The Special Events Checklist
Special Event Permit Process

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It is Our task to CREATE the Community in Which We'd Want to Live!
Don't wait for Others to CREATE that Community. Pitch in and Create it Yourselves!

Charles Gustavus Wicker (1820 – 1889)

Wicker Park - 1850

Wicker Park - 1895

Wicker Park - 1907
CREATE SERIES – Wicker Park
ASK & LISTEN THEN CREATE THE COMMUNITY – 195 Sponsors - Partners - Collaborators
$67,400 for Fountain Rust Abatement
$5,000 for Security During Street Fest

How Do I Do It?

3/29/2019
SURVEY Determine Interest & Resources – 2 months – Goal 200-1000 Responses
PAC Creates and Publishes a Survey – Survey Monkey Option

• DESIGN – Include 10 or fewer questions – Topics, Age Groups, How Regularly, What Time/Period?
• OPTIONS – List values Events and/or Programs 5 or 4 Rank 1 – 4
• OBTAIN CONTACT INFO: Use You to Assist, Volunteer at Event, Promote or Read the Program/Event
• ZIP CODE

• PROMOTE SURVEY
  • Website
  • Social Media
  • PAC Waiting List
  • Advertisement
  • Brochure
  • Special Service Area
  • Community Organizations
  • News-Paper
  • Ask all to Circulate Your Survey

PLANNING MEETING - Utilizing Survey Results

INVITE
• People who signed survey – Give notice 2-3 weeks notice
• Park Staff – Park Supervisor and Area Manager
• Aldermen – Chamber, Special Service Areas, Community Groups
• People who you think would be SPONSORS

ANNOUNCE MEETING
• Social Media, Community Newsletters, New Papers – e-News

DETERMINE GOALS & TO DO LISTS & LEADERS
• Chair Person – Coordinator
• Chair Planning or Event
• Impact and Desired Target Audience
• Key Persons to Change
  • Recruiter of Talent – Contract, Price, Equipment
  • Sponsorship Packages – Sponsorship, Benefits, Invoices, Sponsors, Collections, Logos
  • Volunteer Recruitment – Sign Up Site, Benefits, Food, Break, Room
• Communications – Design + Doing, Planning, Talent, and Fundraising
• Social Media
• Websites
• Partnerships
• News Papers
• Ask all to Circulate Your Survey

SET TIMELINE
• DATE OF EVENT - Determine Date(s) after Park District Schedule is studied to avoid conflicts and duplication
• SCOPE - BUDGET - Determine Scope after Sponsorship & Volunteer Options are reviewed
• PAPER WORK - Write and Submit Permits, Sponsorship, Site plans and Equipment orders to Your Park & Trades
• VOLUNTEERS - CREATE, PROMOTE, MONITOR SIGNUPS - List all jobs, job description and times and required and give numbers of volunteers needed for each position
• WAIVER - Include Park District Day of Event Waiver on Signup Page a download
• SPONSORSHIP SALES - Include dates to promote Partnership Sales and Finalize Sponsorships
• PROMOTIONS - Design banner, posters, and E-Images with logos of sponsors and create Social Media Event Posts and e-mail direct to your list, intimate poster for fences and distribute to sponsors Determine best times to post banners, posters, social media videos, direct e-mail notices

What Programming? What Events? Who Wants It?

What Event/Programming Do You Want to Present BASED ON SURVEY RESPONSES?

• DISCUSS
  With Park Supervisor and Area Manager Your PAC ideas for an Event or Programming.

• PRESENTED AT NEAR BY PARK?
  Event Presented at a nearby Park or Offered by the Chicago Park District Anywhere in the City?

• COLLABORATE & HELP PROMOTE
  If the event is too near your neighborhood.

• SHARE EVENT & PARTNER WITH ANOTHER LOCATION
  NOT OFFERED? CREATE IT!
### DISTRIBUTION
- Schools
- Community Groups
- Aldermen
- Community Organizations
- Social Media & News

### SPONSORSHIP DETAILS
- Prices
- Benefits
- Payment Options
- Payment Deadlines
- Artwork Requirements
- Logo

### INVOICE
- KEEP SPREADSHEET
- ADDRESS
- DATE DUE
- BENEFITS
- COST
- HOW TO PAY
- WHERE TO SEND CHECK
- SEND RECEIPT WHEN PAID

### CREATE SERIES
- Business Card Sized Promotions
- Details at www.WickerPark.org

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YARD SIGNS AT EVENTS

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INCLUDE Sponsor Logos On Posts & Keep Stats on Posts

FOLLOW THROUGH

• CONFIRM PERMITS & PARTNERSHIP - Work with Park Supervisor & Area Manager to confirm permits & partnerships
• FOLLOW UP WITH SPONSORS – VOLUNTEERS
• COLLECT FUNDS for Sponsorships
• SEND RECEIPTS to Sponsors
• CONFIRM Park District and Trades equipment is ready to go.

DAY OF EVENT

• TIMETABLE FOR ALL AREAS – WITH AREA LEADERS
• SIGN IN GROUP
• SET UP CREW
• OVERSIGHT PEOPLE DURING EVENT
• TEAR DOWN CREW
**FINAL REPORT on Programming or Event**
Give Report to Sponsors, Partners, Park District

**Volunteers**
- 52: Rink Installers
- 22: Monitors
- 25: Snow Removal
- 15: Resurfacers
- 12: Instructors
- 10: Promotions
- 4: Ad Sales

**Volunteer Hours**
- 600

**TOTAL COST - 2018-2019**
- $23,168.03

**2018 Income**
- $18,300.00

**Used from SAVINGS & DONATIONS**
- $4,868.03

**REMAINING in SAVings for 2019-2020**
- $2,131.97

**MUST RAISE**
- $21,036.06

**Special Event Permit Process**

**Complete a Partnership Proposal**
- Be thorough
- Explain Benefit to Chicago Park District
- Submit to Park Supervisor.
- All Partnerships have to be approved by:
  - Park Supervisor
  - Area Manager
  - Region Manager
  - Director of Risk
  - Deputy Director of Budget Management
  - Chief Programming Officer

**Choose a specific location and date for your event**
Work with Your Park Supervisor

Choose alternate locations and dates.

Follow the 2-step application process here:
https://www.chicagoparkdistrict.com/permits-rentals/special-event-permit-application-process

Submit application at least 60 days prior to event

Maps of lakefront parks @ Chicagoparkdistrict.com

**Additional Questions?**
Drop a note in the question box on the way out!

#PACC18