

Developing Creative Events

Amy Doherty, TMP
City of Suwanee

What does Amy (from Suwanee) know about events?

- Suwanee has a population of just over 22,000
- 1 of 16 cities in Gwinnett County, the largest county in Georgia
- Host about 45 ish events each year.
- In 2005 we hosted 22 events. I started working part-time in 2005. (17 plus years of experience!)
- 20 private events - people rent the park and host and plan their own event.
- 5 co-sponsored events with radio stations, media outlets and art opportunities.
- 20 city events (concerts, farmers market, Halloween, Holiday, and Suwanee Fest).
- SFEA Kaleidoscope Award winner for a whole bunch of stuff.
- Named the 2020 Event Director of the Year by SFEA (and then shut down every event for 18 months).
- Georgia Downtown Association Event of the year, 2022.



What do we do?

We are NOT just event planners we are

MEMORY MAKERS

**Let's make
memories
together**



Let's get creative!

- Creating new events
- Improving old ones (with new ideas)
- Merging successful events
- Events within Events (attracting a demographic that's missing)
- Celebrating milestones!

Celebrating milestones

- Grand opening
- Celebrate an anniversary
- Celebrate historic events
- Celebrate patriotic events

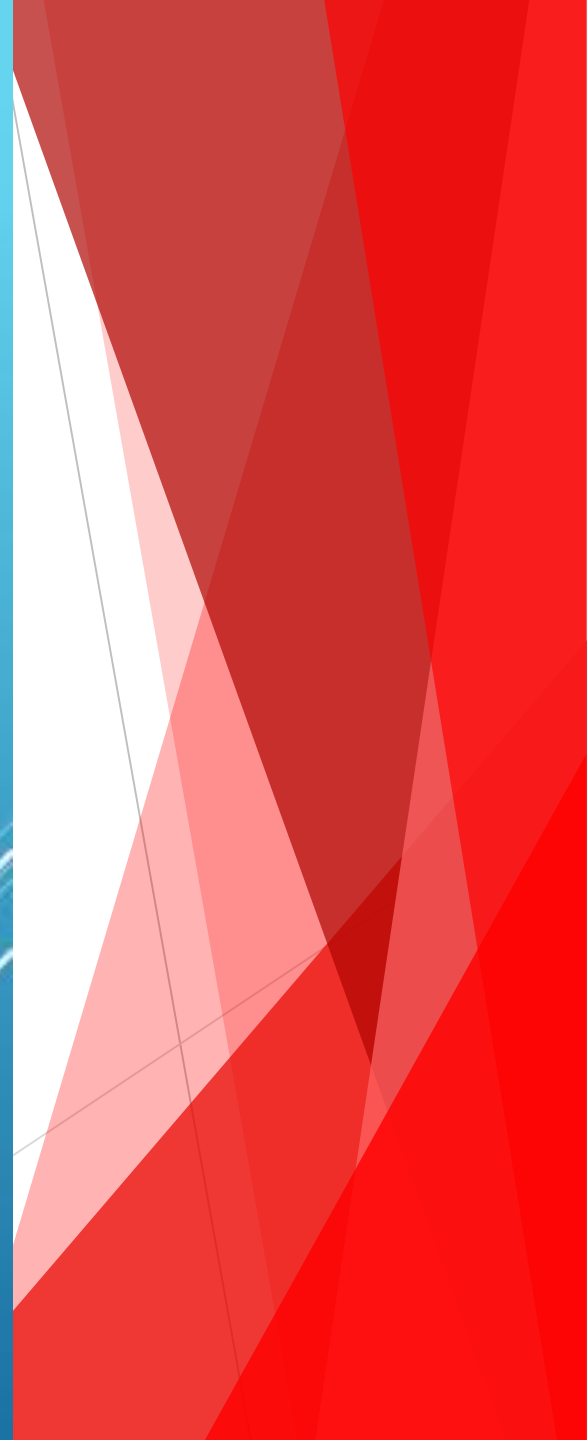
















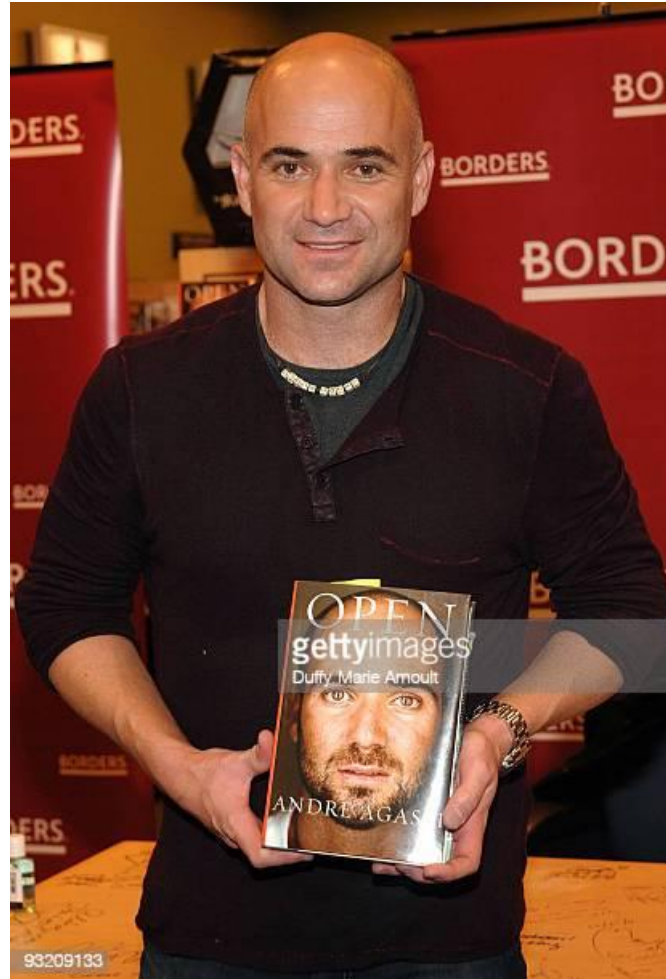
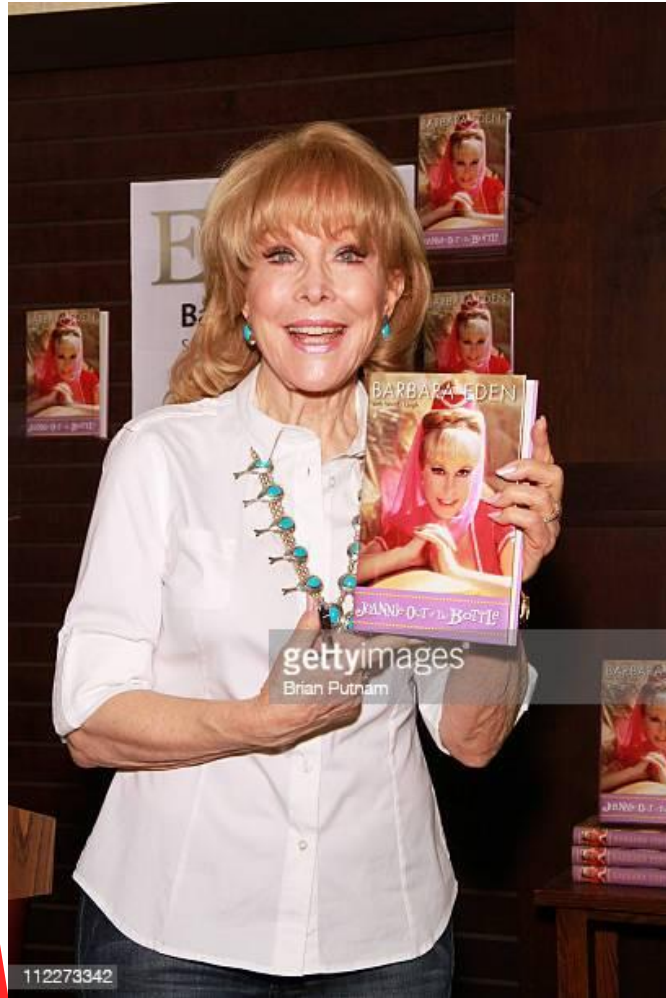
Events within Events

Adding to your event to attract a demographic that's missing!

Look at your attendance - figure out who is missing, add something for that demographic!

- ▶ Are you missing Traditionalist, Gen Z, X, Boomers?
- ▶ Do you need more family friendly activities?
- ▶ Are you wanting to create unique experiences?
- ▶ Should you offer VIP or exclusive ticketed (limited number) opportunities?

Be intentional for a specific generation



Food can be fun!



Cars, cars, cars and more cars...



Merging Successful Events

INTERNATIONAL Night Market ATLANTA

ABOUT SIGN UP ▾ EVENTS ▾ CONTACT SUPPORT

THE INTERNATIONAL
Night Market
ATLANTA

let's get glowing!

glow
-IN THE-
park

Suwanee Town Center Park

sat^{ur}day
APRIL 15th

5:00PM FOOD & FUN
7:30PM PARADE
8:30PM CONCERT

PRIZES
FOR BEST
GLOW LOOKS!

MAKE YOUR OWN OR JOIN A WORKSHOP
HOSTED BY NGA
FEB 28, MAR 28, APR 4
AND A SPECIAL "MAKE & TAKE" AT FOOD TRUCK
FRIDAY ON APRIL 7TH

ELECTRIC AVENUE
IN CONCERT 8:30PM

SUWANEES.COM

THE
INTERNATIONAL
Night Market
glow IN THE **park**
Suwanee Town Center Park





September/October 2022

Georgia's Cities



ADVOCACY. SERVICE. INNOVATION.



Columns & Features In This Issue

ON THE COVER: Suwanee's Glow in the Park Among Georgia Downtown Association Honorees
Managing Work-Life Balance in Office | Uniting Cites Through Placemaking | Smith: Literacy Key to Cities' Futures



Re-think your venue, tradition or theme...

Just because you have always done it that way, doesn't mean you have to do it that way again!







Food & fun memories...



I love a parade...





Artful Events











“
 I was very lucky
 today to find
 one of the
 Art on a Limb
 birdhouses at
 Harvest Farm!!
 Thank you so much!
 ”
 #ArtonaLimb2021



“ Found ours at Martin Farm Park!
 ”
 She keeps talking about what art she can
 make and leave for other people to find!
 ”



“
 So excited
 to find this
 on my
 Greenway
 run tonight!
 ”
 #ArtonaLimb2021

For the love of FOOD!



Things I'd do if I wanted to get fired...

Frozen Dead Guy Days

Tomato Fight Festival

Monkey Buffet Festival

Crying Baby Festival

Baby-jumping Festival

National Hollerin' Contest

Boryeong Mud Festival

Mike the Headless Chicken Days

Festival of Near Death Experiences

Testicle Festival



Following a non-lethal decapitation, Mike the headless chicken lived for 18 months. Seen here about one month after his beheading, Mike poses with his severed head. Following a non-lethal decapitation, Mike the headless chicken lived for 18 months. Seen here about one month after his beheading, Mike poses with his severed head.

What to do with the many testicles procured in the slaughter of bulls? Answer: Plan a festival in their honor and feed them to throngs of people who attend. The Testicle Festival takes place at Rock Creek Lodge in Clinton, Mont., located about 20 miles (32 kilometers) east of Missoula. Every summer, festival goers dine on bull testicles, also known as "Rocky Mountain oysters," and participate in a variety of ballsy events, including a hairy chest contest, wet T-shirt contest and bull chip throwing contest. Obviously, this one isn't for the kids.





Amy Doherty, TMP Events & Outreach Manager City of Suwanee

adoherty@suwanee.com

Facebook: Amy Knight Doherty

Instagram: amyknightdoherty

Linked In: Amy Doherty, TMP