

**Best Event Under
\$20,000**

**S'mores 'N Snores,
City of Duluth, GA**

Detailed description of the event

Returning to the beautifully renovated Rogers Bridge Park after a five-year hiatus, S'mores 'N Snores delivered a magical evening under the stars, offering families the perfect blend of outdoor adventure and modern comforts. This one-of-a-kind event put a fresh twist on traditional camping, creating a welcoming and unforgettable experience for campers of all ages. Campers arrived ready to set up their campsites and settle in for a fun-filled night under the open sky. Each family brought their camping gear and quickly transformed the park into a vibrant community of campers. The festivities began with live music by Brandon Crocker, whose lively and family-friendly setlist set the perfect tone for the evening. As music filled the air, children got creative with glow-in-the-dark crafts hosted by Beta Club volunteers, designing firefly-themed necklaces that added a whimsical touch to the night. The fifteen community campfires at the heart of the park became the centerpiece of the evening, drawing families together to enjoy the timeless camping tradition of making s'mores. Campers of all ages took turns toasting marshmallows to golden perfection, layering them with chocolate and graham crackers for the ultimate treat. The comforting crackle of the fires, combined with laughter and storytelling, created an atmosphere of warmth and connection. Guests indulged in mouthwatering offerings from My's Vietnamese Food Mobile and Love at Worst Sight food trucks, followed by refreshing frozen treats from King of Pops. For those craving a more traditional camping experience, a designated area near the pavilion allowed campers to fire up their own camp stoves and prepare classic favorites like hot dogs and hamburgers, adding a personal touch to their outdoor adventure. Campsites glowed with decorative camp lights, creating a cozy and inviting ambiance. Families played games from their welcome packets, which included scavenger hunts, playing cards, dice, and a stargazing guide, fostering moments of connection and friendly competition. As night fell, Miss Luvdrop captivated campers young and old with her enchanting campfire stories, weaving tales that sparked imaginations and drew everyone closer together. Her storytelling brought an interactive element to the evening, with children enthusiastically joining in through singing, dancing, and acting out scenes from her stories. The fun continued as families gathered to watch *Despicable Me 4* under the starlit sky. For the night owls, *Spider-Man: No Way Home* kept the excitement alive as campers snuggled under blankets while the campfires burned late into the night. Adding to the magic, astronomers from the Charlie Elliott Observatory offered guests a guided tour of the night sky through telescopes, showcasing celestial wonders such as the craters of the moon, the rings of Saturn, and distant stars. These moments fostered a deep connection to the universe, making the event truly unforgettable. As dawn broke over the Chattahoochee River, the inviting aroma of freshly brewed coffee greeted campers, courtesy of the 2C Coffee trailer. Paired with delicious French pastries from Phil Patisserie, the breakfast was a delightful way to start the morning. Families took in the tranquil beauty of the river from the pedestrian bridge, enjoying the serenity while reflecting on the joy-filled night before. S'mores 'N Snores seamlessly blended the beauty of nature, the warmth of community, and the timeless charm of camping, leaving families with cherished memories and a longing to return year after year.

Estimated number of attendees?

450

Environmental or pet-friendly? Explain how

Yes. Dogs were welcome at the event, allowing many families to include their pets. Recycling stations were available, supporting eco-friendly practices and the event setting fostered an appreciation for nature.



















S'MORES 'n SNORES

at ROGERS BRIDGE

September 21 at 5pm - September 22 at 10am
Rogers Bridge Park

S'mores 'N Snores returns on September 21 to the newly-updated Rogers Bridge Park! This family-friendly event is the perfect introduction to camping; you get to enjoy the new park and sleep under the stars while having easy access to amenities. You bring your camping gear (tent, sleeping bags, pillows, etc.) and we provide everything else! Free activities will include glow-in-the-dark crafts, s'mores, campfires, live music, games, and more!

Registration opens September 2. \$20 per 4-person campsite.



Learn more at duluthga.net/events



After Action Report:

Event: S'mores 'N Snores

Coordinators: Jessica Gross

Attendance: Approximately 450 ppl

Event Set Up: Friday all day & Saturday 11am-4:00pm

Date: Saturday, September 21 – Sunday, September 22

Event Time: 6PM-11AM

Weather: Low 65/High 87

Description of Event: S'mores 'N Snores returns on September 21 to the newly updated Rogers Bridge Park! This family-friendly event is the perfect introduction to camping; you get to enjoy the new park and sleep under the stars while having easy access to amenities. You bring your camping gear (tent, sleeping bags, pillows, etc.) and we provide everything else! Free activities will include glow-in-the-dark crafts, s'mores, campfires, live music, games, and more!

Registration is required for this event and only registered campers are permitted entrance to the park during S'mores 'N Snores. Registration will open on September 2 and will be \$20 per 4-person campsite. Refunds will only be offered if the City cancels or reschedules the event.

Vendor applications will open on July 28, 2024.

Tent registration opens on September 2, 2024.

Budget: \$7200.00

Total Budget:

Budget	Entertainment:	Vendor
	S'mores N Snores	
\$360	Firepits	Amazon
730	Wood	
\$1,500	S'mores	Publix/Amazon
375	Musician	Brandon Crocker
530	Crafts and Welcome Bags	Amazon

280	Movie & Screen	Amazon
813	Light tower	United Rentals
380	Restrooms	Pit Stop
426	RV	Outdoorsy
450	Camp/Fire Safety	Amazon
500	Staff Meals	Publix
425	Story Time	Miss Luvdrop
450	Purchased Lighting	Amazon
\$7,219		

Ticket Sales: \$2722.40

Vendor Fees: \$100

Staff:

- **Saturday:**
 - Jessica: 7-overnight
 - Ty & Marcel: 12-overnight
 - Nick, Jordan: 10-10
 - Jason Rogers: 12-10
 - Pickup food
 - Victoria: 12-overnight; Put umbrella up in Parsons, Drop Check at Local on North for Julie
 - John: 2-11
 - Sherale: 3-9
 - Volunteers: 1 from 3-6; 3 from 3-9; 4 from 6-9
 - Onsite: 10-10 (1+1)
 - 11 lunch; vouchers for dinner (18 including volunteers)

Pre-Planning Action to Sustain:

1. Coordinate with Park & Rec to ensure park will not be in use.
2. Coordinate with Park & Rec to ensure grass is mowed, bathrooms have been recently maintained, dumpster is empty, ant hills are treated, and the site is in good shape.
3. Confirm Layout and number of spaces.
 - a. 150 parking spaces. We can accommodate more campsites but will cap registrations at 150-170 to allow for no shows.
4. Book Vendors
 - a. Music

- i. 5-8 Friday: Brandon Crocker
 - b. Storyteller:
 - i. Miss Luvdrop
 - c. Rent a camper to be delivered on Friday. (\$426)
 - i. Rented on Outdoorsy
 - d. Restrooms:
 - i. 3 Regular/1ADA
 - e. Activity
 - i. Yard Games
 - ii. Glow crafts
 - iii. Welcome bag with dice and cards
 - f. Stargazing
 - i. Emailed Ken Poshedly for Charlie Elliot observatory
 - g. Three Light Towers to be delivered on Friday.
 - i. We could probably do with 1-2 (Park vehicles in important spots for emergency lighting.
- 5. Order Supplies
 - a. Glow in the dark craft for 300.
 - b. Vest for parking attendants.
 - c. General Camping supplies and fire safety
 - d. Supplies for 1000 smores
 - i. Look into pre-packaged s'mores bags to cut down on prep. Compare pricing.
- 6. Online registration through Eventeny: Opens 9/2/2024 (127 15x15 campsites for sales):
 - a. \$20.00 – Bring Your Own Tent Campsite for up to 4 campers
- 7. Notify the fire department of the event and provide requested info.
- 8. Track names of campers, ages of campers under 18, and take requests for campsites wanting to be near other registered campers. Send a registration form once orders are received.
 - a. Prepare the registration form.
 - b. Make clear that all info is needed within 1 week prior to the event.
- 9. Make envelopes with wristbands
 - a. It may be easier to just hand those out as people check in
- 10. Purchase enough supplies for 1,000 s'mores.
 - a. Extra marshmallows and less chocolate/graham crackers
- 11. Purchase firewood:
 - a. ½ face cord from burnthewood.com
 - b. Additional bundles from Home depot (1/2 face cord may have been enough.)
- 12. Reserve trucks for the event and arrange to have golf cart dropped off.

13. Check projector, screen, and sound system.
14. Select and (license) movie.
15. Confirm PD Staffing
16. Purchase food for staff.
17. Schedule food trucks
 - a. Two for Dinner (reach out to Picos early)
 - i. My's
 - b. Coffee and Phil Patisserie for breakfast
18. Prepare signage: Park closed at 12pm, Entrance and exit for parking lot, Week of signs (Park closed Saturday and Sunday)
19. Enforce no name changes one week prior to the event. Several people changed names at the check in and it was hard to keep track.
20. Enforce no refunds two weeks before the event.
21. Ask RTCC and IT to override door locks and lights so they stay open/on during the event.
22. Make welcome bags:
 - a. Dice
 - b. Cards
 - c. Glow Sticks

Week-of Action to Sustain:

23. Email registered campers on Monday to provide them with the information packet.
24. Pre-package smores.
25. Label campsites on Friday give each campsite an approx. 15x15 space.
 - a. This was difficult to do; consider marking a rope with 15' increments and marking that way.
26. Setup flutter flags on Friday.
27. Make a map based on diagram. Mark open spaces.
28. Store as many needed supplies in camper on Friday so there is less to bring over Saturday morning.
29. Announce on social media and website that park will be closed.
30. Stage barricades
31. Have golf cart delivered to Park.
32. Charge MiFi
33. Make sure grass is mowed, ant hills treated, etc.
34. Block spaces for restrooms, light towers, vendors, and RV.
35. Place signs at Rogers Bridge
36. Finalize check-in list and assigned spots:
 - a.

Packing List

Day-of Actions to sustain

- Staff Assignments:
 - Check-in: 3:30-6 (2 people) – Sherale and Jason
 - Volunteers: 4
 - Camper Load-in: 3:30-6 (1-2ppl) – Ty, Jordan, John
 - Late Check-in and Load in: 6-7pm – Jason; 6-8: Jordan
 - Vendor/Entertainer Check-in: 3:30-: Marcel
 - Fire: Setup early/ 6:30-7: Light Fires (2-3): Marcel, Ty, John
 - Fire Monitors: 7-11 (2): Marcel, Ty, Jason
 - Restrooms: Full Event: Shifts for Park Guys (Hourly checks)
 - Smores/First Aid: 6:30-10 (1) – Sherale
 - 2 Volunteers
 - Crafts/First Aid/Grill Monitor: Setup Earlier 5:30-9 (1) – Nick
 - 5 Volunteers
 - First Aid After hours (Camper/PD) – Jessica
 - Technical: Set Up ASAP - 7:30-11 : Ty & Victoria
 - PA for Storyteller
 - Lights
 - Movie
- Early Setup:
 - Signage
 - Charge Lights
 - Place Barricades
 - Set Fires UP
 - Smores
 - Check-in tent
 - tent, table,
 - Welcome folders
 - Instructions
 - Signage and Flags
 - Pavilion –small light towers, string lights, barricades to block off grilling area
 - Patio near restrooms:
 - (have crafts & s'mores ready but do not place out yet)
 - Registration– Duluth
 - Place barricades after the Chattahoochee parking lot to block entrance to the park at noon on Saturday.
 - Place Signage

- 12 trash cans were put out in the campsite area.
 -

- 11:30: Jason Rogers Pick up Publix
- 2pm: Check in/Staff meeting, staff meal
- 3-3:30: My's Arrives 678 622 9920.
- 3:30pm:
 - Everyone in place for camper arrival
 - Parking: Nick and Jordan
 - Check-In: John, Jason, Sherale
 - Vendor Load In/Pavilion: Marcel
- Check-in procedure:
 - 1 person handing out welcome bags
 - 1 person checking for name on registration list
 - 1 person getting wristbands and campsite assignment
 - 1-2 additional people to ask for names and confirmation numbers in car line to speed up check-in (welcome bag attendant can do this when it's not busy)
 - 2 people to direct to campsites.
 - Once parking spots fill; attendants will need to be sure people are only unloading one side closest to campsites. The other lane must be kept clear.
- 4pm: Love at Wurst Sight Arrives
 - Brandon Crocker Arrives
- Late Setup:
 - Movie Screen
 - Smores & Crafts Out
 - Movie/Story Time– screen, table, projector, computer or Phone, movie, PA system, wireless microphone
- 5pm:
 - Julie Gribble Arrives (Parsons DL)
 - King of Pops Arrives
 - Music Begins
 - Trucks start serving
- 6pm:
 - Crafts open
 - Late arrivals to check in near crafts.
- 6-6:30:
 - Start Campfires
- 7pm:

- Astronomy Arrives
 - Miss Luv Drop Arrives
 - Smores Open
- 8-8:30pm
 - Storyteller
- 8:45pm:
 - start movie
- 9pm: Crafts close/staff meal
- 10pm:
 - Tent area quiet zone
- 11pm:
 - Put out fire pits
 - Second movie starts

Sunday

- **Staff:**
 - Jessica: Overnight-2pm
 - Victoria: Overnight – 9am/12pm-6pm FAM
 - Ty & Marcel: Overnight-10am
 - Jordan: 10-6 (Take over FAM after cleanup)
 - Jason: 9-1(12 FAM Load In)
 - Public Works: Can David Help with Trash?
 - Onsite: 10-2 (1+1)
- 6am: (Jessica Vendor Check In)
 - Terrance-2C Coffee and Tea Arrives: 843 476 2909
 - Phil Patisserie Arrives
- 7am:
 - Breakfast and coffee served
 - Staff Cleanup begins
- 10am:
 - Remind everyone to begin packing up campsites

2025 Action to Improve:

1. Make sure volunteers check wrist bands for smores. We had a few people come to the event that didn't register, mostly from Johns Creek Side. Aside from smores supplies, this really isn't an issue.

2. Organize check-in better: Last minute name changes and neighbor requests made check-in difficult. Many were also using different names than that on their reservations. Mi-Fi did not work, so Eventeny online check in list was helpful.
3. Make sure unloading check-in is making sure cars are only stopping on one side to unload after the spots fill. Mark the roundabout with no parking cones.
4. Fix ticketing to make it clearer that we must receive names, ages, and neighbor requests in a timely manner. I updated the 2024 ticket template so it can just be copied.
5. Restrooms: Need an attendant dedicated just to women's restrooms.
6. Be sure that parks staff are not allowing parties to set up on event dates.
7. Schedule someone just to monitor restroom.

S'mores 'N Snores: Budget

Cost	Description	Vendor
\$360	Firepits	Amazon
730	Wood	Cutting Edge/Home Depot
\$1,500	S'mores	Publix/Amazon
375	Musician	Brandon Crocker
530	Crafts and Welcome Bags	Amazon
280	Movie & Screen	Amazon
813	Light tower	United Rentals
380	Restrooms	Pit Stop
426	RV	Outdoorsy
450	Camp/Fire Safety	Amazon
500	Staff Meals	Publix
425	Story Time	Miss Luvdrop
450	Purchased Lighting	Amazon
7,219.00	Total Budget	

S'mores 'N Snores: Profit and Loss Statement

Revenue Description	Revenue Amount	Expense Description
Campsite Fees	2722.24	Firepits
		Wood
		S'mores
		Musician
		Crafts and Welcome Bags
		Movie & Screen
		Light tower
		Restrooms
		RV
		Camp/Fire Safety
		Staff Meals
		Story Time
		Purchased Lighting
Total Revenue	2722.24	Total Expenses
Loss*	\$4,496.76	

*Our events are offered as a service to the community, and our objective is not centered around profit genera

Expense Amount
\$360
730
\$1,500
375
530
280
813
380
426
450
500
425
450
7,219.00
tion.

“Thank you City of Duluth for organizing this! This was our first camping trip, and it was such a fun experience for our family! My girls really enjoyed the s’mores and outdoor movie and having the food trucks on site made meals so much easier. We also really loved that we were able to bring our dog along. We can't wait for next year!”

-Sarah B