Central Park Conservancy
Institute for Urban Parks

Jamie Warren
Director of Operations Management

Special Events Need Special Care:
Coordinating the Operations of Special Events
Central Park Conservancy Institute for Urban Parks is the *educational arm* of the Conservancy.

The Institute develops programs that *foster a deeper appreciation* for urban parks and *share the Conservancy’s world-class management practices*, both locally and globally.
What Are Special Events?

From small birthday parties to large concerts, special events are those activities where a gathering of 20 or more people is expected over a defined period of time.

Wedding – Cop Cot

Smurfs Movie – Merchants’ Gate - 2011
Types of Special Events

- Birthday Parties
- Weddings
- Cultural
- Concerts/Performances
- Small Gatherings
- Athletic
- Promotional
2014 Event Totals

• 1125 Weddings
• 95 Running/Walking/Biking Races
• 12 Parades
• 165 Film Shoots
• 330 Television Shoots
• 220 Photography Shoots
Great Lawn

Diana Ross Concert - 1983

Global Citizen Festival - 2013
Naumburg Bandshell

Naumburg Concert Series - 1925

2013
NYC Marathon

1970

2013
Lawn Restoration & Mitigation

East Meadow – Pre and Post Restoration
Revlon Walk/Run

East Meadow - 2008

Bandshell, Dead Road - 2011
Why Are Events A Good Thing?

• Increase in Park usage
• Increase in community and social interaction
• New Park users
• Reduction in crime rates
• Ability to show off your park…and your hard work
Process...

- Permit application submitted
- Applicant should submit a DRAFT site map and production schedule
- Meet on-site with applicant and/or event producer
On-Site Meeting

- General event overview
- Production timelines
- Site map walk-thru
- Sponsors
- Distribution of materials or food
- Clean-up/trash management
- Areas closed to the public
- Public notification
- Vehicle movement/parking
- On-site security
After On-Site Meeting

- Dialogue between the City and CPC
  - Parks Enforcement Patrol
  - NYPD
  - EMS Services
  - Community Boards
  - Other City Agencies (OEM, DOB, DOT, etc.)
Internal Process...

- Meeting with appropriate staff (Directors, Supervisors, Communications)
- Staff procedures on event day
  - Vehicle movement
  - Movement of drop spots (trash)
  - Area closures
  - Credentials
- Notification to President, VPs and Chief
- Weekly notifications regarding upcoming events
- Event Physical distribution
# Weekly Notification

<table>
<thead>
<tr>
<th>THURSDAY 10/23</th>
<th>EVENT</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENT</strong></td>
<td>Pink Pony Day Walk</td>
<td>Bandshell, Lower Loop</td>
<td>8:30am - 10:00am</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Public Art Fund Installation*</td>
<td>Doris Freedman Plaza</td>
<td>All Day</td>
</tr>
<tr>
<td><strong>TIME</strong></td>
<td>Marathon Setup</td>
<td>West Drive</td>
<td>All Day</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRIDAY 10/24</th>
<th>EVENT</th>
<th>Location</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td><strong>EVENT</strong></td>
<td>Public Art Fund Installation*</td>
<td>Doris Freedman Plaza</td>
<td>All Day</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Marathon Setup</td>
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<tr>
<td><strong>TIME</strong></td>
<td>All Day</td>
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<table>
<thead>
<tr>
<th>SATURDAY 10/25</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENT</strong></td>
<td>Catholic Evidence Guild</td>
<td>Merchants' Gate</td>
<td>All Day</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Public Art Fund Installation*</td>
<td>Doris Freedman Plaza</td>
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<table>
<thead>
<tr>
<th>SUNDAY 10/26</th>
<th>EVENT</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENT</strong></td>
<td>Poland Spring Marathon Kick-Off</td>
<td>Mineral Springs, Dead Road, Tavern on the Green, East Drive, 102nd Street Transverse, West Drive</td>
<td>8:30am - 10:30am</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Walk the Walk for Kidney Disease and Organ Donor Awareness</td>
<td>Bandshell Plaza</td>
<td>9:30am - 12:30pm</td>
</tr>
<tr>
<td><strong>TIME</strong></td>
<td>CPC Presents: Halloween Parade and Pumpkin Flotilla</td>
<td>Dana Discovery Center Plaza</td>
<td>4:00pm - 6:30pm</td>
</tr>
<tr>
<td></td>
<td>Marathon Setup</td>
<td>West Drive</td>
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**WEEKEND EVENTS**

**SATURDAY 10/25**

**FRIDAY 10/24**

**THURSDAY 10/23**

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**Central Park Conservancy**

Central to the park

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Event Physical

New York Road Runners Midnight Run
Central Park: 72nd Transverse, East Drive, West Drive, 102nd St Cross Drive, Bandshell, Center Road, Cherry Hill
December 31, 2014-January 1, 2015

Parks Contact(s): Shari Atwood
(night coverage)
Will Morrison
(day coverage)

Central Park Conservancy Contact: Michael Gonzales
Phil Jabouin

Event Contact(s): Caitlin Cunningham
Courtney Arbour
Corey Witmer

Event Location(s): Cherry Hill, Bandshell, and center loop.

Race Course: A 4-mile looped course starting on the 72nd St. Transverse. Start to East Drive (2 Southern lanes), North to 102nd Transverse (2 inner lanes), 102nd Transverse (full road except for 11ft. North emergency lane.) West Drive to 72nd St. Transverse (1.5 inner lanes) to finish on 72nd Transverse on the 2 Southern lanes.
Event Timeline:

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<tbody>
<tr>
<td>Load-in</td>
<td>7:30 AM</td>
<td>Wednesday, December 31, 2014</td>
</tr>
<tr>
<td>Event begins</td>
<td>10:00 PM</td>
<td>Wednesday, December 31, 2014</td>
</tr>
<tr>
<td>Race/Fireworks begin</td>
<td>12:00 AM</td>
<td>Thursday, January 1, 2015</td>
</tr>
<tr>
<td>Event ends</td>
<td>1:00 AM</td>
<td>Thursday, January 1, 2015</td>
</tr>
<tr>
<td>Load-out complete</td>
<td>7:00 AM</td>
<td>Thursday, January 1, 2015</td>
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Outer Agency/Parks Division Special Requests:

**PEP**: Coverage at Cherry Hill to secure Fireworks area, south end of the park to control overflow from Times Square, Bandshell to help with enforcement during festival/dance party. Once the event has ended, Parks Special Events will reach out to PEP to have the DOT barricades and signs put back on the West Drive at West 81st, West 63rd, and West 68th.

**5 Boro Crew**: Install snow fencing along 72nd St Transverse in front of Cherry Hill (map below).
Pre-Event Procedures

• Clean-up/trash management plan approval from CPC
• Public notification signage approval and installation
• Emergency procedures
  • Park/event patrons
  • Notification to City and CPC
• Weather contingencies
  • Rain plan
  • Pre-event cancellation
  • Mid-event cancellation
Public Notification

October 29 to November 5, 2013

WEST DRIVE CLOSED
to vehicle traffic due to setup for the
New York City Marathon

[Logos of New York Road Runners, NYC Parks, Central Park Conservancy]
Commuter Path Access to West Side & East Side Open Until 10 am

Due to a large ticketed event, portions of the Great Lawn will be closed to the public between September 23 and October 1, 2013
Event – Load-in/Load-out

- Walk-through of space
  - Prior to load-in
  - During event
  - Post event
- Vehicle escorts
- Equipment organization
  - Not blocking pathways
  - Not leaning on Park infrastructure or horticulture
- Clean-up
- Patron safety
- Public interaction
- Post event walk-through
Thank You