



JULY 4 EVENT SERVICES

PROPOSAL

RFP 19-013

SUBMITTED TO

City of Powder Springs, 4484 Marietta Street, Powder Springs, GA

Ricketts Rhodes Event Management

Petergaye Rhodes

4644 Powder Springs Dallas Rd

Unit 1605

Powder Springs, GA 30127

770.380.5357

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OVERVIEW OF RICKETTS RHODES EVENT MANAGEMENT

Ricketts Rhodes Event Management plans, organizes and executes phenomenal community focused events. The owner, Petergaye Rhodes, is an entrepreneur who has lived in Powder Springs for 13 years. Petergaye is the past owner of Petal's Rose Resale Boutique which was located on Richard D. Sailor's Parkway for 4 years. She's also the Founding President and Board Member of Powder Springs Business Group.

As a longtime resident, Petergaye is excited about the upcoming enhancements to the downtown area. Powder Springs' transformation into a destination for first-class events is becoming a reality and Petergaye shares her neighbors' excitement about the growth and development currently taking place in Powder Springs. She understands that her neighbors await the new expansions with mixed emotions. That was at the forefront of her mind when she led the organization of the 2019 July 4th event – *SpringsFest on the 4th**, which was presented in partnership with Powder Springs Business Group and the City of Powder Springs. From the onset, Petergaye and her team focused on hosting the most memorable Independence Day event that Powder Springs had ever seen. They wanted it to be a unique and unforgettable experience for residents and visitors alike. The goal was to ensure that every person who attended the event walked away thinking "that's the best festival Powder Springs has ever had". Many cities host July 4th events, but the team visualized an event unlike any other local festival. This vision drove the decision about the types of vendors, entertainers, sponsors and partners that participated in the event. That's the key ingredient to what makes the Powder Springs July 4th celebration unique and set apart from other festivals – attendees feel connected to the city, and they walk away with an awesome feeling.

Ricketts Rhodes Events is a small organization that executes on a corporate level. In partnership with Powder Springs Business Group (PSBG), we produce events that engage the small businesses, support local non-profit organizations & area schools, and align with the city's goals. Unlike larger event management companies that plan events for multiple cities and utilize a 'cookie cutter' template, Ricketts Rhodes Event's primary focus is the Powder Springs community. The relationship that PSBG and Ricketts Rhodes Events have with Powder Springs is personal and genuine. We want to contribute to building a community where everyone belongs. We are 100% vested in Powder Springs and we have a sincere desire to increase the city's visibility as a tourist destination and contribute to its economic growth. We understand the need for expansion and growth without compromising the small town feel of Powder Springs and we're successful at engaging the community.

The Ricketts Rhodes Events team is skilled, creative and appropriately staffed to plan, manage, promote and implement successful events in Powder Springs – just like we did for the 2019 *SpringsFest on the 4th* Independence Day celebration. PSBG developed the branding for *SpringsFest on the 4th* and the phenomenal success of the 2019 Independence Day celebration has elevated the *SpringsFest on the 4th* brand and

will undoubtedly increase brand recognition and contribute to a successful 2020 Independence Day event. Petergaye established an excellent relationship with the City Staff, Powder Springs Police Department, Cobb Fire Department, the Cobb & Douglas Department of Public Health and other governmental agencies while working on the 2019 *SpringsFest on the 4th* event. Our goal is to continue this valuable partnership with the City of Powder Springs by hosting an exceptionally fantastic *SpringsFest on the 4th* celebration in 2020. Powder Springs residents expect to experience "that awesome feeling" they felt in their city on July 4th, 2019. Ricketts Rhodes Events is the perfect partner and the only organization that can duplicate that thrill and excitement in 2020 and beyond. The passion and genuine love that Petergaye and her team have for Powder Springs, were poured into planning, organizing and executing the 2019 July 4th celebration. We're ready, willing and able to do it again. We are aligned with the city's vision to be inspired by the past, invigorated by the present and innovative about the future. Please select Ricketts Rhodes Event Management as the company to execute a successful 2020 Independence Day celebration in Powder Springs.

PROFESSIONAL REFERENCES

Roger Vest

Pastor, Powder Springs First United Methodist Church
(706) 508-3280

Russ Blocksidge

Owner, The Event Station
(404) 977-3441

EVENT MANAGEMENT STAFF

Petergaye Rhodes – Event Operations

Role: Manage the overall event operations. Develop marketing strategy with team. Create written communications for vendors, suppliers and other partners. Manage relationship with the city staff, police department, county health department, non-profit organizations, sponsors, vendors, suppliers and other partners. Manage budget. Manage day-of-event activities. Coordinate all staffing areas including marketing, entertainment, finance, vendor relations, volunteer coordination, non-profit partner organization. Ensure permits needed to host the event are secured, e.g. Food Permit through the Cobb County Health Department, Event Permit through the City of Powder Springs, Powder Springs Police Department. Negotiate contracts for fireworks, event insurance, port-o-potties, etc.
Masters, Business Administration - Kennesaw State University, 2004

Carnita Jones – Entertainment

Role: Coordinate entertainment activities and local & professional artists. Manage technical crew with stage set-up, lighting, audio visual, and MC/DJ. Create performance line-up. Manage & coordinate day-of-event entertainment activities. Including confirmation, selection and coordination of performers and DJ (s). Secure MC, Stage, A/V, Sound Specialist for the event.
Owner – Nu Star Maker Performing Arts & Talent Management

Randall Madison – Vendor/Volunteer/Partner Relations

- Debra's included

Role: Manage communication and follow-up to Food Trucks, Artisan Vendors, Volunteers, and other partners. Organization/ coordinate volunteers and execute volunteer organization plan on the Day of Event. Includes securing volunteers from civic organizations, schools, non-profits, etc. Coordinates volunteers' activities and assignments e.g. parking attendant, vendor relations, clean-up crew, etc. Day of event sanitation coordination and execution.

Brianna Nelson – Marketing/ Social Media

Role: Execute social media marketing strategy. Create social media communication & posts via FB, IG, Eventbrite, and coordinate with city staff for inclusion in City of Powder Springs News & Events FB page. Update and manage *springfest4th.com* website. Revise marketing materials. Partner with creative vendor to design banners, flyers, posters, event signs, sponsor packets, etc. Participate in the development of the marketing strategy and execution plan, brand design, collateral design, approval and production, distribution of marketing materials.
Bachelor's, Technical Management – DeVry University, 2019

LIST & DESCRIPTION OF CURRENT AND PREVIOUS EVENTS

New Year's Eve "Decade Finale" Gala - \$5,000

This 2019 New Year's Eve gala will close out the year with a wonderful celebration. The goal of the event is to engage the community. We want to bring Powder Springs residents together to dance, have fun, celebrate the passing decade and ring in the new year in a safe, festive enjoyable venue, right here in Powder Springs. Event Date 12/31/19. Location: The Ford Center. Time 8:30 pm – 1:30 a.m.

SpringFest on the 4th - \$50,000

In 2018 Powder Springs Business Group partnered with the City of Powder Springs to organize the July 4th community celebration. Ricketts Rhodes Event Management was hired to plan, manage and execute the event. *SpringFest on the 4th* was an incredible experience for over 10,000 residents from Powder Springs and the surrounding area including Austell, Mableton, and Hiram. Festivities included live entertainment & performances, 35 food vendors, 53 artisan & local business vendors, 15 non-profits, a Kids Zone with a jungle gym, children's games and activities, bouncy houses, game truck, face painting, Giant Bubbles by Sweet Pea the Clown & Markey, an Interactive Dance Party by Kim Armstrong – A Popular Dance, and many more activities. The event climaxed with an awesome 13-minute fireworks display.

PSBG Mixers - \$3,000 (over 12-month period)

Powder Springs Business Group hosts monthly events to bring visibility to the businesses, products and services in Powder Springs. Ricketts Rhodes Event Management organizes the monthly events on behalf of PSBG. We select the venues, collaborate with local caterers and restaurants to determine the seasonal menus, complete applications to secure necessary permits, e.g. alcohol permits, etc., MC the events and coordinate day of event activities. The interest and participating in the Mixers have grown substantially and on average 50 business owners from Powder Springs and surrounding communities attend the Mixers monthly.

2018 SpringsFest - \$10,000

With the success of SpringsFest 2017, the non-profit agency Sweetwater Mission partnered with PSBG. In 2018, Petergaye and the PSBG board planned and organized the 2nd annual SpringsFest festival in partnership with Sweetwater Mission's Spring Chicken Run. The event included 67 Artisan & Business Vendors, 11 food trucks, a Bouncy House, Face Painters, and live entertainment. The festival attracted 3,000 attendees and over 600 runners.

2017 SpringsFest – Budget: \$5,000

In 2016 Powder Springs Business Group (PSBG) was asked to take over the Business Expo, an annual event hosted by the City of Powder Springs. PSBG relocated the Business Expo to the City Square, changed the event date from fall to spring and rebranded the event as SpringsFest (short for Powder Springs Festival). Since then, the SpringsFest event name has been used as a common law trademark by PSBG. The event included 56 Artisan & Business Vendors, 11 Food Vendors, a Bouncy House, Music and Entertainment, and attracted over 2,000 attendees.

TIMELINE & WORKPLAN OF EVENT

Ricketts Rhodes Events will plan and execute a 2020 July 4th celebration that will rival the experience in 2019. We plan to kick off the 2020 July 4th event with a BANG! Since the high schools will be on summer break, we propose a New Orleans brass band performance on Marietta Street, with a program to include an address from the Mayor, council and other distinguished guests. The proposed festival hours will be 12 pm – 10 pm on Saturday 7/4/20. The event will be marketed to celebrate the Best of Powder Springs. Petergaye and team will organize the planning and coordination of the event, negotiate the supplier contracts, create communications for vendors, sponsors and other partners, plan the kids zone activities (dancers, clowns, cartoon characters, face painters, (possibly) stilt walkers) and confirm other engaging and exciting entertainers. We will also coordinate the development and execution of the marketing strategy, secure all event permits, lead all communications with vendor/sponsor partners, etc. We also plan to organize a flash mob performance. We will have various Food Trucks and Food Vendors, Artisan Vendors, Non-Profit and Small Business Vendors. Vendor and Sponsor fees will help to finance the project. Sponsor packets for 2020 will be designed similar to those created last year (*please see a sample of the 2019 packet enclosed*).

The 2019 post-event survey revealed that many attendees felt Powder Springs Park was not enough space to accommodate the large crowd that attended the event. For 2020 we will utilize 3 areas - Powder Springs Park, Marietta Street and the New Amphitheater. We will maximize the use of these areas by having a Main Stage at the Amphitheater, a Park Stage in Powder Springs Park, connected by Marietta Street which will be

blocked off to flow through traffic. Attendees will walk freely from one location to the next. All 3 venues will be lined with vendors. Entertainment will be focused at the Amphitheatre and Powder Springs Park. Both locations offer ideal attractions for the family and are perfect to entertain kids. The Powder Springs Park has a permanent Jungle Gym and it will also have a Kids' Zone that will include vendors offering kid-friendly activities and local entertainment. The Amphitheater will have a Splash Pad that we will promote with the marketing message to encourage kids to bring their swimsuits to splash in the fountain. Seating will be conveniently situated so that parents will be near their young ones.

With the state-of-the-art stage and performance facilities, the Amphitheatre is perfect to host celebrity performers. We will include a VIP area in front of the stage that provides up-close access to the celebrity talent. The VIP area will include white tablecloth, tables, chairs, reserved seating, etc. Vendors will have the option for placement in the Amphitheater, Powder Springs Park or on Marietta Street. The vendor pricing structure will differ for each area.

Managing the 3 areas will require additional staffing. Day of Event staff and volunteers will be assigned to Powder Springs Park, Marietta Street and the Amphitheatre. They will monitor the bathrooms and port-o-potties, address vendor concerns, coordinate DOE activities at their assigned areas and escalate any extraordinary situations to the specified event leaders. As the Event Director, Petergaye Rhodes will be on hand to ensure the smooth operation of the event in all areas. She will contact the PSPD event contact if needed to resolve any security concerns.

Our goal is to effectively execute the Powder Springs 2020 July 4 celebration that is enjoyable, entertaining and memorable; and attracts 10,000 -15,000 attendees. Our overall objective is to ensure all moving parts i.e. marketing/promotions, budgeting, entertainment, vendor and sponsor management, logistics management, permitting, security, etc., are properly planned, implemented and monitored.

Short-Term Objective:

- Assign the necessary staffing resources to plan and monitor key functional areas thereby ensuring the event's success
- To build event branding that communicates the excitement and awareness of the event and Powder Springs
- Allocate resources to secure first-class acts and celebrity talent that will enhance the entertainment experience
- Complete required county and city permitting to qualify event and ensure public safety

Long-Term Objective:

- Create event branding that communicates the city's vision of promoting Powder Springs as a destination city
- Develop an event plan that Powder Springs residents are proud to attend with their families, friends and neighbors annually
- Provide exposure to the business, products and resources available in Powder Springs
- Plan and organize a July 4th celebration that ensures over 10,000 attendees will participate and attendance levels increase year over year

2020 July 4th Celebration Workplan Timeline

November	December	January	February	March	April	May	June	July
Confirm event insurance	Develop timeline for collateral production with external creative team	Monthly event staff meetings	Submit event food permit request to Cobb Department	Confirm print quantities and costs for flyers, banners, posters	Meet with City Manager and staff to confirm event details	Complete flyer print for distribution to local schools	Print vendor passes	Pre-event staff and volunteer on-site meetir
Confirm sponsor benefits and create vendor/ supplier communications	Design collateral - flyers, yard signs, banners, pole flags, etc.	Compile volunteers list from the 2019 July 4th and previous SpringsFest events	Submit event permit request to Cobb Fire Department event coordinator	Develop social media strategy	Submit event information to Cobb County Parks Newsletter	Organize volunteers for functional areas e.g. parking, vendor services, kids zone, hospitality	Distribute site map to vendors, sponsors, PSPD, Cobb Fire	Execute Event on July 4, 2020
Develop vendor & sponsor online registration process	Confirm event performers and fully execute fireworks agreement	Contact schools and civic organizations for volunteers	Meet with Fireworks company, PSPD and Cobb Fire to confirm fireworks deployment site, deployment radius, event plan	Reconfirm performing artists	Maintain event budget - ongoing	Schedule pre-event on-site visits for vendors and partners	Supplier services - pay suppliers per contact terms	Post-event survey via survey monke to vendors email, posted FB and Next door
Create invitation to 2019 vendors & sponsors for participation in 2020 July 4 celebration	Determine promo/ad channels e.g. A/C, MDJOnline, Print, Radio,	Initial payment for fireworks vendor due	Confirm food vendors, business vendors, non-profit vendors - ongoing	Print banners with confirmed sponsor logos	Manage supplier payment due dates - ongoing	Schedule conference calls for vendors & partners	Host vendor conference calls	Post-event review meetin with City manager and staff
Build 2020 website or update 2019 site with current 2020 credentials and design sponsor packets	Post event to Eventbrite, FB, IG, Next door, PSBG, Cobb County Parks Newsletter, SCBA, International Festivals Assoc., Patch.com, other social media outlets	Confirm port-o-potties and other suppliers	Monthly event staff planning meeting - ongoing	Monthly event staff planning meeting	Event Staff meeting twice per month	Develop press release for A/C & MDJonline and promote event in person at local business associations	Print directional signs and publish radio ads for event	Post-event survey review with event sta
Build new site or update current site with 2020 vendor applications, indemnification, and other forms	Submit permit request to Cobb County to use Powder Springs Park	Manage event planning - ongoing	Social media posts - ongoing	Weekly posts on FB, Patch.com, PS News & Events FB, Nextdoor events page, etc.	Confirm photographer	Event staff planning meeting twice per month	Weekly event staff planning meeting and daily social media posts	Event post-mortem

EVENT BUDGET

EXPENSES		PROJECTED INCOME	
Fireworks	\$15,000.00	City's Financial Commitment	\$15,000.00
Insurance	\$2,900.00	Projected Sponsorships	\$38,200.00
Radio Advertising	\$2,000.00	Vendor Fees	\$15,000.00
Tent & Accessories	\$500.00		
Stage (20 x 24) + 2 Stairs	\$1,000.00		
Port-A-Potties	\$2,000.00		
EMT	\$500.00		
Entertainment	\$32,000.00		
Mist Machines	\$600.00		
Photographer/Videographer	\$2,000.00		
Marketing Collateral	\$4,600.00		
Marketing Design	\$2,000.00		
Kids Entertainment	\$2,700.00		
Tablets Giveaway	\$400.00		
Total Expenses	\$68,200.00	Total Projected Income	\$68,200.00

SUPPORT COMMITMENT REQUESTED FROM THE CITY

Powder Springs Police Department – The PSPD was instrumental in maintaining order and managing the flow of vehicular and pedestrian traffic during the 2018 SpringsFest on the 4th event. Guided by Chief Bailey and Lieutenant Dwayne Prosser, the police department did an excellent job of ensuring a safe and enjoyable event by securing the festival grounds and surrounding areas, closing necessary roads to control traffic, and providing overall superior service.

Garbage – For 2018, 50 garbage bins and trash bags were provided on behalf of the city, by Waste Disposals, Inc. This helped to ensure the park was saturated with trash receptacles. The trash levels were monitored throughout the day and emptied at regular intervals. This will be the plan

for 2020. The event volunteers will empty trash bins, take the bags to the waiting attendants and empty the trash on site throughout the event. 1 dump Truck and 1 attendant will to be requested for the entire event.

Sanitation Facilities – *covered by RR not the city* For the 2019 SpringsFest 4th we rented 8 port-o-potties. This was not enough to accommodate the crowds, so in addition to the physical restrooms at each location, we anticipate that at least 24 Port-o-potties will be needed for the event. This number may increase depending on how many male and female existing stalls there are at the bathroom facilities in the new park.

Power – Vendors will be encouraged to bring their own source for power. But electricity will be needed for the entertainment equipment, stage lighting, location lighting and to support some activities such as bouncy houses, etc.

The City's commitment of staffing resources was crucial and contributed to the Day of Event success. Ricketts Rhodes Events request the City's staffing commitment in the form of overtime, sanitation resources, and security services provided by the Powder Springs Police Department.

FINANCIAL COMMITMENT FROM THE CITY

Powder Springs Business Group partnered with the City of Powder Springs to plan and organize the 2019 July 4th event. With this partnership the city committed staffing resources as well as \$10,000 that went towards the cost of fireworks. The total cost for the fireworks show was \$15,000. Attendee surveys revealed that the community rated the 2019 SF4th festival a phenomenal success. 42% of survey respondents said the fireworks were impressive. 7% said it was Spectacular. 14% said Good. 35% said it was average (*please see post-event survey results enclosed*).

Ricketts Rhodes Event Management requests financial commitment of \$15,000 from the City of Powder Springs to cover the full cost of the fireworks show. We desire that a payment plan is executed for the cost of the fireworks to consist of \$5,000 in advance and the remaining balance paid in equal monthly installments over the term of the agreement with final payment received by May 19, 2020 to ensure the Pyrotechnic company is paid-in-full 30 days prior to the event, per their usual contract terms.

LICENSES & INSURANCE

Ricketts Rhodes Event Management

Cobb County LIC# OCC026577

\$2,000,000 Insurance Coverage provided by Farmers Insurance

DESCRIPTION OF MARKETING & PUBLICITY PLAN

We're a small team compared to larger event management companies; but we're mighty. Ricketts Rhodes Events plans, organizes and executes events very well. Through Powder Springs Business Group, we've established a successful partnership with the City of Powder Springs. We have a strong connection to Powder Springs, and we care about ensuring a phenomenal event experience for our friends and neighbors. We understand that Powder Springs is in growth mode and we support the efforts to increase the city's visibility as a tourist destination.

Powder Springs Business Group introduced SpringsFest in 2017 as an annual fundraiser. The organization has historically donated a portion of the funds to a local non-profit organization. In 2018 funds were donated to Sweetwater Mission and for the 2019 July festival, the non-profit beneficiaries were Simple Needs GA, Kiwanis of South Cobb and Powder Springs Task Force. We will continue the tradition of donating a portion of the proceeds to a 501 (c)(3) organization that's doing admirable work in the local community. Non-profit organizations are being considered. Suggestions are welcome from the Mayor & City Council. As usual, our online and offline advertising will promote the non-profit organization that is selected as the beneficiary.

The 2019 SpringsFest on the 4th event attracted over 10,000 attendees. It was highly publicized, and the brand was successfully marketed to the public (*please see examples of the 2019 marketing materials enclosed*). The marketing and advertising efforts contributed to the exceptional attendance levels. Our goal is to replicate this success for the 2020 July 4th celebration. The marketing campaign included scheduled social media posts to secure vendors and sponsors, promoted the kids' entertainment (e.g. game truck, bouncy house, clown, face painters) and publicized the entertainment lineup. We submitted a press release to the AJC and MDJ, submitted information about the event to the Cobb Parks Newsletter, wrote articles on Patch.com promoting the event, posted the event on Nextdoor, Eventbrite, Facebook, Instagram, printed 5,000 flyers that were distributed to the local schools before the last day of school, printed posters and flyers that were distributed to local businesses, attended business meetings such as the South Cobb Business Association to promote the event in person, deployed emails at least once per month to 900+ business owners who opted in to receive the Powder Springs Business Group monthly newsletters.

ITEMIZED MARKETING/PUBLICITY PLAN

- a. Social Media Advertising – Social media is by far the most cost-effective method to publicize an event. With Facebook ads we will geo-target residents in the following areas: Powder Springs, Hiram, Austell, Marietta, Mableton, Dallas, Douglasville, & Lithia Springs within the age range of 25 - 55. The potential reach is 390,000. Social media posts and videos will be created to further get the word out about the event. We intend to use Facebook, LinkedIn, and Instagram as the primary social media channels. We will create marketing content that will include videos, social media posts, Mailchimp email communications, and press releases. Online promos will also include the hashtags **#springsfest4th** and **#thisispowdersprings**. On the day of the event, we will stream live updates of the event via Facebook Live.

- b. Event Website – The *SpringsFest on the 4th* website (springsfest4th.com) promotes the event and provides event information. We developed an event website that was informative, user-friendly and allowed our vendors and sponsors to apply online and pay their vendor fees online. This website is owned and managed by Powder Springs Business Group. With their permission the site may be updated with 2020 credentials; or a dedicated 2020 July 4th website will be created to promote the event and offer similar functionalities.
- c. Paid Advertising on social media – Ad channels include FB, IG and West Cobb Patch.
- d. Press Releases – Although the channels used for advertising the 2019 July 4th event were very successful; the high attendance levels may be attributed to the press releases getting picked up by 2 major media outlets - the Atlanta Journal Constitution and the Marietta Daily Journal. Exposure in the online newspapers meant a distribution to a larger audience and increased attendance. We will create press releases for the 2020 event and distribute to those media outlets again.
- e. Partner Advertising – Videos and electronic flyers will be created and distributed to event attendees, sponsors, volunteers and everyone who will participate or support the event. The creative files will be shareable, and partners will be encouraged to share the files with their network. We will post event updates on social media (FB, IG) up to the day of the event. An event invitation will be listed on Eventbrite and attendees will be able to RSVP and purchase free tickets on the site. An event invitation and an article about the event, will be posted on Next Door and the West Cobb Patch. Marketing materials will be created for vendors, sponsors and everyone associated with the event to share the online posts with their networks. Thanks to our partnership with the City of Powder Springs, event updates were posted on cityofpowdersprings.org and the Powder Springs News & Events FB page. We will partner with the city again to advertise the 2020 event.
- f. In-Person Promotion – Austell did not host a July 4th event in 2019. Although it's not clear if they will host a 2020 July 4th event, we see an opportunity to attract Austell residents to Powder Springs for July 4th. We will attend the Austell Business Association meetings and share printed marketing materials about the event. We will also inquire about posting event flyers/posters in Austell businesses. The South Cobb Business Association is another great resource. We have an existing relationship with the SCBA, and with a large membership of South Cobb businesses, attending their monthly after-hours events & monthly meetings and sharing information about our July 4th event will help in raising awareness and increase attendance.
- g. Marketing Collateral – The marketing materials will be designed and printed for distribution to various businesses, schools, churches and other organizations. Flyers and posters will be distributed to local businesses, yard signs will be strategically placed around the city and on the Silver Comet Trail. Other collateral includes banners for Marietta Street and the Silver Comet bridge.
- h. Radio Advertising - In addition to the promotional options mentioned above, we will incorporate radio advertising for 2020. The targeted station is 94.9 The Bull, a highly rated country music station in Atlanta or Q99.7 that plays "today's hits and yesterday's favorites". The estimated cost for a 30 second spot is \$2,000 for 10 ads that will run 1 week prior to the July 4th event.
- i. Merchandise – Selling event merchandise is a great way to promote the event and provide a reminder/souvenir of the event for years to come. For 2019 we designed T-shirts for Powder Springs Business Group board members only. This year we will produce T-Shirts for the public.

From the reporting generated from FB Analytics and other surveys, we know most people who attended the 2019 *SpringsFest on the 4th* either live in Powder Springs or were visiting families in Powder Springs for the Independence Day holiday. We want to widen the net to include neighboring cities. The festival attendees are made up of individuals, families with children, the elderly and handicap. The July 4th attendees are interested in attending a festival that offers numerous attractions and activities for kids, entertainment, food vendors, and somewhere to relax, eat great food, enjoy music and fireworks. They want a place that's safe and provides a relaxing atmosphere to celebrate the nation's independence. For 2019 many attendees intentionally attended the festival in the late evening, in time to watch the fireworks. They were disappointed to see that they missed a wonderful festival with many attractions. The word has spread about how exciting this year's July 4th event was. Many who missed it last year will not make the same mistake again.

SpringsFest on the 4th is a celebration that's focused on bringing the community together. It's intended to be enjoyed by everyone.

Event Attendee Types:

- a. Parents and their children - They will be interested in the kids' zone with numerous activities including the jungle gym, bouncy houses, game trucks, face painters, splash pad, etc. Every parent's main concern is to keep their kids occupied. They will likely enjoy the numerous free kid focused activities that will be available at the event.
- b. Adults. No kids. – They want to have fun in the community with their family. They enjoy connecting with their neighbors and friends. The scheduled live entertainment, food vendors and artisan vendors with unique products will be attractive to this group. They are more likely to enjoy the Amphitheatre Park with the celebrity performances. If it's within their budget they will reserve seats in the VIP section.
- c. Elderly, handicap, special needs – Considerations will be put in place for everyone including those who require accessible services. Handicap parking will be reserved in front of City Hall. In 2019 we underestimated the number of handicap parking spaces we would need. Also, although we had signs directing anyone who needed it to the handicap parking, there was no lot attendant to facilitate the parking process or monitor the parking to ensure only those with an authorized parking permit would park in the lot. For 2020 our plan will include a well-defined handicap parking strategy to help minimize opportunities for the handicap parking to be abused.

RISK MANAGEMENT

- 1. Guerilla marketing/ Unauthorized Vendors – Guerilla Marketing is defined as an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. An example would be vendors setting up just outside the perimeter of the event and selling to event goers passing by. They haven't paid for access to the attendees however they benefit from the crowds. For 2019 we had an agreement with PSPD that they would be on the lookout for unauthorized vendors, but they could not focus on that issue as their focus was the safety and security of the event and attendees. We will make the same request for 2020, understanding that the PSPD focus will remain the same.

Although we offer the opportunity for local businesses to rent a booth during the event, some business owners will opt to walk around the festival and distribute flyers, products, and other information to attendees. This is not authorized by the organizers and is viewed as a disservice to vendors who have paid for the privilege to access the event's audience. To combat that concern we created signs that prohibited soliciting and placed them visibly throughout the event. This drastically reduced the incidences of infractions. We will utilize this process again for 2020.

2. Rain Delay – Arguably the most stressful part of planning such a huge, impactful event, is the possibility of a summer shower washing the event into the stream. Apart from praying for beautiful weather that day, not much can be done; but in case of tremendous rain we propose an alternate date for the Saturday of Labor Day weekend – September 5, 2020.
3. July 4th is a popular holiday and many cities will offer Independence Day celebrations with fireworks. Some Powder Springs residents travel to Atlanta, Marietta, Acworth, Kennesaw and other cities to enjoy the 4th, but after the success of the 2019 July 4th celebrations we're confident many residents will reconsider getting into traffic on the holiday to commute outside their community.
4. Our main competitor for attendees is the City of Marietta. The challenge also extends to securing vendors for the event. The City of Marietta reaches out to vendors at least 11 months ahead of the event. The result is vendors are locked into that city and unavailable for the Powder Springs event. Our plan to combat that, is to reach out to potential sponsors, vendors and other partners by November 2019. This is at least a 3 months head start compared to 2019.

POST-EVENT ANALYSIS PROCEDURES & RECOMMENDATIONS FOR THE FUTURE

Our goal is to improve the July 4th event year over year. Event surveys and feedback from attendees, vendors, volunteers and other event participants, are a great way to get public opinion about the event. They provide a clear picture of areas where we excelled, as well as opportunities for improvement. After the event we post a Thank You note on the City's Facebook page acknowledging those who attended and expressing appreciation to everyone who contributed to the success of the event. The public will usually comment on these posts and provide feedback about their experience at the event.

Prior to the event, email addresses are captured from sponsors, vendors, volunteers and other partners through vendor applications, individual inquiries and/or opt-in sign ups on the event website. We also use Eventbrite to solicit attendees email addresses. Within 48 hours of the event, a 10-question survey email is sent to attendees, vendors, volunteers, sponsors and other partners via Survey Monkey. The email contains a link to complete the survey. Respondents are asked to rate their experience at the event and provide additional feedback. Survey Monkey is a great platform because it has the capability to generate analytics. The system analyzes the feedback results, provides insights and data trends. The

responder identification is anonymous, but the analytics show the individual responses, when feedback was given, typical time spent on each question, and provide compiled data on each question, etc.

We want to get feedback from as many attendees as possible, including those who are not opted-in to our email distribution list. To capture those respondents, we post the survey on Facebook, Nextdoor, West Cobb Patch and other online resources with a link to complete the survey. The feedback will be compiled from all sources and presented in a PowerPoint file (*see sample of 2019 SpringsFest on the 4th survey results enclosed*). Within 30 days, a Post-Event Review Meeting will be scheduled with relevant city staff, Ricketts Rhodes Events team and other stakeholders to evaluate the event and review the survey results.

For 2020 we will do attendee feedback in real-time. During the event a volunteer, armed with a clipboard, a smartphone and 3 questions, will ask willing event attendees to provide feedback on their experience that day. Their interaction will be broadcast via Facebook Live.

The measures used to evaluate the success of the event will be based on Event Attendance and Participant Satisfaction Survey. The target number for event attendance is over 5,000 attendees. An Overall Event Satisfaction rating of over 60% attendees SATISFIED with the event, indicates a successful event.

DESCRIPTION OF SPONSORSHIP PROGRAMS AND STRATEGY FOR LOCAL BUSINESSES

The 2019 SpringsFest on the 4th was made possible thanks to the financial and in-kind sponsorships from 22 corporations and local businesses. Of the 22 sponsors, 9 were small businesses located in Powder Springs. Partnership with local and corporate organizations is a major component of ensuring the event's success. We intentionally offered a sponsorship package below \$1,000 to be sure that small business owners would be afforded the same marketing opportunities as their larger counterparts.

For 2019 there were 5 sponsorship levels: Elite - \$15,000; Partner - \$10,000 (COPS); Signature - \$5,000; Platinum - \$1,000; and Gold - \$500. Each level offered from 4 to 8 specific sponsorship benefits, depending on the sponsor level selected. The benefits ranged from Complimentary Vendor Booths to Prominent Placement in PSBG Emails & Website, and Company Name Listed in Press Releases. For 2020 we will utilize a similar strategy. The sponsorship packages will include a Sponsor Application, a Benefits Pricing & Description, an Event Information Sheet that lists stats from previous events, a Description of the Non-Profit Beneficiary for that year & planned activities for the event.

Our sponsorship solicitation efforts for 2020 should be less challenging than it was for 2019 since we now have event history and we're able to communicate the high attendance levels and success of SpringsFest on the 4th. We will contact companies that sponsored the event in 2019, and those that were solicited but declined to sponsor. The sponsorship invitations will be distributed by November (4 months earlier than 2019) which gives local businesses the opportunity to plan to sponsor the July 4th event.

DESCRIPTION OF EXHIBITORS AND VENDORS (INCLUDE MAX # OF VENDORS THAT YOU CAN PROVIDE IF SPACE IS AVAILABLE)

In the spirit of Powder Springs Business Group, we want *SpringsFest on the 4th* to bring visibility to the businesses, products and services in and around Powder Springs. Priority for vendor opportunities will be given to Powder Springs business owners. Other small businesses in the surrounding area are also invited to participate in the event. For 2019 we accommodated over 100 vendors in Powder Springs Park. With the expansion to the Amphitheatre we will have the space to accommodate many more vendors. We have access to over 250 vendors in our official vendor list.

Our vendor roster consists of:

Food Vendors and Caterers – We will confirm food vendors that serve a diverse array of food items that festival attendees look to purchase in the summer. Food items include sno-cones, ice cream, popcorn, cotton candy, hotdogs, burgers, funnel cakes, Lemonade, BBQ, Turkey Legs, Roasted Corn, Nachos, Pretzels, Corn Dogs, etc. There will also be vendors serving less traditional festival food such as Caribbean and Mexican Food Trucks.

Artisan Vendors – We want attendees to have a fun time shopping. Artisan vendors who make unique, handmade items such as soap, jewelry, personalized totes are a perfect addition to the festival as they bring unusual items to tempt attendees. It also provides a way for attendees to take home a memento from the event

Small Business Vendors – The visibility that the small business will gain from having access to over 10,000 potential customers at this event, is a tremendous opportunity for any business. We welcome small businesses to participate in the event with priority for sign-up given to Powder Springs Business owners.

Non-Profit Vendors – The vendor fee for non-profit organizations is usually the lowest cost vendor fee available. This year the Non-Profit vendor fee will also be lower than the other published rates. This event will give each non-profit involved tremendous visibility to over 10,000 attendees.

Performers – These vendors are crucial to making July 4th a memorable experience. We will confirm vendors who offer interactive activities such as giant bubbles from Sweet Pea the Clown and Markie, A dance party with Kim Armstrong – A Popular Dance, face painters, and artists who create their artwork onsite and over arts & crafts activities. These vendors are usually paid for their services, and some accept a sponsorship role in lieu of financial compensation.

Sponsors – As part of their sponsorship agreement, the sponsorship package includes a complimentary vendor booth. Although some sponsors opt not to set up a booth on the day of the event, many sponsors will opt to take advantage of that benefit. We will usually reserve a premier location that provides a larger flow of foot for the sponsors.

DESCRIPTION OF REGISTRATION PROCESS AS WELL AS GUIDELINES FOR THE EXHIBITORS/VENDORS. INCLUDE ANY PRICE POINTS THAT YOU REQUIRE

The event will be advertised via social media, print and online advertising. Potential sponsors and vendors will be invited to participate in the event by applying online. In November 2019, an email invitation will be sent to past sponsors and vendors thanking them again for their previous participation in the event and inviting them to apply online for the 2020 July 4th celebration. Vendors who express interest in participating will receive an email with a link to complete and submit their Vendor Application and other vendor documents. Interested parties may also visit the event website to apply online. Food vendors will be instructed to complete a Temporary Food Service Vendor Application and submit the completed form to the Cobb & Douglas Public Health Department by the stated deadline. All non-prepacked food vendors will need to schedule a Day of Event Inspection by the Health Department.

Vendor spaces are confirmed when the payment is successfully processed. Vendors will receive a 10 x 10 open space. They provide the tents, tables, chairs, generators and anything else they will need to operate their business. Food Trucks are usually charged a little more than regular vendor because they demand more space for their vehicle. Approximately 2 months before the event date, vendors and sponsors will receive a schedule of 2/3 dates that they will be invited to do a physical visit to view their space, ask any questions and request a space change if necessary. This step has been very successful in the past and vendors who attended the visits appreciate the chance to sort out any potential issues, such as their truck being too large for the space assigned or a vendor with a generator needing to have the back of their tent face the bushes to muffle the loud noise.

Communication is the key to avoiding day of event confusion. With that in mind we schedule a vendor/sponsor conference call 4 weeks prior to the event to allow vendors, photographer, pyrotechnic company, face painters, bouncy house vendors, entertainment team and everyone associated with the event, to ask questions, get clarification, or share their excitement with the group. The conference call is also the time that we talk to our vendors about the type of service we expect they will deliver our Powder Springs residents. We emphasize the need for them to be attentive to the customer and deliver exceptional customer service. We make it clear that it's imperative that every resident/customer walk away feeling their experience with the vendors at *SpringsFest on the 4th* was the very best ever. This is also the time that we discuss pricing. Some vendors may not be familiar with the Powder Springs market. We want our vendors to have tremendous sales, so we will clearly communicate that inflated pricing will not work for this market and we want to avoid turning off attendees due to high price points. This conference call is also the time for vendors to express other concerns, comments or recommendations. We've done these conference calls for our previous events and they were very well received.

Two/ three weeks prior to the event, vendors, sponsors, PSPD, Cobb Fire, EMS, Fireworks vendor and everyone involved in the event, will receive an email with a site map that lists the assigned/numbered spaces and company name. They will also receive an email with Day of Event Directions, Rules and Regulations of SpringsFest on the 4th, Registration Process and Parking Directions, etc.

At the 2018 SpringsFest (which was in the Spring) we strictly prohibited vendors from selling water as it was a fundraiser for Powder Springs Business Group that year. Since *SpringsFest on the 4th* was in the middle of July we opted to lift that restriction and vendors could sell their assigned products and price items as necessary. After the event we had reports of unreasonably high prices by some vendors. For 2020 we will create specific directions to ensure our customers are shielded from inflated pricing. Some restrictions include water for no more than \$1, and price restrictions on other items such as ice cream and shaved ice.

FULL DESCRIPTION OF ENTERTAINMENT THAT YOU CAN PRESENT TO THE CITY TO DETERMINE THE BEST CHOICE THAT SUPPORTS THE MISSION OF THE EVENT.

In addition to the tremendous fun that was had by all, the 2019 *SpringsFest on the 4th* will be remembered for its first-class entertainment. The 2019 SpringsFest lineup included National Recording Academy Member Claudette King (youngest daughter of legendary Bluesman BB King), who brought down the house with her dynamic, amplified and downright sassy performance that had the audience screaming for more. Gospel singer and 2019 Steeple Award Winner Kezia Alford took us higher with her anointed voice and a ministry of deliverance through song.

In 2019 the audio systems in Powder Springs Park struggled to provide quality sound. Carnita Jones, our event Entertainment Director, made on the spot decisions that helped improve the sound. Despite our best efforts many people who were near the food trucks or under the gazebo at the Powder Springs Park, could not hear the music. This year we're cognizant of the park's limited capability and we will implement processes to ensure quality sounds in Powder Springs Park.

For July 2020, we will have two entertainment areas – the Main Stage at the Amphitheatre and the Park Stage at Powder Springs Park. Both stages will have an established entertainment schedule throughout the event. The Park Stage will provide a perfect platform for local talent to perform in front of their 10,000+ friends and neighbors. The Main Stage lineup will include paid celebrity talent. We've reached out to industry contacts to book the best acts for July 4th and we're focused on representing diverse genres – country, rock, jazz, gospel - so that attendees of all ages will enjoy the show. Have you heard of Zach Seabaugh? He placed 5th overall in The Voice competition and he's on our list of potential acts.

Other Potential Celebrity Talent Include:

Artist

Genre

Aaron Parker

Country Music

Blue Grass Etc,	Blues
Brent James & The Vintage Youth	Rock
Distant Cousin	Folk
Elvis Presley- King Creole	Tribute
Ghost Riders	Rock
Haley Georgia	Country
Jason Michael Carroll	Country
Jeff Bates	Country
Jeffrey Gaines	Country
Jessy J	Jazz
Kid Capri	Rap
Kevin Kinney	Rock
Kurtis Blow	Rap
Canton Jones	Gospel
Lisa Tucker	Pop
Marcus Canty	Gospel
Maxine Nightingale	R&B
Michelle	R&B
Rumors- Tribute to Fleetwood Mac	Rock
Yacht Rock Revue Cover Band	Soft Rock
Claudette King and the King Courts Band	Blues

Talent Fees extend up to \$10,000.00 per appearance

The 2020 July 4th celebration will climax with a phenomenal fireworks show that will commence at 9:30 pm. We will compile the soundtrack and present it to the pyrotechnic company to sync the tracks.

With Ricketts Rhodes Events team as the event management company, the 2020 SpringsFest on the 4th will be awesome! We promise to plan, execute and deliver an event that will make the residents, Mayor & Council and the City of Powder Springs very proud!

Please select Ricketts Rhodes Event Management as the company to execute a successful 2020 Independence Day celebration in Powder Springs.

*The *SpringsFest on the 4th* brand, logo, trademark, marketing materials, and any and/or all references to *SpringsFest on the 4th* are used with permission from Powder Springs Business Group.