

# LET'S GET TOGETHER



# EVENT PLANNING OUTLOOK

- Assess & Evaluate
- Adapt
- Event Ideas
- Q& A



Postpone, cancel, virtual or live?

# **ASSESS & EVALUATE**

# Legal & Reasonably Safe Corona Virus Spread

- **Time**
- **Exposure**
- **Events create opportunity**

	APRIL TO JUNE 2020	JULY TO SEPT. 2020	OCT. TO DEC. 2020	JAN. TO MARCH 2021
LIKELIHOOD OF "BACK TO NORMAL"	UNLIKELY	UNLIKELY	SOMEWHAT LIKELY	SOMEWHAT LIKELY
RISK OF HOSTING YOUR EVENT	VERY HIGH	HIGH	MODERATE	MODERATE

Source: "The Risks – Know Them – Avoid Them" Erin Bromage, Comparative Immunologist and Professor of Biology, *University of Massachusetts Dartmouth*

# Assess & Evaluate



- Purpose
- Attendees
- Location
- Community transmission

What do we need to do?

**ADAPT**

# Purpose

- **Planning team & partners**
- **How complex**
- **Duration**



# Attendees

- Target audience
- Size



# Location

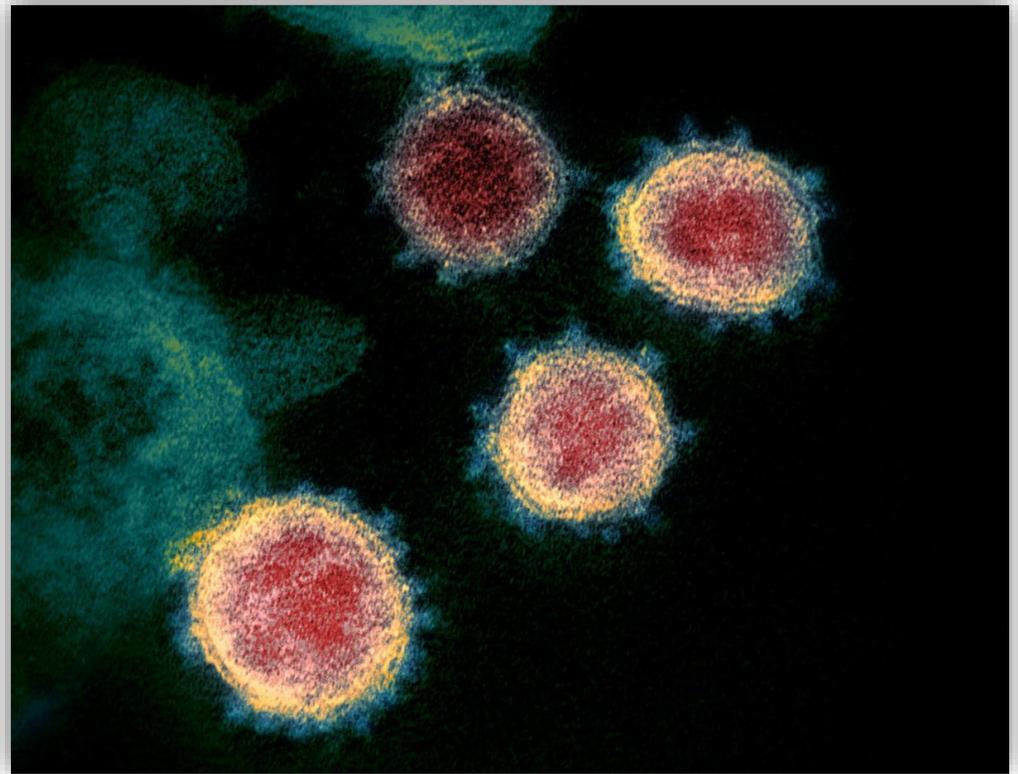
- **Indoor**
- **Outdoor**
- **Public**
- **Private**



# Community Spread

<https://Coronavirus.iowa.gov/>

- Locals
- Out of town guests



# Preventative Measures

- Presale tickets
- Develop flexible refund policies
- Time entries to avoid overcrowding

# Preventative Measures

- Promote the daily practice of everyday preventative actions; clean event space regularly
- Provide prevention supplies to organizers and attendees (hand-washing stations/sanitization stations)
- Post messages that discourage people who are sick (volunteers and guests) from attending
- Require masks by everyone

# Preventative Measures

- Use barricades and fencing to manage crowds
- Provide seating to meet with social distancing guidelines
- Limit alcohol sales
- Allow personal foods

What can we do?

# EVENT IDEAS

# DIRECTIONS FOR EVENTS

✓ LOCAL

✓ SMALL

✗ NATIONAL

✗ LARGE

✓ 30 MINUTES

✓ SINGLE DAY

✗ 60 MINUTES

✗ MULTI DAY

EVENT<sup>2</sup>  
A SUB BRAND

# Social Media Posts



# Signage



# Signage



# Scavenger Hunts

< Search Facebook

JOIN US!

Exchange Club

## ROAM AWAY FROM HOME

Family Scavenger Hunt

SATURDAY, JUNE 6  
10AM-12PM

SAT, JUN 6 AT 10:00 AM - 12:00 PM

### Roam Away From Home Family Scavenger Hunt

Online Event

Interested Going Share More



# 2020 Scavenger Hunt



CHECKPOINT MAP

## The Clues

1. How many evergreen trees are there in Central Park?
2. What is the number on the yellow Miller Brothers Transfer Stage Coach?
3. This wooden clock tower is correct twice daily. What time is it correct?
4. Trees might not be forever, but they are pretty close. View multiple tree plantings from this vantage point.
5. Need a pick-me-up? Find this caffeinated tree in Whitham Woods.
6. These old oaks are home to many small mammals.
7. Sit and channel your inner-self in this tunnel of foliage.
8. This shake-shingled sanctuary has how many benches?
9. You would be hard-pressed to find a better cider than at this location.
10. See many timber trail bridges in this collage. How many rungs of the ladder are visible in the central image?

1
2
3
4
5
6
7
8
9
10

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_



## The Bounty!

\$50 Chamber Bucks (x4)  
 \$100 to The Ride Bike Shop

## The Rules

The Scavenger Hunt opens May 23, 2020 at sunrise, and closes on July 3, 2020 at 4:00 PM. One entry per person. Pick up "punch cards" at The Ride: Bike Sales and Service (123 North Court Street), trailhead kiosks, Fairfield Rec Center, MIU Rec Center, or [www.jeffersoncountytrails.org](http://www.jeffersoncountytrails.org). Instead of punches, this year checkpoint clue locations have a green placard with the checkpoint number and answer printed on it. Fill out the answer on your "punch card" with your own pen—and please do not touch the placards and remain six feet apart from anyone near the clue! Check point placards are in the trail corridor or easily accessible. Bushwhacking is not required, or allowed. Participants that find all 10 clues will be entered in drawings for prizes. Submit completed punch cards to The Ride: Bike Sales and Service or to: Jefferson County Trails Council, P.O. Box 2375, Fairfield, IA 52556. The drawing will take place via Facebook Live on the Jefferson County Trails Council Facebook page during Art Walk on July 3, 2020. Need not be present to win. To report missing or damaged check point placards, call Steve at 641-919-5565.

For more information about the Fairfield Loop Trail check out our website at: [www.jeffersoncountytrails.org](http://www.jeffersoncountytrails.org)

# Mobile Style



# Mobile Style



Landus Cooperative

1 hr · 🌐

👍 Like Page

Shout-out to our Jefferson team for hosting an awesome drive-in movie night on Saturday! We had a great turnout and food bank donations totaled \$1,003. Thank you to everyone who came out and a special thanks to those who worked to put the event on!



# Mobile Style



# Walking Tours



# Drive-through Fundraisers



It's smells so good downtown! Get in line and get a great supper tonight!  
Starting serving at 4:30 and I even saw Rolos! what a treat!



**Story City GCC**  
**Drive-Thru BBQ Fundraiser**  
**Wednesday, May 6th**  
**4:30pm-7pm (or until sold out)**  
Located in the Alley behind the ACT Insurance  
Pork Loin Sandwich, Baked Beans & Chips  
or  
Hot Dog & Chips  
Free Will Donation

Story City Greater Chamber Connection Due to COVID-19 MAIN STREET IOWA



**Story City Greater Chamber Connection, a Main Street Partner**  
2 hrs · 📍

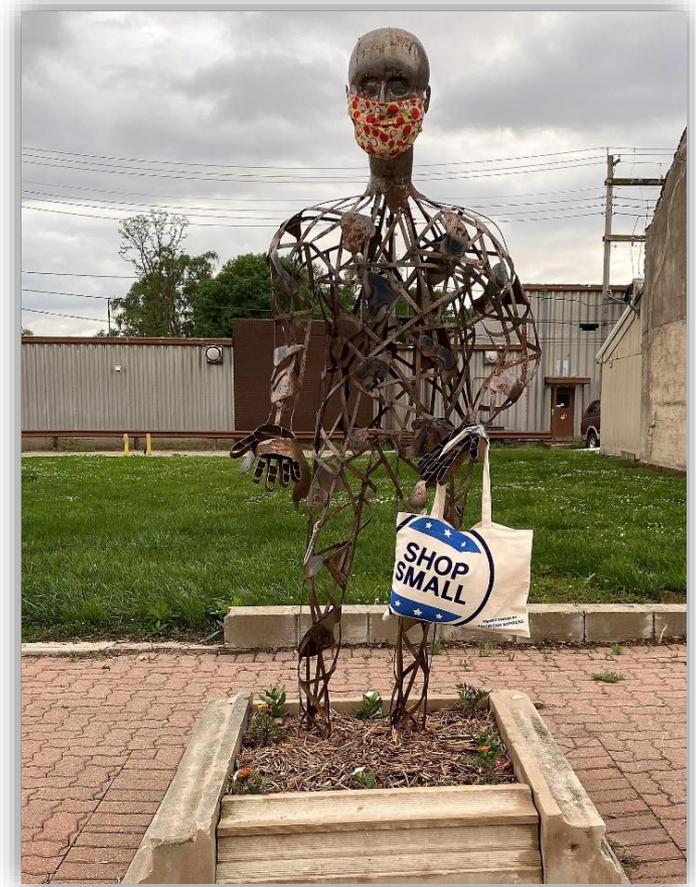
Don't worry about cooking supper tonight. The Story City GCC is doing the cooking for you. Turkey just went on the smoker .

Drive-Thru BBQ today (Wednesday, May 6th)

Please follow the Map of the drive thru in the comments of this post, thank you  
We also have added smoked turkey sandwich to the menu.

Curb side delivery to your home is available must call the GCC office today  
(Wednesday) between 9am-2pm to schedule your delivery.  
Hope to see you all there

# Pop-ups



“As a matter of common law, everyone has a duty to behave reasonably under their own circumstances. Consequently, there is no such thing as ‘best’ practices. There are only practices that are reasonable for this venue, this event, this crowd, this time and place, during this pandemic.”

*- Event Safety Alliance Vice President Steven A. Adelman, the head of Adelman Law Group, PLLC*

# QUESTIONS?

## Thank you

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## Sources:

Adelman, Steven A. “The Event Safety Alliance Reopening Guide” *Event Safety Alliance*

Bromage, Erin, Comparative Immunologist and Professor of Biology, “The Risks – Know Them – Avoid Them” *University of Massachusetts Dartmouth*

Center for Disease Control “Implementation of Mitigation Strategies for Communities with Local COVID-19 Transmission” [www.cdc.gov](http://www.cdc.gov)

Center for Disease Control “Get Your Mass Gatherings or Large Community Events Ready” [www.cdc.gov](http://www.cdc.gov)  
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Landon, Dr. Emily Infectious Disease Specialist University of Chicago “From Camping to Dining Out: Here’s How Experts Rate The Risks of 14 Summer Activities” *npr.org*

Miller, Dr. William, Ohio State University Epidemiologist “From Camping to Dining Out: Here’s How Experts Rate The Risks of 14 Summer Activities” *npr.org*

The Klikk “What’s Next With Marketing Events” *The Klikk.com Daily Newsletter*