

County–Wide Special Events

Community Relations: Special Events:
Policy No. 13012

Revision Date: November 18, 2013

Policy Statement

The Richland County Recreation Commission offers a variety of innovative, seasonal, and community oriented special events throughout the year. These events provide opportunities for families to enjoy an array of traditional, unique, and memorable experiences which can improve the quality of life in Richland County.

The purpose of this policy is to establish specific guidelines that the Richland County Recreation Commission will use in the process of a Special Event. It is the Responsibility of the Special Events Manager to ensure these guidelines are followed.

Approval:

Upon deciding on a specific event, it is the responsibility of the Special Events Manager to secure approval from the Executive Director or his designee prior to beginning the event planning process.

Risk Management:

Risk Management Plans for individual special events shall be developed and implemented by Special Events Manager with cooperation from the Director of Safety and Security and Risk Manager. The Risk Management Plan shall involve all staff, including volunteers and participants.

Insurance/Liability:

The Special Events Manager shall meet with the Human Resources Manager to insure proper coverage is obtained for individual events prior to event date.

Permit Requirements:

When using facilities other than Richland County Recreation Commission Parks or Community Centers, the Special Events Manager must secure proper permits for facility usage, concession sales, etc., according to the size, purpose and length of individual events.

Marketing Plan:

The Special Events Manager shall work closely with the Community Relations Director in order to develop a comprehensive marketing plan for individual events. Analysis should be done to

determine the most effective event promotion tools to include RCRC publications, website, social media and facilities in addition to working to ensure the involvement of external media, signage, and other forms of advertisement.

Funding:

It is the responsibility of the Special Events Manager to establish partnerships essential to the planning and funding of individual events. This includes securing sponsorship dollars, entry and registration fees, as well as vendor agreements and fees.

Property Management:

Property Management shall be notified a minimum of one month in advance of any upcoming special event. This includes submission of Maintenance and/or Table and Chair Requests in order to allow sufficient time to plan for care and delivery of any equipment, supplies or services necessary for individual events.

Adverse Weather:

It is the responsibility of the Special Events Manager to establish and publish an action plan prior to the event day stating what will occur in the case of inclement weather. If any vendor agreements are sent out, this policy should be attached, along with cancellation and refund procedures, to each vendor agreement in order to insure the policy is noted by all parties involved.

Staff/Volunteer:

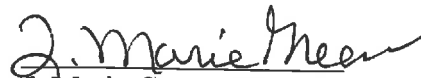
The use of staff/volunteers by RCRC is critical in order to serve patrons and successfully carry out special events. The Special Events Manager shall work closely with the Volunteer Manager to recruit a sufficient number of volunteers in order to supplement and assist RCRC staff at each individual event. Volunteers and staff shall work under the supervision of the Special Events Manager to help ensure a quality experience for all event participants.

Event Evaluation:

The Special Events Manager should complete an evaluation after each individual event as a tool to improve future events. This should include gathering input from sponsors, staff and event participants to effectively gauge the success of individual events.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013
(Date Approved)


J. Marie Green, Chair

For more information about this policy, contact the Executive Department.