

## City of Pflugerville Post Event Evaluation

<b>Event name:</b> Pflugerville Juneteenth Celebration	
<b>Date:</b> June 19 <sup>th</sup> , 2022	<b>Location:</b> Wells Point Park
<b>Estimated attendance:</b> 200	<b>Cost:</b> \$7,649.14

### Purpose Statement

The primary purpose of the Juneteenth event is to observe the annual Juneteenth holiday with a day of education and recreation for the citizens of Pflugerville and surrounding areas commemorating the emancipation of African Americans and celebrating their community.

### Successes

- City staff were able to adjust to contingencies in a timely and effective manner.
- No major incidents or disturbances.
- City departments were able to provide the personnel and resources that ensured success.
- Public feedback about interactions with city employees were positive.
- Communications between city staff, the Incident Command Post, and the Event Operations Center worked well.

Challenges	Solutions
<ul style="list-style-type: none"> <li>• Questions and concerns from the public regarding programming were directed to City of Pflugerville staff and not event organizers.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct the public to event organizers for event and program related questions.</li> </ul>
<ul style="list-style-type: none"> <li>• The generator for the main stage was not sufficient for the power requirement.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure event organizers evaluate the power requirements during the planning phase and acquire sufficient power generation.</li> </ul>
<ul style="list-style-type: none"> <li>• Bounce houses were staked down, which is against field use policy that was provided to the event organizers.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure organizers and vendors are aware of field use rules and regulations.</li> </ul>

<ul style="list-style-type: none"> <li>The location and city resources allocated to the event were excessive for the geographic footprint and attendance.</li> </ul>	<ul style="list-style-type: none"> <li>Suggest a smaller venue/alternate city location and fewer city resources with organizers for next year's event.</li> </ul>
<ul style="list-style-type: none"> <li>There was ongoing construction at the elementary school entrance. The school was the site of the Incident Command Post (ICP) and designated evacuation point.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct on site evaluations of Incident Command Post (ICP) and evac/shelter points prior to the event.</li> </ul>
<ul style="list-style-type: none"> <li>Additional EMS was added at the last minute to cover medical and environmental issues/concerns, increasing cost for the event</li> </ul>	<ul style="list-style-type: none"> <li>Require event organizers to have a site safety plan and provide Basic Life Saving and Advanced Life Saving capabilities when conducting an event in the city of Pflugerville.</li> </ul>
<ul style="list-style-type: none"> <li>Little to no advertisement or marketing was conducted for the event by organizers, resulting in a low attendance and inaccurate predictions.</li> </ul>	<ul style="list-style-type: none"> <li>Communicate to event organizers the importance of marketing materials, and provide feedback on how to predict attendance more accurately.</li> </ul>
<ul style="list-style-type: none"> <li>There was no information packet or load-in plan provided to vendors, resulting in assistance from city staff and a delayed start time.</li> </ul>	<ul style="list-style-type: none"> <li>Require event organizers to provide an information packet and vendor load-in plan to vendors and city staff.</li> </ul>
<ul style="list-style-type: none"> <li>Vendors took hours to load-out after event ended.</li> </ul>	<ul style="list-style-type: none"> <li>Determine a load-out plan with event organizers and strictly enforce it. Include the plan in the vendor information packet.</li> </ul>
<ul style="list-style-type: none"> <li>There was no on-site signage, or clearly marked location for vendor check-in.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure event organizers have all appropriate signage before vendors arrive.</li> </ul>
<ul style="list-style-type: none"> <li>Event volunteers did not show up.</li> </ul>	<ul style="list-style-type: none"> <li>Communicate to event organizers that they are responsible for volunteer management, and city staff will not be used in their absence.</li> </ul>

## Juneteenth Financial Report

Event Expenses	Amount
Logistics (Restrooms)	\$2,050.00
City Staff – Event Staffing (Parks, Police, Public Works)	\$3,049.14
Additional Cost for EMS	\$1,800.00
Stage Use	\$750.00
<b>TOTAL</b>	<b>\$7,649.14</b>