

Special Events

FY 2013 Recap
July 2012 – June 2013



2013 Event Review

Event Objectives:

- To promote tourism
- To stimulate economic impact
- To encourage civic pride

2013 Event Review



2013 Event Review

41 Events



2013 Event Review

77 Event Days



2013 Event Review



2013 Event Review

732,160
Attendance



2013 Event Review



2013 Event Review

11 New Events



Special Events

2013 Recap

2013 New Events

Shamrock Shuffle:

200 Runners in this fun event in downtown

Rabbit Run

New 10K fundraiser from the Sparks Rotary



2013 New Events

Cops and Burgers and Touchin' Trucks

Two great FAMILY friendly events for downtown plaza before the event season. Raising money for Special Olympics and Washoe County Schools



2013 New Events

Western Heritage Festival:

Sparks Heritage Museum brought this gem back. 2500 people came down town for the festivities. Planned for October 2014.



2013 New Events

My Wake Challenge:

A world record (24-hours on a wakeboard) was attempted - to be confirmed. The event was the National finals and the City of Sparks was showcased all summer during the regional competitions. (FY14)



2013 New Events

Frightmare:

The haunted house made downtown its new home.

Over 12,000 people enjoyed being scared during October. (FY14)



2013 Event Review



2013 Event Review



Hometowne Parade:

10% increase in parade participants

Increased number of sponsorships

Good attendance despite the cold

Official NV 150 Event

Internal Successes

New Special Event Application

- 100% Online
- The information is circulated to all the departments easily without excess paper.
- The application was once 30 pages, now 6.

Internal Successes

Special Event Manual

- A manual was produced in 2012 with more complete information for event producers:
 - Better defined costs, policies, process

Internal Successes

Internal Special Event Manual

- From the external manual, a policy manual was created for all departments that work with events.
- Improved consistency and communication

Internal Successes

TOURMARK Committee

Working with Tourism and Marketing

Committee, developed new grant application that is consistent with the City's plans for events and allows committee to grant funds, based on favorable points.



Special Events

2013 Recap



Internal Successes

BLT and FAM Tours

- Adam and the BLT has developed successful branding campaigns to showcase Sparks and the special events.

- Held successful event producer

Familiarization Tours.

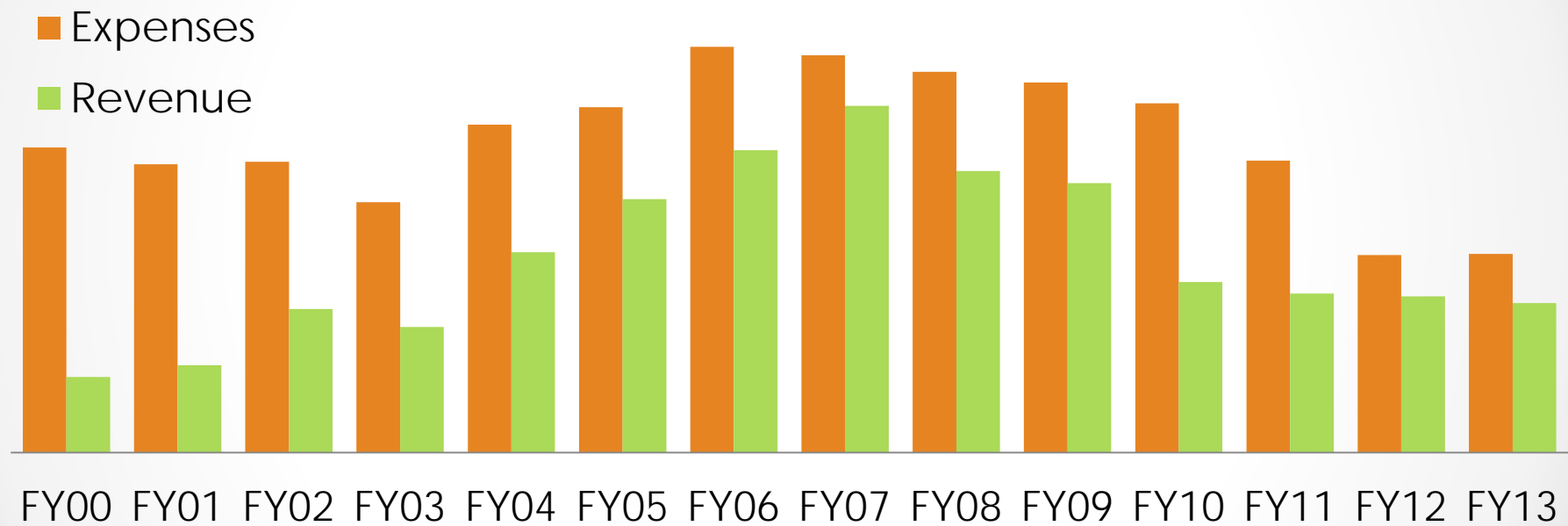


Special Events

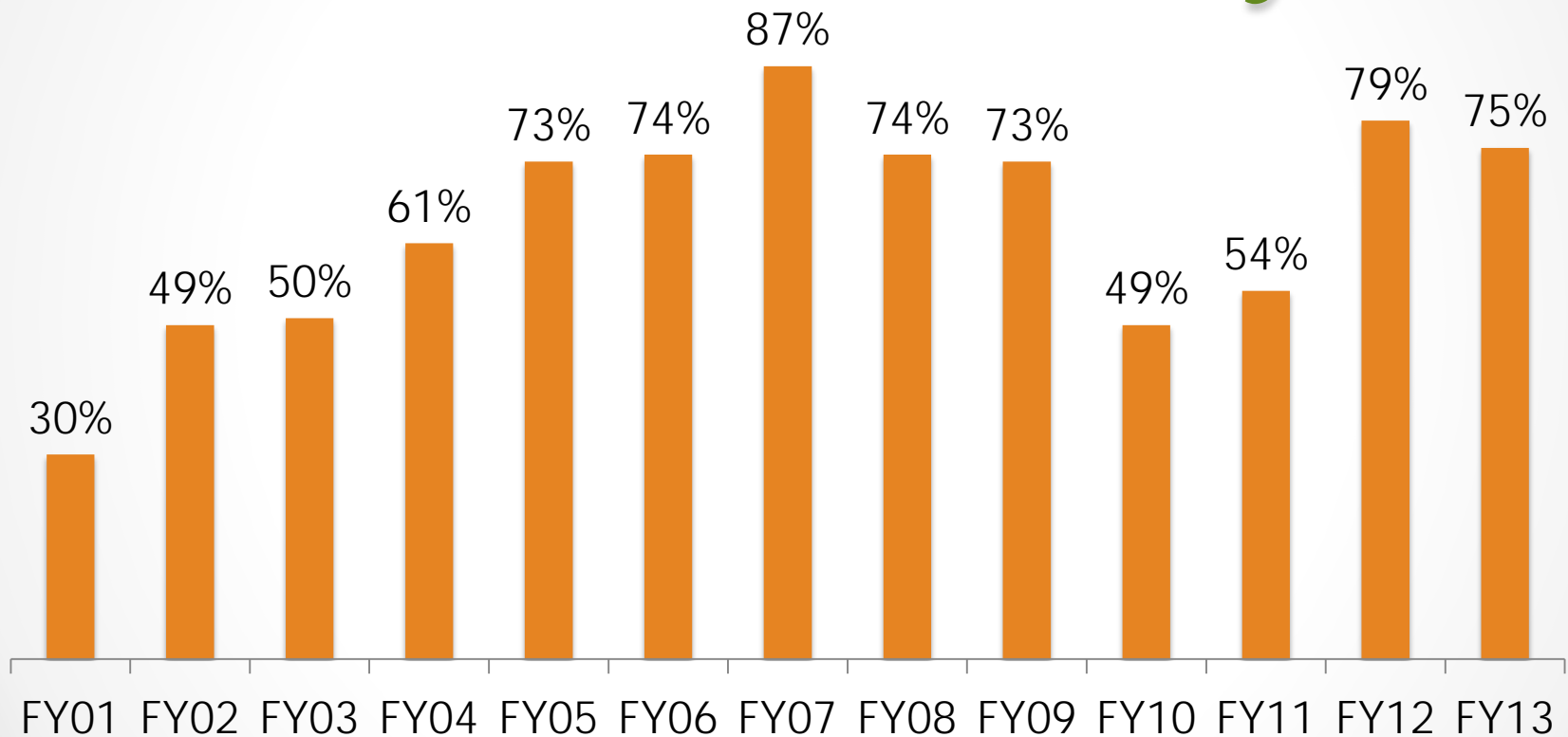
2013 Recap



Total Costs/Revenue



Cost Recovery



Coming soon to Sparks!

Pets on the Plaza

Modeled on Las Vegas' PetPalooza, the SPCA is planning a Pet "expo" with a parade, costumes, vendors, entertainment. Coming June 2014



Coming soon to Sparks!

Food Truck Night Downtown

Successful Food truck producer is coming to Victorian Square for a Bi-Weekly event with activities planned for kids and movies in the amphitheater. 13 weeks of fun!



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Coming soon to Sparks!

FunkenFest

Did you know that “Sparks” in German is Funken?

A true Oktoberfest is coming September 2014 -- beer, brats and oom-pah bands!



Thank you

Questions?

Special thanks to Fred Cornelius for the wonderful new photos of events this year.