



Updating Your Site Plan

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- **Aquatennial – Official Civic Celebration of the City of Minneapolis**

Torchlight Parade:

Hennepin Avenue, +70yrs, largest night time parade in Minnesota

Fireworks: 3rd Ave Bridge, One of top five annual fireworks displays in nation

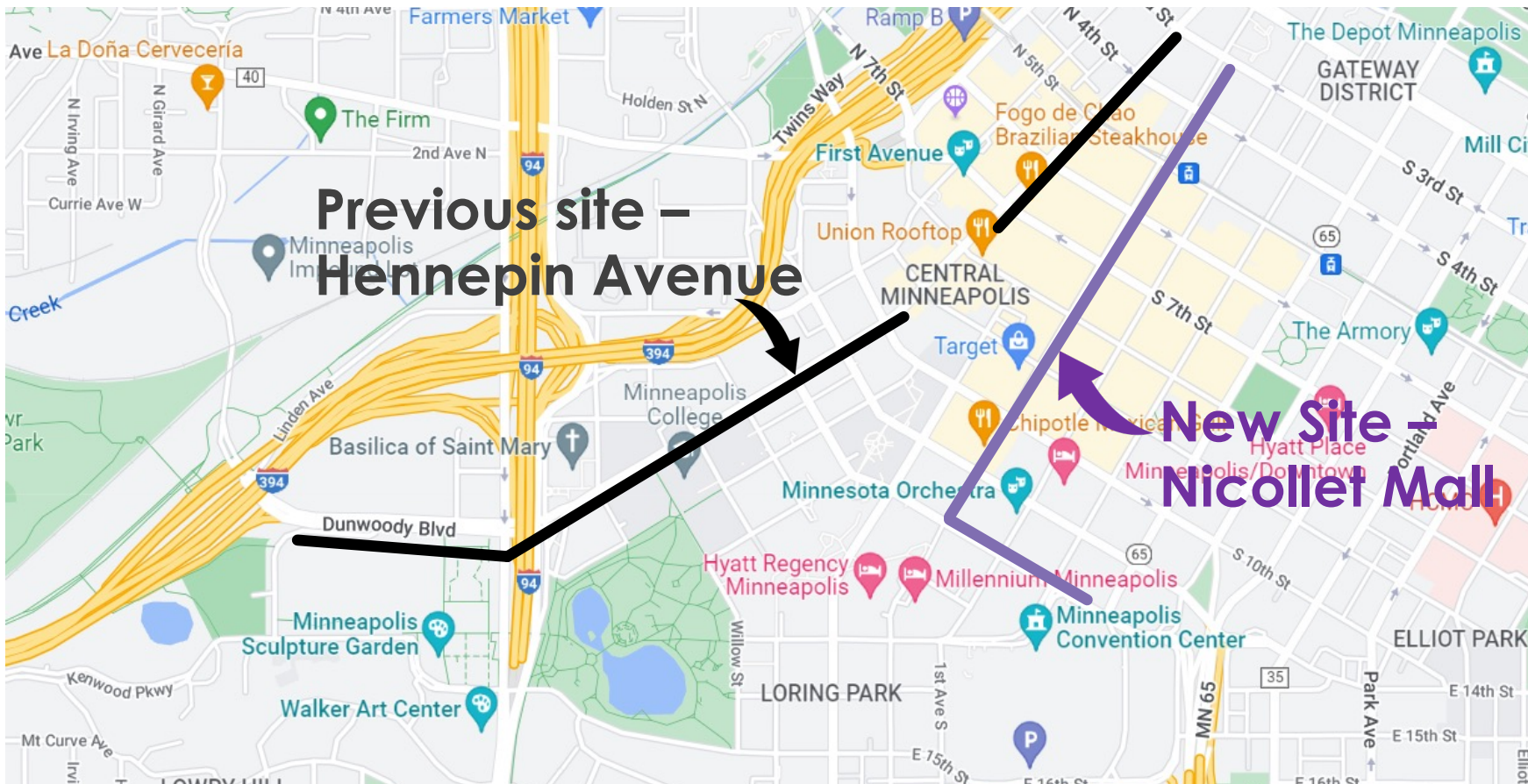


AQUATENNIAL
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# Change of Venue

## Aquatennial Torchlight Parade



## AQUATENNIAL

- Road closures
- Staging area
- Dispersal area
- Sponsor viewing bleachers
- Judging stands
- Food vendors
- Public facilities: water stations, porta potties



# Change Way of Thinking

## Hennepin Ave – Previous Site

- 6 lane WIDE roadway
- Large outdoor parking lot at Dunwoody Tech College to stage
- Historic Theater District
- Extensive public parking garages in area
- +70 years of parade history :

*'Honor the tradition'*



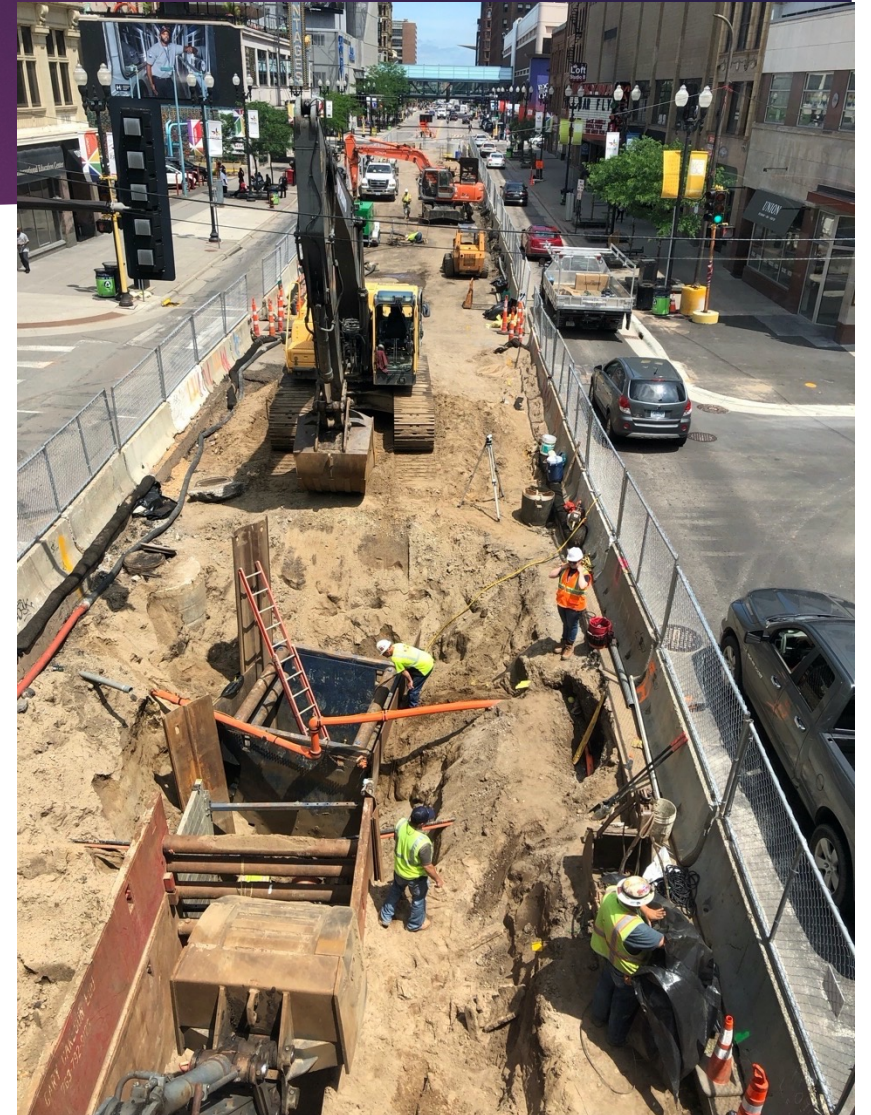


# Change Forced Upon You

## Hennepin Avenue Renovation

- Multi-year construction of entire roadway, sidewalk and underground infrastructure

*'Honor the construction'*



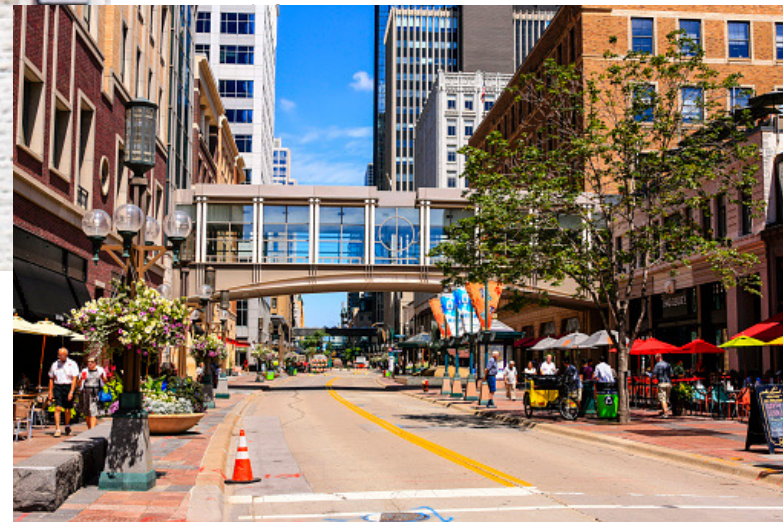


# Change Way of Thinking



## Nicollet Mall – New Site

- Narrow with only 2 lanes
- Major route for Metro Transit buses
- Outdoor cafes lining sidewalks





# Change the Approach to Planning



## Hennepin Ave to Nicollet Mall (by way of 2<sup>nd</sup> Avenue!)

- Relationships, Relationships, Relationships
- Need to have them to utilize them when change!
- Start now before needed: swag, lunches, thank you notes, spend time to talk (and listen!)
- CenterPoint Energy, Board, City Council, Police, City Public Works, Service providers, Food vendors, Mpls Convention Center, Stakeholders meetings impacted along roadways, etc. etc. etc.
- Ask advice of fellow Event Producers – MNFEA Relationships!
- Communication, communication, communication





# Change Point of View



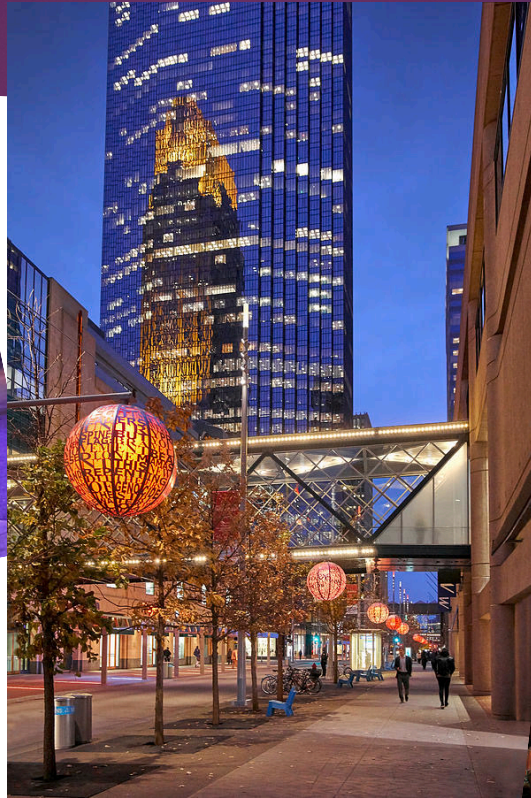
## Hennepin to Nicollet

- Narrower street and shorter length of route for parade
- How to get the parade units thru “smaller funnel” and still stay on time
- Bonus: Reducing total parade units refined the selection process and allowed variety





# Change Point of View



## Hennepin to Nicollet

- New streetscape features added to Parade backdrop
- Bonus: Watching parade from sidewalk café seating!



# Change Point of View



## Hennepin to Nicollet

- From wide 6 lanes to 2 lanes
- Concern for public distance
- Bonus: "Hometown" parade feeling from the close proximity



# Change Point of View



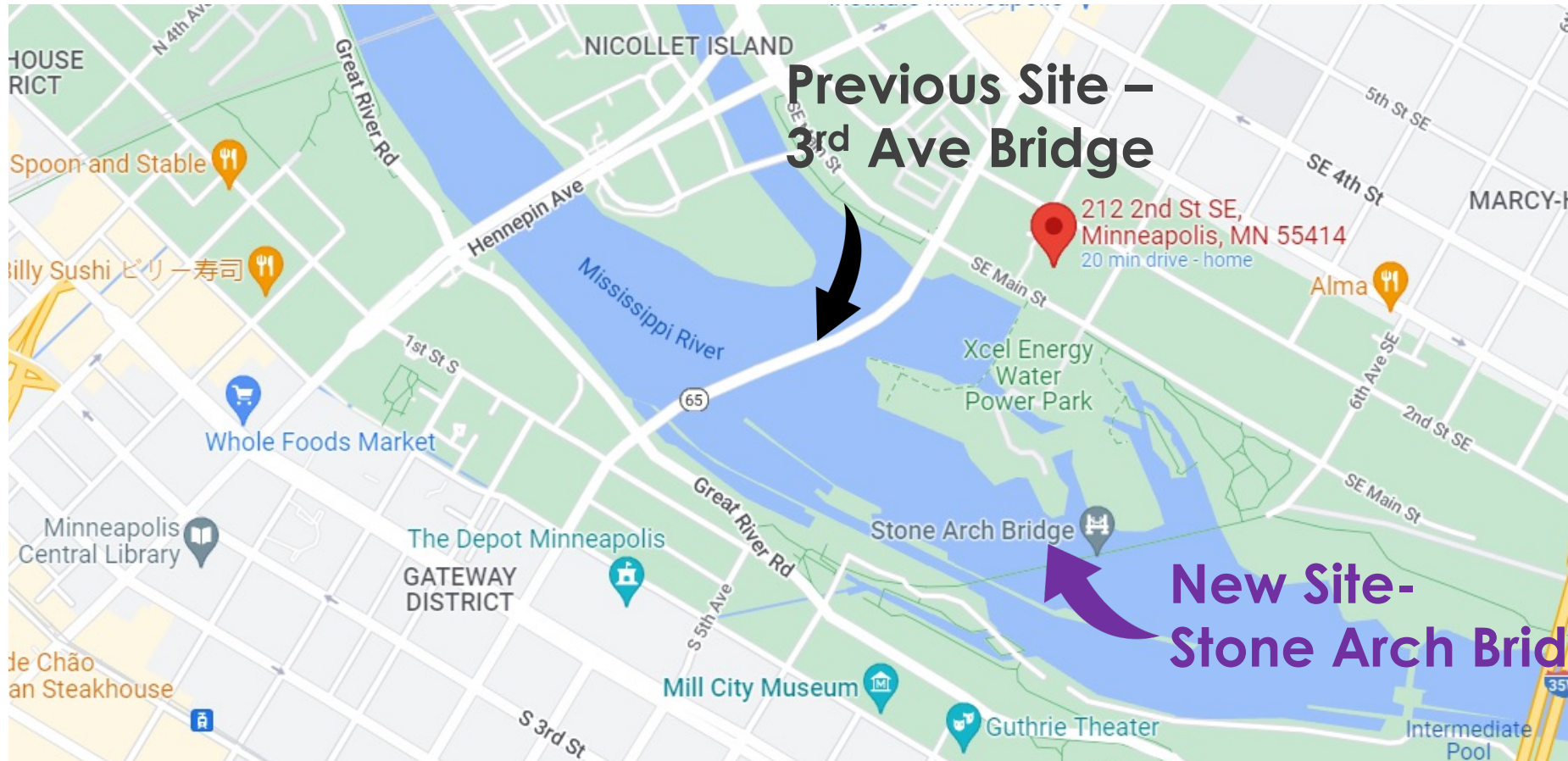
## Result of Hennepin to Nicollet

- Change has breathed new life into the historic parade and hopes for it's future!



# Change of Venue

Aquatennial Fireworks – bridge platform



**AQUATENNIAL**



# Change Forced Upon You

## 3<sup>rd</sup> Avenue Bridge

- Multi-year renovation of roadway, bridge deck and supports
- Once again:

*'Honor the construction'*





# Change Way of Thinking

## 3<sup>rd</sup> Avenue Bridge

- Wide bridge deck to set up fireworks display
- Drive fireworks trailers right onto bridge
- Public viewing: Stone Arch Bridge, both sides of river, Nicollet and Boom Island

## Stone Arch Bridge

- Loss of viewing location for thousands!
- The angle of show and open areas for public viewing changed
- Change for Fall-Out zone precautions





# Change Approach to Pre-plan



## *Remember this slide??*

- **Relationships, Relationships, Relationships**
- Need to have them to utilize them when change!
- Sponsors, Govt officials, Police, Volunteers, Service Providers, Vendors, Volunteers, Staff
- Start now before need to ask – small gestures go a long way
- Ask advice of fellow Event Producers – MNFEA Relationships!
- Communication, communication, communication





# Change Point of View



- Change forced us to improve our:
  - Planning and vendor relationships
  - Relationships with neighborhood
  - Security of site, emergency prep
  - Review of staff roles
  - Stage and logistics improvements
- Learned and will change again: Sponsor viewing areas, event layout
- 2023 apply what we learned in planning – as moving again back to 3<sup>rd</sup> Avenue Bridge!





## ■ 25 Years

on Main Street at St. Anthony Main in Minneapolis

## Father's Day Weekend

60,000 people

250+ artists

30 food vendors

3 music stages

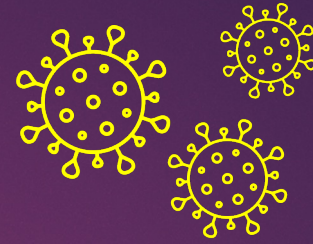
3 beer gardens

Classic car show

Culinary Arts area



# Change of Venue





# Change Way of Thinking

## Original Event Site

- Art & Music Focused
- Open park space to utilize
- Multiple access/entry/exit points
- Three Music Stages, main one in 40' x 120' structure
- Three Beer Gardens
- Beer Tasting Event – 20 Breweries

*'We've always done it that way'*





# Change Way of Thinking



## Proposed New Site

- Art & Music Focused
- Limited open space
- Two vehicle entry/exit points
- Limited pedestrian access
- No main music stage/gathering area
- Two beer tents



# Fear of **Change**

## **Original Site**

- Event Hours:
  - Friday 5-10PM
  - Saturday 10-10PM
  - Sunday 10-5PM
- Covered main stage in 40'x120' structure
- Covered space under Central Bridge
- 3 Music stages with alcohol confined to 3 designated areas/beer gardens

## **New Site**

- Event Hours:
  - Saturday 10-7PM
  - Sunday 10-5PM
- 2 small music stages
- No 'gathering' space
- No covered space for patrons



## *'What if...'*

### **No large stage for bands -**

- *Caused us to design & redesign the site, eventually decided on a small riverside stage, soloists and duets, that patrons loved!*

### **No open space for covered stage & beer garden -**

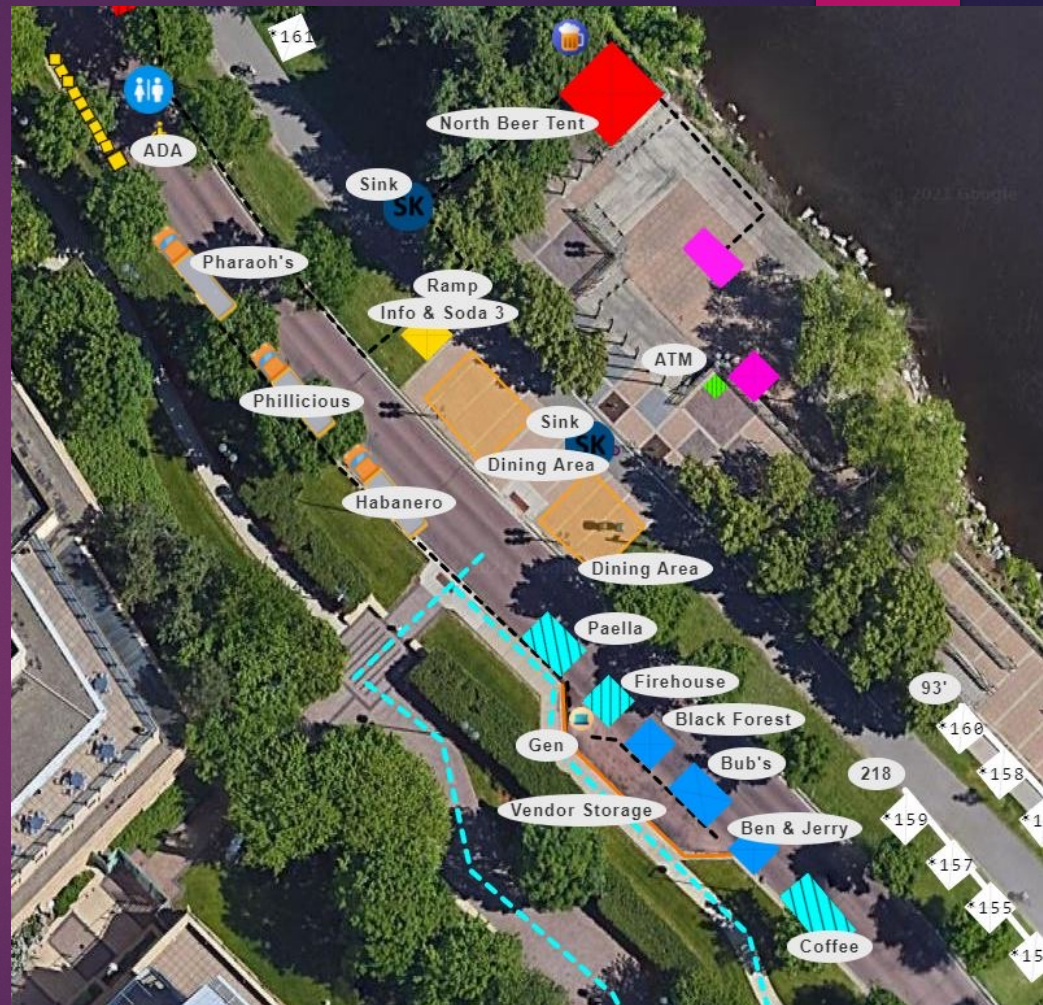
- *Requested that patrons be allowed to roam site with alcohol*

### **Limited access points -**

- *Allowed for patrons to roam site and staff to contain the alcohol, beer sales exceeded 2019 which had longer event hours and more points of sale!*









# Change Point of View







# WAYZATA <sup>AREA</sup> CHAMBER

## Who We Are

Non-profit Membership Organization to 400+ area businesses

## Produce Wayzata's Three Major Festivals

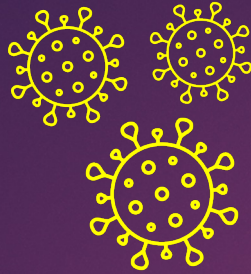
That bring in a combined 100,000+ people and our 3 largest fundraisers



wayzata  
**art**  
EXPERIENCE







**“The Largest most well known and unusual golf tournament held on a frozen lake.”**

- 2<sup>nd</sup> weekend of February on Lake Minnetonka for 38 years
- COVID restrictions still in place... Had to get creative in 2021!
  - Three 9 hole courses
  - 27 hole sponsors
  - 1,800 golfers
  - 15 chili cookoff restaurants and live music in large hospitality tent
  - BYOB event







# Find a way

- Outdoor movies + skating for 1,000
- 2 nights, 4 movies
- \$10 ticket – sold out!
- Sold sponsorships
- Raised half of our fundraising goal
- Continued into 2022!

## Inspo!



## New Site - New Event!





# wayzata art EXPERIENCE

## Double Whammy!

PANOWAY ON  
WAYZATA BAY CONSTRUCTION  
(DURING COVID)



- Canceled in 2020, returned in 2021!
- Lake Street, Downtown Wayzata
- 100 artists, 10 food vendors, 15,000 attendees
- Parking lot converted to a park
- Set-up challenging due to a much more narrow street
- New bike path but didn't really utilize it
- Loss of parking for artists
- Removed kids zone tent and used new splash pad



# Use Your Assets

Seating/Space  
Vendors on Bike Path  
Lake Views



## Lake Minnetonka's Largest 3 Day Festival

- 46 years
- Canceled in 2020, returned in 2021!
- 200 vendors, 15 food trucks, 75,000+ attendees along Lake Street
- Parade, street market, 2 stages, carnival, dog park activities, craft beer festival, logrolling, fireworks, beach bash concerts, airshow, etc.
- Worked with city/businesses to expand our footprint
- Used bike path for vendors on lake side
- Highlighted the new Panoway Park



# EAT STREET

Shifted seating up on bike path  
+ extended it another block







**EXPLORED NEW  
WAYS TO USE  
THE OPEN  
SPACE**





## BEER TENT

- Consolidated to 1 large tent
- Reduced expenses
- Eliminated a number of volunteer shifts
- Maximized profit





# Create plan A, B, C... and D

- Normally, your stakeholders want to see the event succeed. But, give them options and solutions
- WALK the space or even the construction site. Visualize the space!
  - Our carnival site will probably shift in the next year or two. We are planning now for this





# Updating: Tips & Tricks

- **Site Planning – be prepared to put in the time**
- **Determine estimated attendance numbers the site can hold – crowd size, how will they arrive?**
- **Traffic, Parking, and Ride Share locations**
- **Street Closures needed; signage, delta blocks, j-barriers, fence needs**
- **Forecasted crowd ingress/egress**
- **Note trouble spots – low trees, potholes, hills**
- **Walk area during various times of day/evening when your event is happening**
- **Location of any amenities/utilities, hydrants, etc.**
- **Paths and vendor access**
- **Tent and placement of activations – avoid choke points**
- **Before loading into site – photograph/record entire site for pre-event condition**
- **Prepare to Redesign! Take pictures and notes during event to correct problems next year!**