

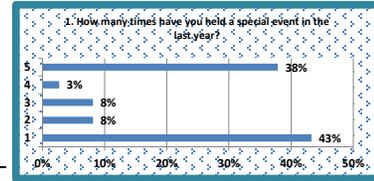


**City of Tempe Internal Audit Office
Special Events
Promoter Survey Responses**

Q1

1. How many times have you held a special event in the last year?

	Count	Percentage
Once	16	43%
2 Times	3	8%
3 Times	3	8%
4 Times	1	3%
5 or More Times	14	38%
N/A	0	0%
Total	37	100%



Q2

2. What is the average crowd size for your event(s)?

Response:

2,500	500	1,500	500
700	500	300	800
100	50	30	200
350	600	1,200	200
350	800	120	300
150	100	1200	300
300	250	5,000	15,000
100	100-1,000	500-12,000	125,000
3,500	400	2,000	
200	100	150	

Q3

3. Where was your event held?

Response:

Our Tempe event was held at Tempe Marketplace.	City Hall	Kiwanis Park	On the Center Parkway
Kiwanis Park	Kiwanis Park, fireside circle	Driving down Baseline road	Church in Tempe
Ed & Nadine Carson Center; Sun Devil Stadium; Wells Fargo Arena; Weatherup Basketball Center; Whiteman Tennis facility; Sun Angel Track Stadium; Phoenix Municipal Stadium; Farrington Football Stadium	Pyle Adult Recreation Center	Arts Park	1) Tempe Mission Palms Hotel 2) Tempe Beach Park 3) Tempe Community Complex
Sports complex	Kiwanis Park (start/finish); throughout Tempe	Tempe Sports Complex, Westworld, Paradise Valley Park	Kiwanis park
Kiwanis Park	Tempe Marketplace	Tempe Beach Park	C.A.S.A.
At my business	Tempe Kiwanis Park	6th Street Park, Mill Ave (the entire street)	Tempe Beach Park
Kiwanis Park	Centerpoint	TCA	Tempe Beach Park
Various locations in the city center	College & Veterans' Way on ASU campus	Tempe Beach Park	Culinary Drop Out at Farmer Arts
TCA Arts Park	Pedestrian Bridge, and various street corners in downtown.	near the fire pit at Tempe Kiwanis Lake	Fat Tuesday 680 S. Mill Ave.
1000 N McClintock Drive at our business location on site	Fat Tuesday 680 S. Mill Ave.		

Q4

4. What does the Special Events Task Force (SETF) do best?

Response:

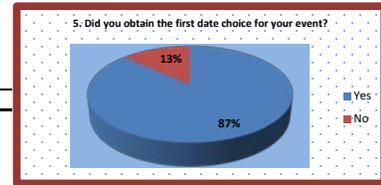
Bring all the necessary government branches to one meeting to expedite the question/answer/approval	Very helpful in guidance through the Task Force/application process.	Communication	Review event for potential issues or problems.
Prompt answers to any questions we may have.	Guiding event organizers in what needs to be done.	they are very responsive	Help coordinating the event.
Support	Helping with requests and for our first ever application communicating what the SETF would ask for and what we should prepare for.	Makes sure that your event meets all the requirements of City of Tempe	I have no idea?
Examining the details of the event	Understand the need to drive unique events in tempe. They are also excellent at guiding people through the process with a how can we do it attitude as opposed to saying no.	Bring everyone that an event coordinator would need to talk to about doing a Special Event in Tempe, into one room, and makes it easy to be able to discuss plans with them.	Great to work with!!
They make the permit process very business freindly.	Efficiently process a large number of events.	Coordinate all the city services into a one-stop shop for the event.	'one stop shop'! It's very easy to work through the process with everyone in the same room and the guidance from Chad Holmes helps us get through the process with no surprises.
Communicate steps needed for approval	There is benefit to having all the different entities come together to review the permit applications.	Make sure all information is provided for a thorough of the event.	Provide on site service during the event - staff are knowledgeable and helpful

They work well with established annual events or other events that are formulaic in nature.	They treat each event as a unique event. They are always good to work with.	They make it easy to present my case and to get permits approved since I have been handling this for a few years.	They are very well organized and easily accessible if you have a question or an issue.
The event application and review process is efficient and uncomplicated.	Good relationship with Jerry Judkins who we coordinated with on our event. We know he is now retired.	They are friendly and walk you through the process.	Make sure all is prepared and ready for the event. Ensures that all requirements are complete

Q5

5. Did you obtain the first date choice for your event?

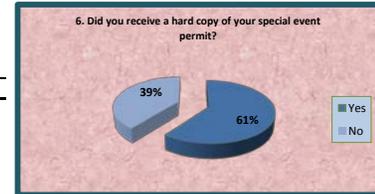
	Count	Percentage
Yes	33	87%
No	5	13%
Total	38	100%



Q6

6. Did you receive a hard copy of your special event permit?

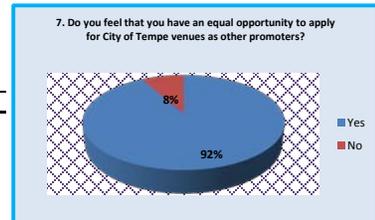
	Count	Percentage
Yes	23	61%
No	15	39%
Total	38	100%



Q7

7. Do you feel that you have an equal opportunity to apply for City of Tempe venues as other promoters?

	Count	Percentage
Yes	34	92%
No	3	8%
Total	37	100%



Q8

8. If answered "No" to Q7, please explain:

We produce 5k fun runs. We have three types of runs. We have been told that we will not, under any circumstances, be approved for the type of run in Tempe Town Lake that our direct competitor is allowed to produce every year. It is our direct competitor that caused the City to place the ban on our type of event, but we have been banned from that event in ANY Tempe venue? A bit confusing.	It is very hard to change the date of the event from year to year. We have been slotted into a certain date.	After asking for a Friday or Saturday spot a full year in advance at the TCA they weren't able to accommodate us.
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Q9

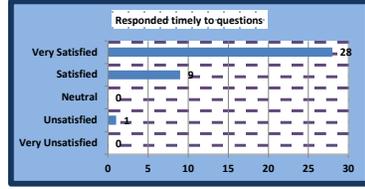
9. How can the SETF improve the special events application process?

Stand their ground with residents that have moved into an entertainment district and then complain about the noise, events and entertainment that is conducted during regular operating hours of the businesses in the Downtown District.	I think the process has improved immensely over the last several years - evolving to more of a guiding/advising role in ensuring a successful event.	It is evident at some of the meetings that not all on the panel have reviewed the permit paperwork. I say this because questions are not asked that should be, or information is repeated to inform them of the event.	As a small non profit the costs have been increasing every year. Providing fee breaks for small non profits based on income would be helpful.
Make smaller events a simpler process such as applying online with no need to meet in person	Continue to move toward an all online process. Perhaps each promoter gets a promoter # associated with an account that we can log into to submit applications, check on approvals, answer questions, etc.	I do apologize as I'm not familiar with the SETF team? I completed the application and we got a date. If this team is to be of any assistance please have them contact me.	You guys do a wonderful job!

Dedicated staff members for groups, such as our, which annually host 30-50 events each year. That way, rapport can be developed and our offices has a specific staffer in SETF to contact should any issues arise -- and not spend unnecessary time calling a main phone line trying to get in touch with the correct staffer.	Right now the municipalities specifically fire dept are being extremely and unjustly conservative due to recent, poorly run, events at Tempe Town Lake that resulted in injury. Basically someone approved that and it got ugly. The rest of the street and anyone doing an event with a History of Safety and the Highest regards to the quality of events are being hamstrunged with undue burdens that have never been imposed prior.	I feel that the biggest obstacle I have is when my vendors have to have a city of tempe tax license. The reason I say this as a lot of them pay for taxes through their parent company and others if we had it at our church would not need a tax license. This causes problems in acquiring vendors for the event and it would be nice if the city would assist with some type of advertisement since we do use their facility and pay quite a bit for the use. I wanted to put something in the water bill, and I think if the city would list events at their parks, in the water bill it would help. Also when attending the task force meeting sometimes it is difficult if you are on the bottom of the list and are there first thing. Overall I feel they do a good job and are very willing to assist when able.	The insurance requirements were unclear for this year.
Not charge other city offices for in-house fees such as permit fees, application fees, park rental fees, etc.	Some recurring events could be handled administratively without the formal meeting.	Have a link to answer email questions or an easier to find phone number to ask questions.	Nothing I can think of at the moment.
- Someone needs to be in control of the group that has a deeper background in managing special events and the risks associated with special events. The Special Events department is great and together have a diverse background of event planning, but there should be someone of authority that knows and understand Special Events inside and out. In my opinion, the biggest challenge with the SETF is that there really isn't one person in the group that knows all of the appropriate questions to ask when they present to the group. There should be more questions around managing risk. I am not convinced though that the office of Risk Management is fully equipped to do the job either because it appears sometimes the coverage numbers can be made up in terms of what is needed for event	The process is very good, compared to other cities across the country, the process is in line with best practices. Require a risk manager to review the additional insured, i was surprised to learn the event coordinator was reviewing it, and had to explain my insurance limits. There are items that should be addressed - pricing of Beach Park the rental price is one of the lowest in the country. There are other materials that should be required: Operations Guideline, or Operations Plan	It would be nice to have some indication that the application was accepted before the signoff at the Team meeting - which only happens a few weeks in advance of the date. It would be nice to be informed of changes in things like the special events permits when then happens. For example, if you edit any part of the Special Event Handbook, please send out a notice to all of us who've applied. While we make sure to review the handbook throughout the year, you could change it just after I've reviewed it and I won't catch that for a while. For those of us who plan months in advance, a 'last minute' change (within 90 days) can be a huge problem as so many things are already in motion. And, since we're on communication, could you send us some information about the draining of the lake in March? Seems like those of us with March-April events that we've applied for (without official acknowledgement that we have those dates...although we do appreciate the staff telling us about it and confirming we have it we have nothing in writing) would love to know about this in another way besides hearing about it from someone who caught a tv news show. Draining the lake creates smell issues and sometimes other problems...it would be nice to	Actual Task Force meetings are useless. It makes no sense to vet large scale events through the same process as smaller events that apply for special events applications as a formality. Considering large scale events typically have all communications sorted, and details worked out, going to a Task force is a waste of time. Just for reference, I have gone to task force for events ranging from small public gatherings (or formalities) to large scale public events. At no point did I ever feel like the final task force meeting was a good use of time. There has been more than one instance that i wait for my space on the agenda, go up and give a basic description, get no questions and get approved in a matter of minutes. Communication about when an event is going to Task Force is terrible. There is also no clear instruction on the Task Force web page about the typical special events process. Overall, the Task Force process is very unfriendly to anyone who doesn't throw events often or first time event organizers.
I think the process is successful as it stands.	Can't think of anything.	reduce the fees	no improvement needed
Nothing I can think of	n/a	No comment	

10. Please rate the level of customer service received from the Special Events Office Staff:

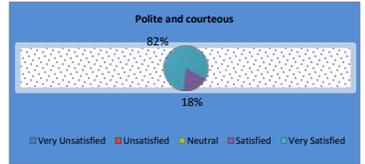
Responded timely to questions	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	1	3%
Neutral	0	0%
Satisfied	9	24%
Very Satisfied	28	74%
Total	38	100%



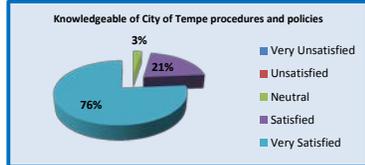
Professional	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	0	0%
Neutral	0	0%
Satisfied	7	18%
Very Satisfied	31	82%
Total	38	100%



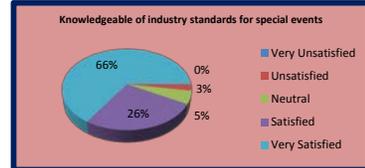
Polite and courteous	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	0	0%
Neutral	0	0%
Satisfied	7	18%
Very Satisfied	31	82%
Total	38	100%



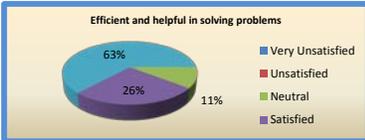
Knowledgeable of City of Tempe procedures and policies	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	0	0%
Neutral	1	3%
Satisfied	8	21%
Very Satisfied	29	76%
Total	38	100%



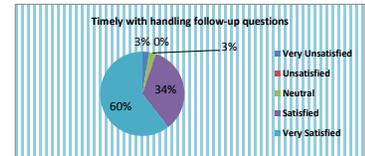
Knowledgeable of industry standards for special events	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	1	3%
Neutral	2	5%
Satisfied	10	26%
Very Satisfied	25	66%
Total	38	100%



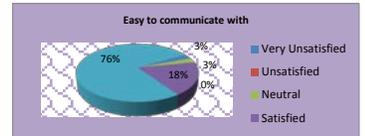
Efficient and helpful in solving problems	Count	Percentage
Very Unsatisfied	0	0%
Unsatisfied	0	0%
Neutral	4	11%
Satisfied	10	26%
Very Satisfied	24	63%
Total	38	100%



Timely with handling follow-up questions	Count	Percentage
Very Unsatisfied	1	3%
Unsatisfied	0	0%
Neutral	1	3%
Satisfied	13	34%
Very Satisfied	23	61%
Total	38	100%



Easy to communicate with	Count	Percentage
Very Unsatisfied	1	3%
Unsatisfied	0	0%
Neutral	1	3%
Satisfied	7	18%
Very Satisfied	29	76%
Total	38	100%



Q11

11. What authority do you think the SETF has?

Hopefully the SETF is able to make the decision on which applications are accepted and which are not. Beyond that, I'm assuming there are many departments with services and issues touching the park and lake. So I'm assuming SETF is constantly in contact with those other departments and negotiating/advocating on the behalf of the events accepted. It's just that sometimes you guys don't tell us about things...especially if we could advocate for you in some way.	They have the ability to approve, deny, and in rare instances revoke special events permits.	They are the front line of an approval process for the city. I am under the impression that they can prevent events if the organizer appears unorganized or incompetent.	Unfortunately, I don't think there is any authority. If you look at each individual area represented, each of them bring a certain level of authority. However, when they are together in one group, it's hard to really know where the true authority lies. When a vote is called to approve an event, not everyone seems to express their vote which begs the question whether or not those individuals either don't care or don't think it pertains to them. Additionally, and probably the most important, as long as our elected officials (City Council, Mayor, etc) continue to push these areas to produce events that may not be in the best interest of the space, area and/or community, this group will continue to not be effective. Those that have no idea about how to produce events should not have any authority as to whether or not one should occur. Stick to what you know. If you know building code, then respond to the permit request with questions about how your area may be effected. Don't ask questions that don't pertain to you. There used to be someone from ADA that came but is no longer present. <i>Who is there to represent a user?</i>
Not able to answer this question.	To enforce existing laws and regulations and to deny permits to events that violate those laws and regulations.	Recommending authority to staff.	They control the approval or denial of all special events that take place in the City of Tempe.
A lot	To approve or not any event depending on if you meet the criteria required by the city.	Oversees all events at Tempe facilities	From my meeting it was a collaborative effort of involved departments to approve/ deny events in the City of Tempe. I would say they have the authority as a group on behalf of the city to: request, act, deny an event.
To approve, deny or amend the event	advising, guiding and ultimately approving (or not) each event.	permit approval	I would say they have a lot of authority as they represent so many different groups.
Power to approve or deny any special event, and power to manage internal inter-departmental issues for the city and serve as our point of contact in such cases.	To approve or deny permits.	I believe the SETF serves as the administrative body to ensure adherence to pertinent regulations, laws, policies, etc. in the planning stage and during each event. The SETF, given its broad representation of city staff, fire, police, etc., should have the authority to approve, alter or reject event applications.	To approve your event.
The authority to approve or deny a special events license.	Ultimate final say in special events.	enough	Not Sure
No idea			

Q12

12. Are SETF meetings effective?	Count	Percentage
Yes	29	76%
No	6	16%
Never Attended	3	8%
Total	38	100%

Q13

13. If answered "No" to Q12, please explain:

I am sorta on the fence here. Yes in the respect you can see what other events are going on, but No if you just state what you are doing, you have covered everything and then they say approved. If you have done everything I feel they can just let you know you are good to go without having a meeting to attend, but if they need answers on something then you need to attend.	I had to attend my first meeting this past year. For our event, which is small, has no vendors, no traffic changes and no alcohol and has been held since 2008 at Kiwanis Park it did not seem to be needed. I can understand the need for larger more complicated events to go before the SETF.	I dont think that it is necessary to conduct task force meetings for events like mine when I have been doing it for so many consecutive years, they ask the same questions. I could answer all of the questions via email. Most of the questions are answered before the meeting. It seems like a formality to 'vote on approval' that is a waste of time. For new event promoters and large events on public property, there is value in the process.	The group lacks a significant amount of leadership and authority. I don't mean leadership by someone putting an agenda together and calling the meeting. Someone needs to manage the process and continue to do what is necessary to ensure that the appropriate questions are being asked to minimize the gaps in the event planning process. Some of the events that get approved should be gone through more thoroughly than they are but it seems that, by and large, there is a significant lack of experience among the group.
we only attended one prior to our event.	The group lacks a significant amount of leadership and authority. I don't mean leadership by someone putting an agenda together and calling the meeting. Someone needs to manage the process and continue to do what is necessary to ensure that the appropriate questions are being asked to minimize the gaps in the event planning process. Some of the events that get approved should be gone through more thoroughly than they are but it seems that, by and large, there is a significant lack of experience among the group.		

Q14

14. Do you feel that the approval process is fair and unbiased?

	Count	Percentage
Yes	36	95%
No	2	5%
Total	38	100%

Q15

15. If answered "No" to Q14, please explain:

The COT elected City Officials make it difficult to make it fair and unbiased because they always seem to get their way. Does Tempe Beach Park need to be used every weekend in the winter for all the runs, 5Ks, etc? Not when we have so many other great spaces in Tempe to use. But, there are city officials that want it hosted there because they run so of course they get their way.	I can't book an event at the TCA a year in advance. There seems to be some sort of bias involved.
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Q16

16. Has your application for a special event ever been denied?

	Count	Percentage
Yes	2	5%
No	36	95%
Total	38	100%



Q17

17. If answered "Yes" to Q16, please explain:

Various events have occurred during the same day/weekend as events we have wanted to plan or execute. Not a huge issues, as we want to be good community partners and understand other groups need access to quality dates just as our group does.	As in above answer, I was told that submitting one of our event types at TTL was a fool's errand, so I have never technically been 'denied' more told not to waste my time.	It has never been denied but has been required to make modifications before approval.	but we had to really work hard to change dates several times to make this work.
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Q18

18. How would you rate your overall Special Events experience?

	Count	Percentage
Very Unsatisfied	7	18%
Unsatisfied	2	5%
Neutral	2	5%
Satisfied	13	34%
Very satisfied	14	37%
Total	38	100%

