Managing Special Events: The Central Park Conservancy’s Operations Strategy
Institute for Urban Parks
Managing Special Events

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Webinar Objectives

• Define “special events” and why urban parks host events

• Share the types of events that take place in Central Park

• Detail the event management process in Central Park from event proposal to post-recovery

• Share key considerations when planning, coordinating, and hosting events in urban parks
What is a Special Event?
Hosting Events in Parks

Increase in:
- Park usage amongst existing and new park users
- Community and social interaction
- Positive activity

Reduction in:
- Crime rates
- Negative park usage
Hosting Events in Parks
Hosting Events in Parks

Key Considerations

- **Make** sure events make sense for your park and your constituents
- **Strike** a balance between the benefits provided by a special event and the long-term sustainability of your park
- **Focus** on your park
  - Your park operations needs come first!
- **Choose** venues appropriate based on the nature of the event
Types of Special Events in Central Park

Private Events

Public Events

Filming and Photography
Event Management: Planning

Special Event Application

- Submitted by event organizer
- Determine necessary permits (use of parkland, amplified sound, concessions, built structures, etc.)

Event application includes:

- Location
- Date
- Nature of the event
- Number of expected attendees
- Public’s use of space
- Time of year
- Construction
Event Management: Planning

Site Visit and Meetings

What to review during the site visit and meetings?

• Proposed set-up (infrastructure, fencing, signage, tenting, etc.) and event layout
  - If it touches the ground, speak up!
• Ingress and egress of participants
• Public access to the site
• Load-in/Load-out logistics and vehicle movement
• Security plan
• Trash management plan
• Merchandise, concessions, water, restrooms
• Medical plan
• Weather contingency plan
Events Management: Planning

Coordination

• **Collaborate** with appropriate staff and agencies
• **Send** notifications and updates
• **Detail** staff procedures
  o Tasks leading up to event and day-of (removal of fencing, painting, turf work)
  o Day-of movement in the Park
  o Change of day-to-day procedures (i.e. drop spots, trash receptacles)
  o Landscape closures
  o Staff IDs and credentials
• **Host** regular meetings
  o Internal and External
Internal

Good Afternoon!

Attached, please find the summary of permitted film and photography projects and events for the week of September 19th through September 25th, 2016. The upcoming week's notable events are highlighted below:

9/19 Monday
- Global Citizen Festival Load-in at the Great Lawn

9/20 Tuesday
- Global Citizen Festival Load-in at the Great Lawn
- Women's Committee 35th Anniversary Luncheon
- 100-person Film Shoot (overnight into Wednesday)

9/21 Wednesday
- Global Citizen Festival Load-in at the Great Lawn
- Imagine Again display at the Bandshell Plaza
- Peace Day Aerial Art at the Great Hill
- Meditation for International Day of Peace at Rumsey Playfield
- Central Park Horse Show at Wollman Rink
Events Management: Communication

External

October 29 to November 5
WEST DRIVE CLOSED
to vehicle traffic due to setup for the New York City Marathon

Central Park Alerts and Closures

Until further notice
Catch-and-release fishing in Harlem Meer
• Closures and Affected Areas: Due to high levels of blue-green algae in the Harlem Meer, catch-and-release fishing is suspended until further notice.
• More information: [www.doc.ny.gov/chemalgal3210.html](http://www.doc.ny.gov/chemalgal3210.html)

Monday, September 26, 2016 to Friday, September 30, 2016
All Day
Great Lawn - Closed for Turf Care Maintenance

Sunday, October 2, 2016
6:00 am - 12:00 pm
Race: NYRR Memorial Sloan Kettering's Foot's Team Presents Great's Great Gala (11.1M)
• Closures and Affected Areas: Drivers crowded
**Events Management: Communication**

**Event physical**

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**Setup Details**

The stage will be located on Billfields 7 & 8 in the North area of the Great Lawn. Backstage there will be a mobile VIP tented area on the infield of Billfield 7. A fire area will be accessible by the VIP entrances.

Alcohol and catering will be available in this area. Caterers with additional sponsors and video screens will be placed on the infield of Billfield 6 (Pav 1.4). Site maps are available upon request (email: anthony.named@parks.ny.gov).

**Press**

The Global Poverty Project has hired Sunshine Sachs to manage and maintain all press inquiries and press/media access on the day of the event. There will be limited satellite truck press parking on the east side (up to 10 vehicles), available through the Global Poverty Project and Sunshine Sachs. Such vehicles will enter and get checked in by Sunshine Sachs in Billfield 7 and 8.

Event staff will be on site at 1:30 pm to assist with media and media credentials. The production area behind the stage is accessible to the media. All photographers and media will enter through the main entrance.

**Accessibility**

The event is accessible. Special needs will be catered to through the Global Poverty Project. An area on Billfield 6 (Pav 2) will be dedicated and maintained by the Global Poverty Project for those needing accessible seating. The ADA entrance will be located at EMF Street and 58th Ave.

**Weather Contingency**

EMF and Global Poverty Project will monitor weather conditions throughout the event. An email will be sent to all attendees detailing the event as it will be deemed necessary given weather conditions. In the event of inclement weather, the event will be postponed. All attendees will be notified.

**Park Closures**

The following park areas will be closed:

- East 69th Street and Central Park East
- West 69th Street and Central Park West
- West 68th Street and Central Park West
- West 67th Street and 5th Avenue
- East 67th Street and 5th Avenue

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**Central Park Conservancy**

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Events Management: Trash

- **Designate** locations for trash receptacles
- **Identify** collection locations to for trash bags
- **Ensure** there are staff available for clean-up
- **Remove** your existing trash receptacles
- **Check** your perimeter!
Events Management: Day of the Event

Check the weather, check it again

- **Conduct** a pre-event walk-through:
  - Security and fencing in place
  - Chutes ready to go
  - Concessions and merchandise set-up
  - Cable ramps in place
  - Tents secured
  - Staff informed
  - Signage up
  - Trash receptacles out

- **Hold** on-site meeting with key agencies and partners

- **Continue** flow of communication
Events Management: Post Event

Monitor the event through to the end
Mitigate damage to the Park

- **Use** Enkamat
- **Stage** equipment on hard surface or clay to avoid turf
- **Install** temporary flooring
- **Place** plywood where vehicles may travel over grass
- **Move** equipment throughout the load-in and load-out that may suffocate grass, or **wait** as long as you can to stage it
Events Management: Recovery
Key Considerations

• **You** are the expert when it comes to management and maintenance
• **Maximize** the public’s use of space
• **Collaborate** to ensure the landscapes and people are managed in the best way
• **Hold** event producers responsible for damage
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