City Events
City Council Retreat, January 24, 2017
# Current City-Sponsored Events

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