



**Best Practices**  
Linking  
**Economic Development & Quality of Life**  
Through  
**Community Recreation Programs,  
Services, and Events**

Executive Sponsor: **Steve Voorhies**, Director of Parks and Recreation for Concord



# PRESENTED BY:

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# The Challenge

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**The challenge being addressed  
by the project:**



Identify local government initiatives that strive for a positive impact on overall quality of life through recreation opportunities, based on economic development.



# The Objective

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Digging Deeper:



Highlight and  
showcase reproducible  
and sustainable best  
practices.



# Interview Participants

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City of Brentwood

City of Concord

City of Lafayette

City of Oakley

City of Orinda

City of Pittsburg

City of Pleasant Hill

City of San Pablo

City of San Ramon

City of Walnut Creek

Pleasant Hill Rec. & Park District





# Best Practice Categories for Events, Programs, or Services

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Ideation

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Considerations

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Resources

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Marketing & Outreach

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Budget

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Evaluation

# What is economic development?

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# What is quality of life?

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Why do economic development and quality of life need to co-exist?

Without economic development, you only have a bedroom community.

Without quality of life, you only have a business community.

# Quality of life creates positive economic benefits and vice-versa

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# Ideation

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- **Identify Need**
- **Evaluate**
- **Refine and Develop**
- **Small, Mid-Size or Go Big?**




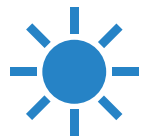


# Small Size

 Minimum Staff Resources and Cost

 Weekday Events

 Cities with Population <25,000



Summer Events



Culinary Events



Holiday Events







# Mid Size



Opportunity to be creative/innovative



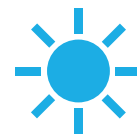
Weekends are better for more reach



Cities with population <50,000



**Car Shows**



**Summer  
Festivals**



**Jazz & Blues  
Festival**



**Tinkers &  
Thinkers**



# Large Size



Popularity and Recognition



Largest Economic development potential



Focus on geography (Location, Access, Facilities)



Weekends bring in the large crowds



Cities with population >50,000



4th of July  
fireworks



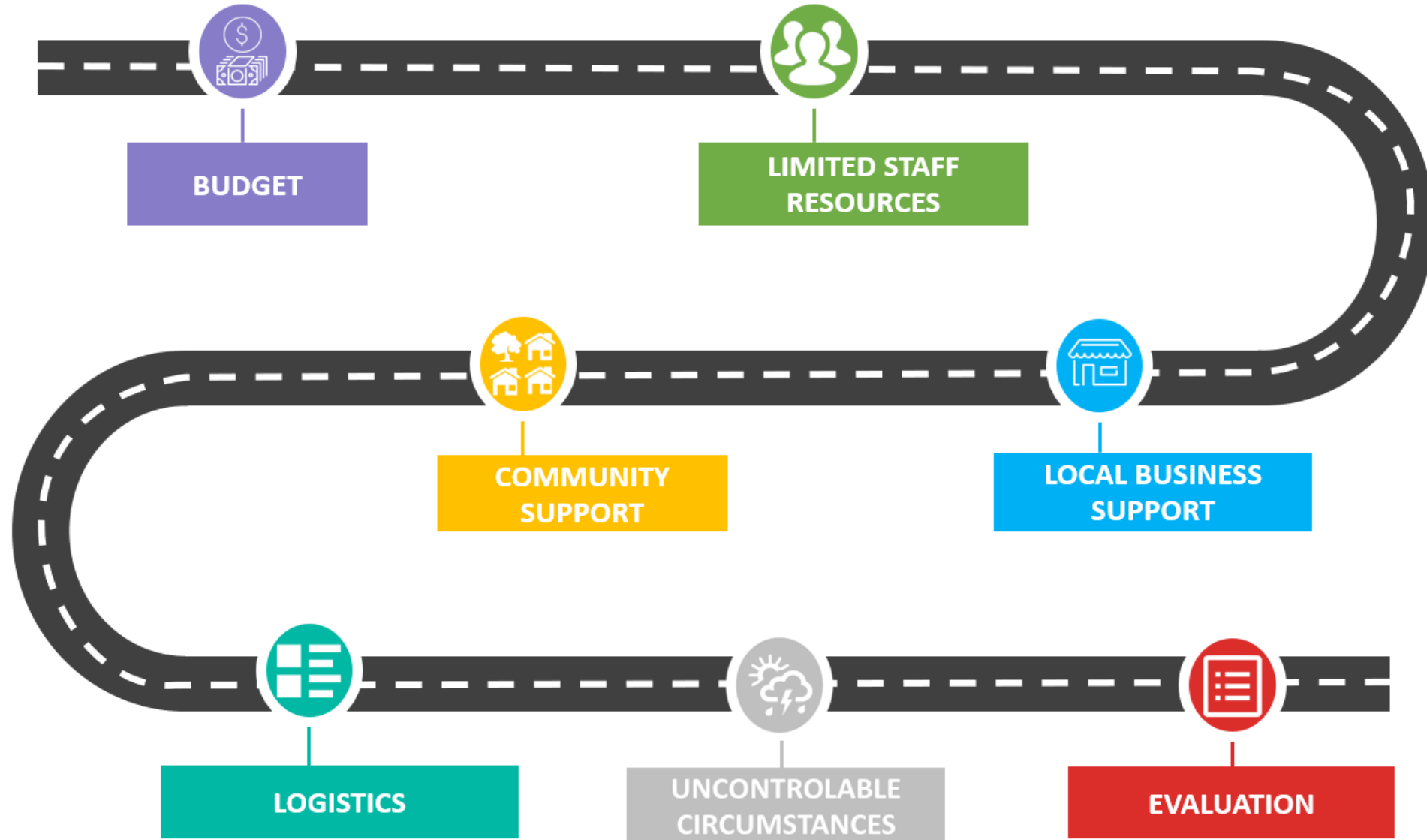
Seafood  
Festival



Art & Wine  
Festival



# Considerations





# Event, Program, or Service Concepts



Green Footprint Festival



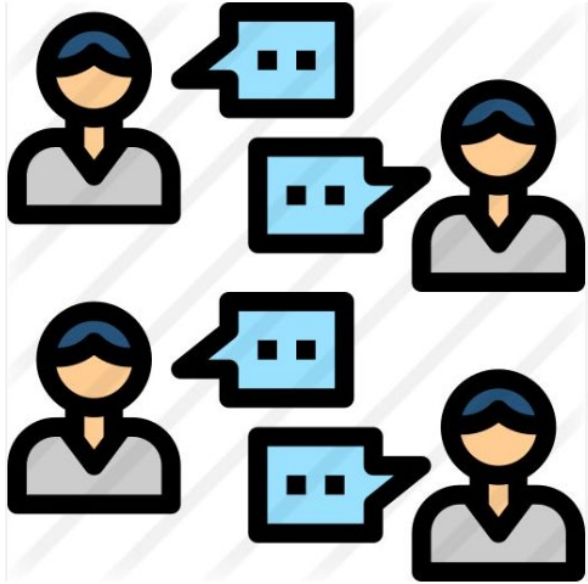




IT'S ALL ABOUT  
RELATIONSHIPS



Relationships are important to the success of events



# Marketing and Outreach

- Branding and Messaging
- Social Media Marketing
- Partners and Sponsors
- In-Person Networking
- Multilingual Outreach



Join Us For Pittsburg's Family Friendly Event!

## HALLOWEEN FUN RUN & 5K!

Saturday, October 31st @ 7pm

Post event activities will be held at Buckley Square/Old Town Plaza!

FOR EXTRA FUN, we will have a COSTUME CONTEST, so run or walk in your costume! Family friendly costume required.

Where: Buckley Square/Old Town Plaza

Event registration begins at 7 am  
Event kicks off at 8 am

Kids Run/Walk - 5K at 8:30 am

Kids Run/Walk: \$10  
5K Early registration ends 9/30/15: \$25  
5K Late registration from 10/1/15 thru 10/24/15: \$30  
Last minute 5K registration from 10/25 thru race day: \$35

Hosted by the Pittsburg Arts and Community Foundation (PACF) and by the City of Pittsburg

Race bib & T-shirt included. T-shirt not guarantee for race day registration.

**REGISTER ONLINE AT:**  
[www.ci.pittsburg.ca.us/funrun](http://www.ci.pittsburg.ca.us/funrun)  
For more information, call 925-252-6970.





# Partners

## Chamber of Commerce

- Local Business Community

## Community Organizations

- Rotary Club, Scouts

## Sponsors

- Businesses

## Citizens

- Local Volunteers

# Costs & Budget

The event must be economical and efficient. The goal is net zero costs.

Annual Parks & Rec Budget.

Grants

Public Works

Police

City Staff

Overtime

Traffic Control

Garbage removal

Private security

Entertainment Equipment

Venues







# Evaluating the Success of an Event, Program or Service

Attendance

Are people showing up?

Vendors

Garner feedback from vendors

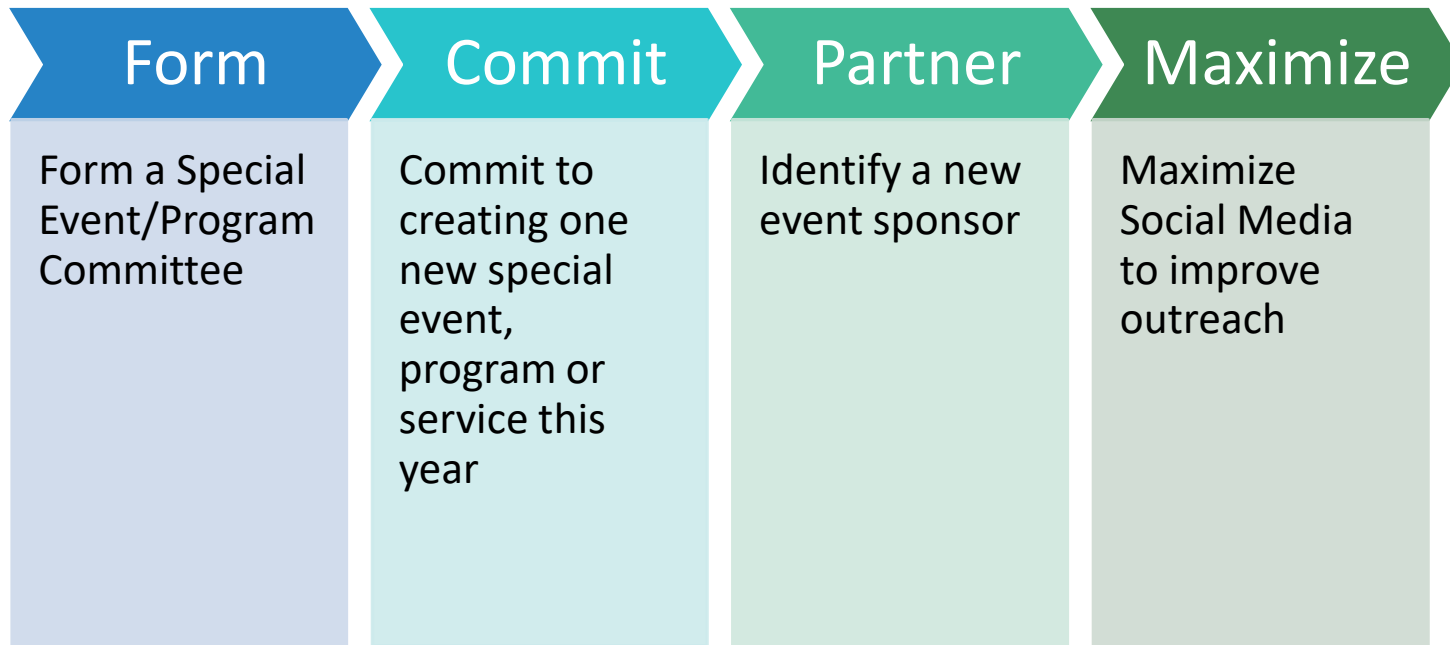
Partners

Gather input from key partners

Citizens

What reactions are you seeing?





Call to Action

Thank you!



# Best Practices

Linking Economic Development & Quality of Life through  
Community Programs, Services and Events.



Ideation	• Identify Audience, Needs, Size, etc.
Goals	• Who, What, Why, Where & When
Resources	• Venues, Volunteers, Organizations
Marketing and Outreach	• Branding, Messaging, Social Media
Budget	• Partners, Sponsors, Net-Zero Cost
Evaluation	• Feedback, Lessons Learned

*"The business of life is the acquisition of memories. In the end, that's all there is." -Mr. Carson, Downton Abbey*