

PUTTING THE PIECES TOGETHER

How Public and Private Partnerships are crucial to the puzzle of Events

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Hey, y'all! I'm Haley.

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Lover of Coke Zero, Dolly Parton, my five furbabes, sparkles, and my city.

Photographer at Haley Wright Photography + Co-Owner of Twinkle Collective, a venue management company that manages two historic wedding and event venues in Jax.



OVERVIEW

What are your pieces and how do you make them fit?



THIRD THURSDAY SIP & STROLL



- Average Guest Count: ~3,000
- Average Invested in the Local Creative Economy: \$35,000
- Partners: **Downtown Investment Authority, PNC Bank, City of Jax Parks, Doubletree Hotel, Southbank Hotel, Manifest Distilling, and so many more.**

A normal night on the Riverwalk with no
Sip and Stroll...



Third Thursdays are popping!



What is an important space or element in your community?

Ours is the St. Johns River.
It flows right through the middle of DTJax.

Research, Find Inspiration, and Get Creative.

Tampa's activation of its riverfront inspired us. We met with our Downtown Investment Authority and other key city players and brought this idea to life!

Partnerships are KEY!

Every player, vendor, and sponsor is important and should be treated as such.



SHHHH... SILENT DISCO IS A ROARING SUCCESS!

- The DoubleTree now averages \$2,500 in bar sales each Sip and Stroll, when they previously were not open those nights.
- Since partnering with the DoubleTree and Hush Hush Headphones, there are now at least 5 monthly events to silently disco at in our urban core.





QUESTIONS?

FIRST WEDNESDAY ART WALK



- Average Guest Count: ~5,000
- Average Invested in the Local Creative Economy: \$45,000
- Partners: **City of Jax Parks, Friends of James Weldon Johnson Park, The Jessie Ball duPont Center, VyStar Credit Union, and over 30 brick and mortar businesses.**



Our Art Walk Turns 20 This Year!

Art Walks are very common throughout different communities.

Who has one? Or something similar?

What sets *yours* apart?

What works for your community?

Have there been things that haven't worked?



REIMBURSEMENT STIPENDS

Empowering our businesses to book their own programming and treating them as partners,



QUESTIONS?



HOLIDAY MOVIE NIGHTS



- Average Guest Count: ~1,500
- Partners: City of Jax Parks, Live Oak Contracting, AVL Productions, and more than 10 local food vendors.





REMEMBER:

- Identify your pieces.
 - What key elements are you wanting to highlight?
- Partners are CRUCIAL.
- Customize industry standards to fit your community best.
- And most importantly: **HAVE FUN.**

At the end of the day, your events are building a stronger community.

Nurture those partnerships and friendships and know that if you empower your partners you both will shine.



QUESTIONS?

Comments, concerns?

Do you think your city or event is missing a piece to the puzzle?

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