		\$16,961.82 revenue	Financial Performance	Economic Development	Eventbrite
Incident Reports		4 incidents	Safety	Safety	EMS & PD
Pfetch A Ride Users		48 riders			Planning
		34 trips	Accessibility	Infrastructure	Planning
		\$198.00 spent			Planning
Shuttle Survey		76.00% pleased with experience	Accessibility	Infrastructure	Survey

### 3. Post Event Evaluation

<b>Event name:</b> Deutschen Pfest 2023	
<b>Date:</b> October 20-22, 2023	<b>Location:</b> Pfluger Park, Pfennig Park
<b>Estimated attendance:</b> 6500	<b>Total cost of event to the city:</b> \$246,793.52

#### **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.
- Increased event marketing options with new sidewalk stickers and banners.
- 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 video for volunteers and additional resources for volunteer recruitment and training.
- Added a second Stein Holding Competition on Saturday for a total of two.
- Added a Kids Pretzel Eating Contest to continue to increase activity options and added support to the German theme of the event.
- Vendors indicated very successful sales, with some indicating higher sales than in past years. Rotary Club experienced record sales along with several food vendors.
- Carnival rides were brought back post-pandemic and were heavily utilized. Received positive feedback about it not being an additional cost.
- Patrons vocalized their liking for the Charter buses and how they made it easier for parents to transfer strollers to and from the event.
- Patrons vocalized their liking for the event layout change.

Challenges	Solutions
<p><b><u>Traffic and Shuttle</u></b></p> <ul style="list-style-type: none"> <li>• A need for an official bus at Pfennig and quicker departure from First Methodist.</li> <li>• Absence of clear parking signs for vendors.</li> <li>• Lack of staff at Park Access at the right time.</li> <li>• Unclear descriptions of routes and entrances to the park.</li> <li>• Flags did not indicate the Deutschen Pfest parking area.</li> <li>• The necessity for better marketing and signage for parking.</li> <li>• Suggestion for QR codes and maps indicating shuttle drop-off points and routes.</li> <li>• Reminder for attendees that leaving during performances is not allowed.</li> <li>• Proposed water barricades by the sand volleyball area.</li> <li>• Bands at the pavilion and gazebo need clearer parking instructions.</li> <li>• Need for food provisions for shuttle drivers.</li> </ul>	<ul style="list-style-type: none"> <li>• Arrange for an official bus at Pfennig with a streamlined departure process from First Methodist.</li> <li>• Ensure proper communication to minimize delays in the departure of shuttles.</li> <li>• Install clear and visible parking signs for vendors to avoid confusion.</li> <li>• Ensure flags indicate Deutschen Pfest parking areas.</li> <li>• Enhance marketing strategies to communicate parking locations through various channels.</li> <li>• Implement QR codes on promotional materials linked to maps showing shuttle drop-off points and routes.</li> <li>• Provide printed maps to shuttle drivers for efficient redirection if needed.</li> <li>• Install water barricades by the sand volleyball area to prevent unauthorized vehicle access.</li> <li>• Provide clear parking instructions for bands at the pavilion and gazebo.</li> <li>• Coordinate with staff to provide refreshments for shuttle drivers.</li> </ul>
<p><b><u>Gates:</u></b></p> <ul style="list-style-type: none"> <li>• Add entertainment schedule at gates.</li> <li>• Need to add times of when gates open and close.</li> </ul>	<ul style="list-style-type: none"> <li>• Adding clear signage will help with these issues.</li> </ul>

<p><b><u>Entertainment:</u></b></p> <ul style="list-style-type: none"> <li>• Bands needed a better way to load in vehicles and load out during band transitions.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a designated load in and out space along with specific time slots for bands vehicles to be behind the main stage.</li> </ul>
<p><b><u>Signage:</u></b></p> <ul style="list-style-type: none"> <li>• Additional message boards for better communication for ADA parking.</li> <li>• Create prominent signage for the shuttles.</li> <li>• Need more signage throughout the park on Band, Maps, and Food locations.</li> </ul>	<ul style="list-style-type: none"> <li>• Add more signage for shuttle pick-up/ drop off.</li> <li>• Creating signage specific to the shuttle and its location should help attendees with direction.</li> </ul>
<p><b><u>Advertising &amp; Event Communications:</u></b></p> <ul style="list-style-type: none"> <li>• Sponsorship needs improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Look to increase marketing efforts along with sponsorships.</li> <li>• Create a clear marketing plan for sponsorships.</li> </ul>
<p><b><u>Vendors</u></b></p> <ul style="list-style-type: none"> <li>• Overnight vendors need to bring tent covers and or lower their tents. Vendor items were not stolen or damaged. PD request.</li> </ul>	<ul style="list-style-type: none"> <li>• Including this in our email to the vendor before the event will help spread the word.</li> </ul>
<p><b><u>Volunteers:</u></b></p> <ul style="list-style-type: none"> <li>• Send volunteer packets to sign-up vendors the week before or even the Monday of the event.</li> <li>• Remote parking/shuttle sites volunteers were going straight to their site without checking in at the volunteer booth.</li> </ul>	<ul style="list-style-type: none"> <li>• eliminate confusion and allow the volunteers ample time to check in and/or communicate that they are in place.</li> </ul>
<p><b><u>Pfun Run &amp; Community Pfair:</u></b></p> <ul style="list-style-type: none"> <li>• Vendor gaps due to certain vendors not showing up.</li> </ul>	<ul style="list-style-type: none"> <li>• Have vendors placed on a first come first serve basis to prevent gaps.</li> </ul>

## 4. Budget

### a. Expenses

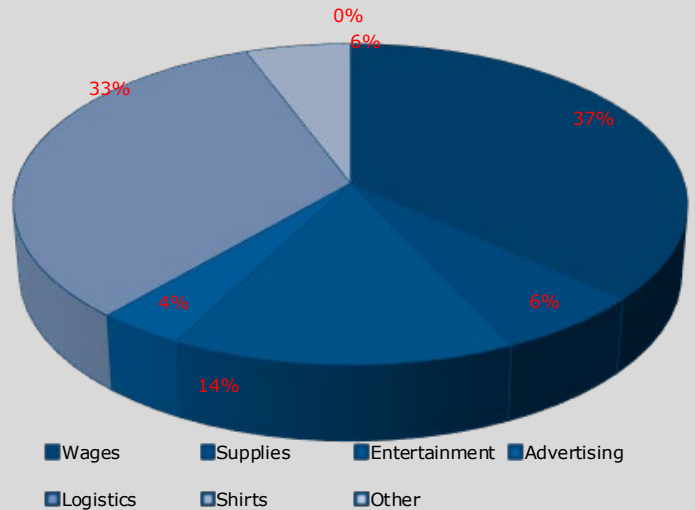
# 2023 Deutschen Pfest

## EXPENSES

Wages		Actual
Exempt		\$18,375.38
Non-Exempt		\$72,191.62
		\$0.00
		\$0.00
<b>Total</b>		<b>\$90,567.00</b>

Supplies		Actual
Dfest Supplies		\$15,633.65
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$15,633.65</b>

Entertainment		Actual
Bands		\$36,010.00
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$36,010.00</b>

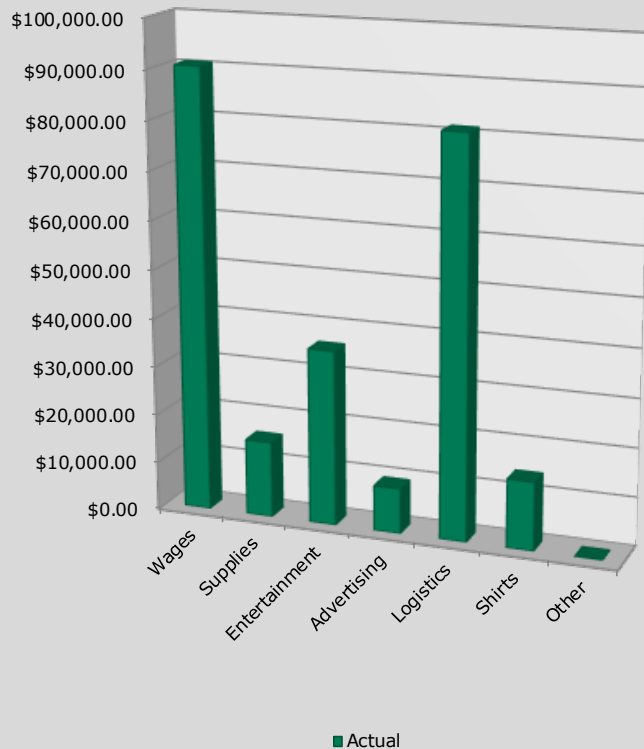


Advertising		Actual
Dfest Advertising		\$9,286.54
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$9,286.54</b>

Logistics		Actual
Dfest Logistics		\$81,212.13
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$81,212.13</b>

Shirts		Actual
Shirts		\$14,084.20
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$14,084.20</b>

Other		Actual
		\$0.00
		\$0.00
		\$0.00
		\$0.00
<b>Total</b>		<b>\$0.00</b>



Total Expenses		Actual
		\$246,793.52





c. Summary

# EVENT OR PROGRAM NAME

## COST RECOVERY SUMMARY

Profit vs. Loss		Actual
Total Income		\$118,937.23
Total Expenses		\$246,793.52
Total		Actual
		(\$127,856.29)
Percent Income		Actual
		48.19%

