

## Tourism Event / Special Event Planning



Event planning can be stressful. With dozens of deadlines and details to track, it's easy for something to slip, putting your event at risk—especially if you're managing plans using several tools. Visualize your event plan on a timeline before you start working on details.

Prevent miscommunication and working in silos. See and share progress with everyone involved as often as possible. It is critical for event organizers to create active collaboration with as many stakeholders as possible, and especially between community organizations and agencies.

1. To ensure that contingency planning is in place for a special event consider including special event planners from:
  - a. Emergency services
  - b. Health and medical providers
  - c. Law enforcement
  - d. Site security personnel
  - e. Chamber of commerce / CVBs / DMOs / Tourism professionals
  - f. Local elected officials
  - g. Business owners
  - h. Non-profit organizations / service clubs
2. These special event planners should be engaged to address health, medical, safety, and security issues.
3. An event that is planned and executed well will typically see positive economic impacts and positive feedback from event attendees.

## What Is a Special Event?

1. Is this event out of the ordinary or non-routine?
  - a. A non-routine event is usually considered a special event
2. Does the event place a strain on community resources?
  - a. Typically, special events require additional community resources, such as police and fire services, and should be planned for accordingly
3. Does the event attract a large number of people?
  - a. A large number of people may, but does not necessarily, constitute a special event
4. Does the event require permitting of additional planning, preparation, and mitigation efforts of local agencies?
  - a. Each community's resources are different. What may be classified as a special event in one community may not place a strain on resources in another community.



## Types of Events

1. Sports
2. Entertainment (concert/theater)
3. Speaking
4. Community based
5. Faith based
6. Open event
7. Closed event (ticketed)
8. Only specific venue ticketed
9. Indoor and /or Outdoor
10. Expected attendance (w/crowd limits and considerations)

## Considerations for Special Event Planners

1. Public information and warning capability
2. Special weather considerations (SWC)
3. Liability coverage (event and local requirements)
4. Cost of public safety services (staff and equipment)
5. Cost of contracted security services
6. Food service
  - a. Single concession
  - b. Multiple vendors
  - c. Water and beverages
  - d. Alcohol provisions (permits, servers, hours, licenses, enforcement)
7. Health and safety
  - a. Food permits
  - b. Vendor permits
  - c. Local occupancy requirements (tents, buildings, limited access areas)
  - d. Fire inspection
8. Sanitation services
  - a. Toilets
  - b. Waste disposal
  - c. Site clean-up
9. Transportation services
  - a. Public and contract
  - b. Special routes
  - c. Points of entry
10. Traffic management
  - a. Access points
  - b. Parking and parking services
  - c. Peak period provisions
  - d. Emergency routing
11. Medical services
  - a. Sponsor liability
  - b. Public first aid and medical services
  - c. Rehab services
  - d. Offsite facilities
12. Event Logistics
  - a. Staffing
  - b. Ground support (set-up, sustainment, take down)
  - c. Communications

## **Create an Incident Action Plan (IAP) and Incident Command System (ICS)**

### **(Utilized by local emergency response agencies)**

1. Law enforcement / crowd control
2. Fire response (site, structure, vehicle)
3. Power outage / electrical issues
4. Medical (first aid, trauma, medical emergency, food related)
5. Evacuation and sheltering (sites, routes, assembly areas)
6. Lost persons
7. Considerations for mass casualty / mass fatality / active shooter

## **End of Event Planning / Demobilization Planning**

1. Vendors, support staff, vehicles, supplies and equipment
2. Site and facilities clean-up
3. Trash and sanitation services removal
4. Site rehab / normalization
5. Close-out permits

## **Post Event Review / After Action Review (AAR)**

1. Staff discussion of event planning, operations, and logistics
2. Complete a report that reviews and documents successes and recommendations for future events (AAR Report)
3. Utilize recommendations for an improvement plan
4. Calculate economic impact of event
5. Complete a required financial reports / tax documents
6. If applicable, complete final report required for Wisconsin Department of Tourism JEM Grant
7. Acknowledgments and thank you messaging

## Planning Resources

1. Travel Wisconsin – Wisconsin Department of Tourism
  - a. <http://industry.travelwisconsin.com/marketing-opportunities/travel-wisconsin-website-and-database>
2. Wisconsin Department of Tourism Grants
  - a. <http://industry.travelwisconsin.com/grants>
3. Wisconsin Department of Tourism Customer Service Sessions
  - a. <http://industry.travelwisconsin.com/industry-outreach/customer-service-training>
4. Wisconsin Emergency Management (WEM) Training
  - a. <https://www.trainingwisconsin.org/>
5. FEMA independent Study IS-15 Special Event Planning Course  
<https://training.fema.gov/is/courseoverview.aspx?code=IS-15.b>
  - a. Special Event Planning Checklist  
<https://training.fema.gov/emiweb/downloads/is15aspecialeventsplanning-jamanual.pdf>
  - b. ICS Form 201 – Incident Briefing
  - c. ICS Form 202 – Special Event Objectives
  - d. ICS Form 203 – Organizations Assignment List
  - e. ICS Form 204 – Assignment list (Resources)
  - f. ICS Form 205 – Radio Communications
  - g. ICS Form 205A – Communications List
  - h. ICS Form 206 – Medical Plan
  - i. ICS Form 207 – Incident Organization Chart(Forms available at: <https://training.fema.gov/icsresource/icsforms.aspx>)

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