

Facility Manager/Events Coordinator

6 month update 2015

The event department was very busy this summer; I started with the City of Gunnison on June 1st. I felt like I was playing “catch-up” from the day I started. In June I started with plenty of meetings including WEHA board meetings, gun show meetings, Gunnison River Festival meetings, and plenty more. These were very informative but, once again I felt like we were a little late for the upcoming events which were rapidly approaching.

My biggest comment regarding summer events is that we should get the proper departments together, wrap our minds around the subject of events. From the start of the event permit process, everyone should be on the same page. This should include administration, the police department, public works, parks, events, and our P&R Director. I have come up with a price list for the rental of facilities and equipment, with this rate sheet we are not trying to “make bank” but, rather help cover some costs for events that require a great deal of support from the city. We should also demand some type of economic impact report from all major events.

June 12 – 14 Gunnison River Festival – This was the first go around, waters were high but, the event department delivered tables, chairs, all of our event fence panels, city tent, and trash dumpsters were arranged for delivery. We helped to set up the beer garden, fish fry, banners, and signage. The event crew also helped tear all of this back down and was finished by 10pm. The second round of the river festival two weeks later included scaffolding, generators, tents, event trailers, tables, chairs and the PA system.

June 16 – 17 Ride the Rockies Stayover – The event department delivered and set up all of our event fence panels, (then came back and re-configured the set up as requested by the chamber) We also delivered 5-7 wooden barricades.

June 18 – 20 HOG Rally – The event department set up 3 bleachers, rounded up free standing signs, we set up wooden barricades to close parking lot, arranged to have water and hoses available, and purchased bottled water for Rally participants. The city police/public works also closed the first two blocks of Main Street for a parade/display for all of the motorcycles. We received \$200.00 of rental revenue for the use of the Jorgensen parking lot for this event. **The event went off well, the HOG Rally folks were happy but, perhaps we need to charge more to help cover our costs on an event like this one?**

June 25 Block Party downtown – This event was probably the most unorganized thing that happened all summer. We had two parties, the WEHA group and the Gunnison Arts center doing separate events in two parts of down town. At the IOOF park we help set up a venue for the WEHA group, 7 panels of fence, 200 feet of SRAM fencing, and trash cans. On south Main Street we set up the event trailer/stage and 27 fence panels for the Gunnison Arts Center. This was very unorganized, a great deal of confusion about electricity, stage setup, and who was handling what. The band on South Main was very slow to clean up after the event with little or no help, my event crew was there until 11:30pm for tear down. **Again an hourly charge of some type for keeping our equipment over the expected time might be great motivation to help with tear down.**

June 27 – Serrano wedding – The event department rented out the indoor ice rink for a double wedding. We supplied tables, chairs, Wi-Fi, access to light switches, and cleaning supplies. The group was good with their cleanup but, they were a little late getting out of the facility. We received \$245.00 in rental revenue for this event. **We should consider enforcing a per hour charge for being late.**

July 4th – Fourth Celebration – The event went off well, the public seemed very psyched on the fireworks, kid's games, and beer garden. Going forward we should have a bid or selection process for the non-profit that helps with this event. We really could have used more volunteers to help with our efforts and the bucket brigade was pretty weak this year. We had some communication difficulties with the fireworks company but, ironed out the problems as we got closer to the event. We had very few options regarding live music for this event, most bands were already spoken for, Tnertle was ok but, we should have been able to get better music for what we paid. We received \$1900.00 in revenue from the beer garden & t-shirt sales, \$325.00 in vendor booth fees, and our half of the bucket brigade shared with the Rotary Club was \$1646.00. **With more advance planning we should be able to secure better food and we could streamline the beer garden process. We need to offer a "basic" pilsner style of beer like Coors/ PBR at a lower price point. The kid's games were good; we should consider a different event over the water balloon toss. The Bike & Build group did little to help us and was really a nuisance right over the 4th of July celebration; we should try not to invite this group during this time of the summer.**

July 11th-12th High School Reunion/Memorial – We helped Roxy Rule with these events mainly by renting her the outdoor "lean to" as a facility and then supplying tables, chairs, PA system, and pointing out where the electrical was available. The group set up the chairs/tables and put them away. I believe we received \$145.00 for the indoor rink rental and \$25.00 for the lean-to.

July 17 – 19 Gun Show – This was a major event that took a great deal of planning, when I started our biggest supporters - The Gunnison Sportsmen Gun Association were dis-enthused and actually offended about how the event had previously been handled. I was able to get their support and they did a great job of helping with this event. We generated \$2951.00 in ticket sales and \$740.00 in table vendor fees. **This event has great potential going forward; we started late, learned a lot and have nowhere but up to go. We can easily increase our table rates, (promising vendors better marketing and advertising) we could also increase our ticket price slightly; both should help us see more revenue and help us put on a better event with a positive economic impact to the Gunnison Valley.**

August 7th – 9th Freedom Rings Terrier Trial – This event went fair, we ended up providing a great deal of support for these folks. Not only did the Parks crew spend quite a few hours on setup including loading, hauling, and unloading additional fence panels from the county fairgrounds, they also helped set up all of our own gear. Between the event crew and parks crew we set up PA systems, (speakers on top of outdoor scorekeeper's booth), City tent, all 34 of the event fence panels, tables, chairs, internet connectivity, and we had event staff on the clock over the weekend. The group kept our event person busy all weekend running here and running there. We ended up getting \$650.00 in revenue, this included renting the outdoor rink, 3 ball fields, concessions area, the "lean-to", and incorporated a great deal of man hours for set up and tear down. Between starting with the previous event coordinator, switching to myself, and having to reschedule an organizational meeting the group complained about communication. **My main comment on an event of this scale is that we have no more than two meetings with all pertinent Parks & Recreation people and all of the**

folks putting on the event. Also, we should consider seriously what we are charging for an event like this one.

August 21 – 23 Carvin' Up Colorado – Our budget for this event was cut in half from the previous year's budget but, we managed to pull off a quality event. We made some major changes to this event and really had very little resistance or negative feedback. We did have a small mutiny regarding our business sponsorship and in the end gave all of the sponsorship money back to the carvers. We set up 500 feet of fence and created a large venue with beer garden. The entry fee to the beer garden including a chance to win a new chainsaw was well received and we ended up making nearly \$600.00 in entry fees and another \$600.00 on our half of the beer revenue. These sources of revenue combined with the \$2200.00 in cash sponsorship and almost \$800.00 in-kind donations helped to make this event a success. **We learned a lot about timing of the event and a new event called "quick carvings". My thought for next year is to have live music, more quick carvings, a beer garden again, and more cash sponsorships.**

September 11-12 – Gunnison High Triathlon – Ginny Baylor was my support and co-promoter of this event; she was extremely helpful and understood the process from experience. We had 46 adult participants, 44 kid's participants, and 5 teams these numbers were up substantially from the previous year. The participants gave us great feedback saying that the course was better marked, we were more organized, and that the course was safer. This was achieved with better organization and with the help of the volunteers from the WSCU Girls Swim team, (we could not put on this event without their help). **We plan to try to do a better job marketing next year and perhaps create a Triathlon Series by working with Salida and Montrose.**

Ice Rink – Jorgensen – Life here at the ice rink has been going well, I have been learning a great deal. I first learned how to grow ice, paint ice, and then complete the layer. We got a free painting "jig" and painted the indoor rink by hand, (I have been told this will make clean up in the spring much easier). I have been learning about the rink schedules for Public Skate, Open Hockey, League Hockey, and Tournaments. I have been working with Michelle Arnett, Ben Cowan, and the finance crew to streamline the procedures here at the rink. I have been focused on auditing the daily deposit reports and being diligent to teach my staff how to operate concessions correctly. We have put some safety measures in place regarding locking up deposits overnight, taking deposits to finance daily, and bringing them to the police dispatch on weekend evenings. I have been trying to be cautious approving all concession supply purchases so that we do not get stuck with expired product. The last thing I am learning here at the rink is to operate the Zamboni proficiently and work on becoming skillful at conditioning our ice here at the rink.

All and all this has been a very interesting job, I want to see things getting done efficiently and correctly. My biggest struggle to date has been my injured, (then re-injured) foot/ankle.

Andy Eflin