

City Events

City Council Retreat, January 24, 2017



SANDY SPRINGS
GEORGIA



Current City-Sponsored Events

January	August
MLK Day (City led)	Purple Heart City (City led) National Night Out (PD/Fire) Back to School Bash (Rec & Parks)
February	September
Arbor Day (City led - photo op)	Sandy Springs Festival (Heritage)
May	October
Kids 2 Park Day (Rec & Parks) Food That Rocks (H & T)	Spooky Springs (H & T)
June	November
Lantern Parade (H & T)	Veterans Day (City led) Restaurant Week (H & T)
July	December
Stars & Stripes Fireworks (City led)	

Partnership Additions

- 2015
 - Restaurant Week
- 2016
 - Food that Rocks
 - Lantern Parade
 - Spooky Springs
- Additions were recommendations through Mayor's Fun Committee and dedicated focus on restaurant industry, a cooperative effort by City, Hospitality & Tourism and Chamber

Events & Agencies Supported by Hospitality & Tourism

- Abernathy Art Center
- Act3Productions
- Atlanta Capitals
- Anne Frank in the World Exhibit
- Atlanta Meatball Festival
- Atlanta Jewish Film Festival
- Stand Up for the Hooch
- River Race & Festival
- Heritage Sandy Springs Concerts by the Springs
- Heritage Sandy Springs Farmers Market, Rhythm & Brews
- Leadership Sandy Springs Movies by Moonlight
- Sandy Springs Society's Tossed Out Treasures and Elegant Elf
- Sandy Springs Education Force Footprints for the Future run
- Savor Sandy Springs – Food That Rocks, Restaurant Week

Current Policy

- City determines “Sponsored” events – those with personnel/financial commitment - as part of annual budget process
 - MLK Day
 - Arbor Day
 - Fireworks
 - Purple Heart
 - Sandy Springs Festival
 - Veterans Day
 - Rec & Parks
 - Kids 2 Park
 - Back to School Bash
- Hospitality & Tourism created product outside of this process (Food that Rocks, Lantern Parade, Spooky Springs, Restaurant Week) although execution includes City staff support

Discussion Topics

- Update current events
- Adding / Subtracting events
- Mechanism to consider future events (City Springs)

Considerations: Current Events

- MLK Day
 - Challenge: Competing with MLK event in Atlanta / King Center
 - Suggestion: Transform to a day of service
- Fireworks
 - As event moves to City Springs, expand to include additional entertainment and food options
- Purple Heart Day
 - Develop activity to draw awareness to day/Purple Heart veterans
- Veterans Day
 - With large city staff attendance, consider making Veterans Day a traditional workday and Columbus Day a City Hall holiday
- Look at support providing growth options for Lantern Parade and Spooky Springs

Considerations: New Events

- Addition of Nov/December holiday event
 - Can coincide with City's anniversary
- Create mechanism to take in recommendations from Fun Committee and City Springs event staff to add City sponsored signature events following the opening of City Springs.
 - Look at opportunities to grow existing events or create new product

Discussion