

Developing Creative Events

Amy Doherty, TMP

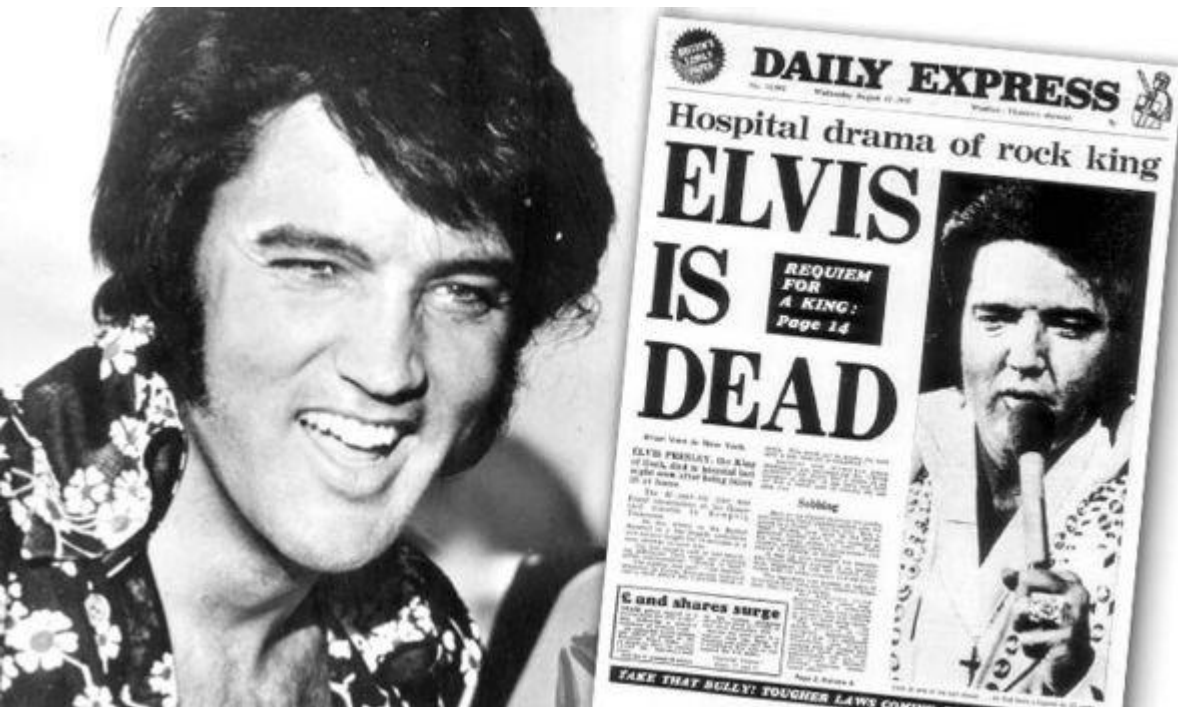
City of Suwanee

What does Amy (from Suwanee) know about events?

- Suwanee has a population of just over 22,000
- 1 of 16.5 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.







The Clarion Ledger

PART OF THE USA TODAY NETWORK



Atlanta 1996

Mississippi
girl



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







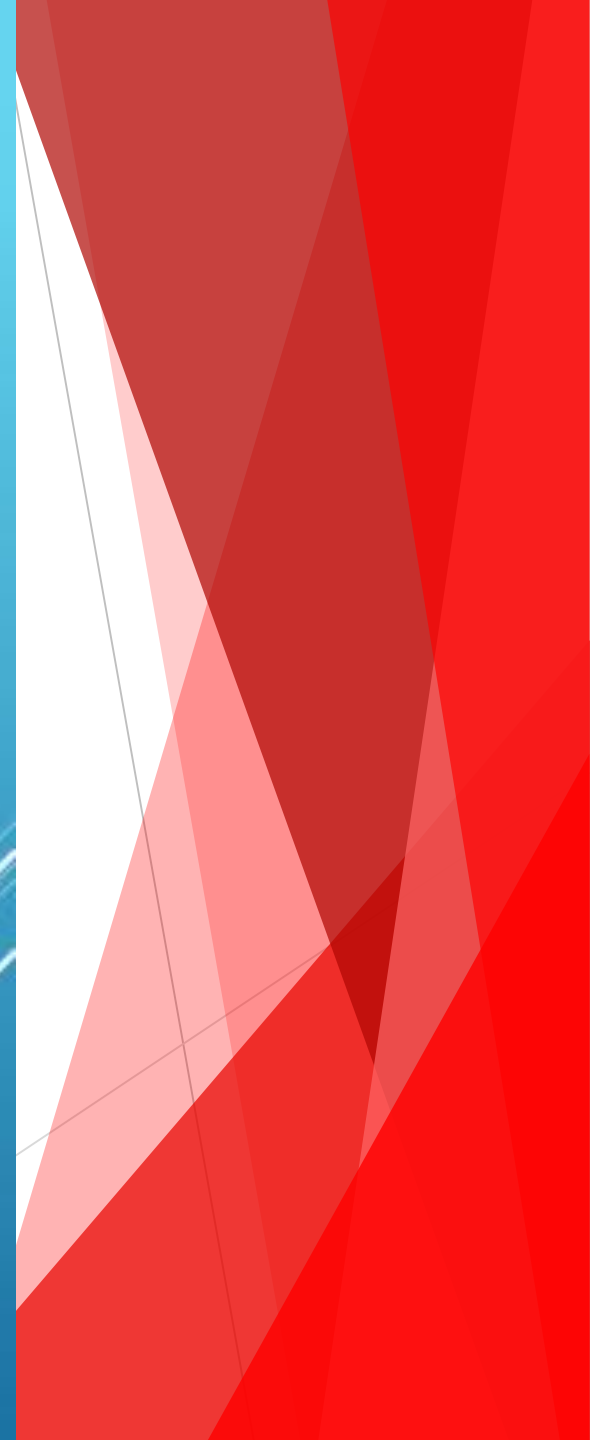


















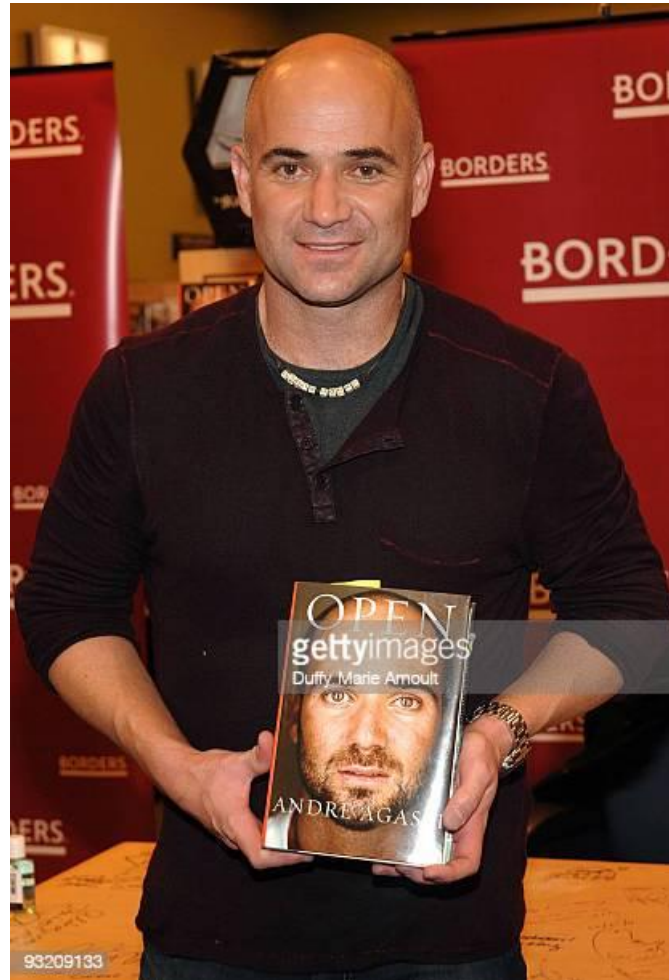
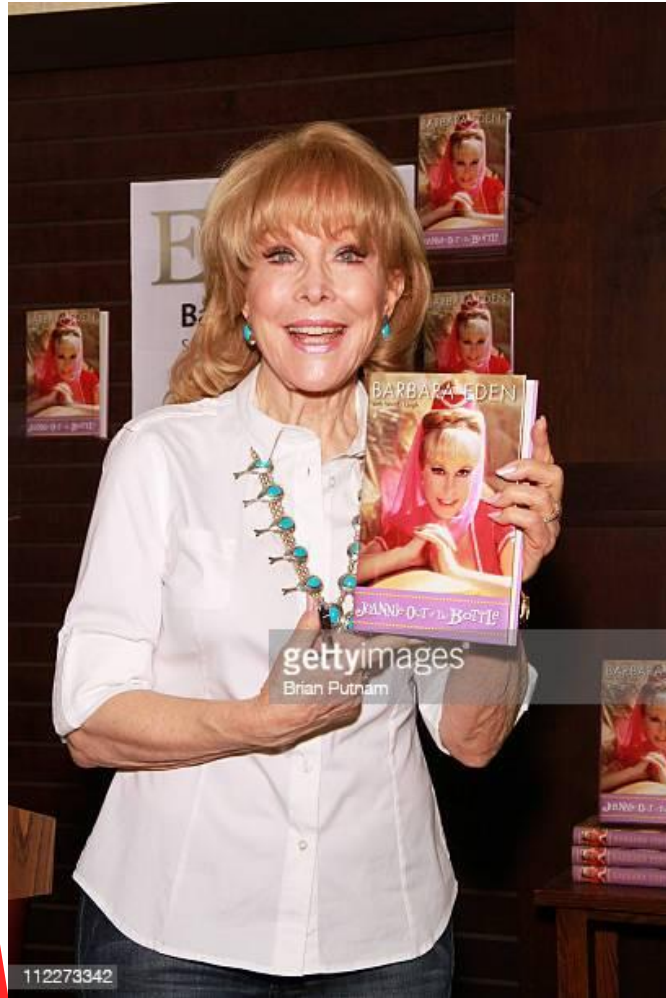
Events within Events

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

PRIZES
FOR BEST GLOW LOOKS!

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

ELECTRIC AVENUE
IN CONCERT 8:30PM

saturday
APRIL 15th
5:00PM FOOD & FUN
7:30PM PARADE
8:30PM CONCERT

SUWANEES.COM

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





September/October 2022

Georgia's Cities

ADVOCACY. SERVICE. INNOVATION.

 GEORGIA
MUNICIPAL
ASSOCIATION



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 Cities 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!



MAKE
MUSIC
JUNE 21





Movies and Mocktails Menu

THE SPEEDSTER:

\$6.00

SODA WATER, LIME JUICE, STRAWBERRY, & MINT

FERRARI FIZZ:

\$6.00

GINGER BEER, LEMONADE, PEACH AND BASIL

PIT STOP PUNCH:

\$6.00

LEMONADE, POMEGRANATE, RASBERRY, EDIBLE GLITTER

TURBO TWIST:

\$6.00

LEMONADE, BLUE RASBERRY, WATERMELON
AND A CANDY STICK



CHEERS!



Food & fun memories...



I love a parade...



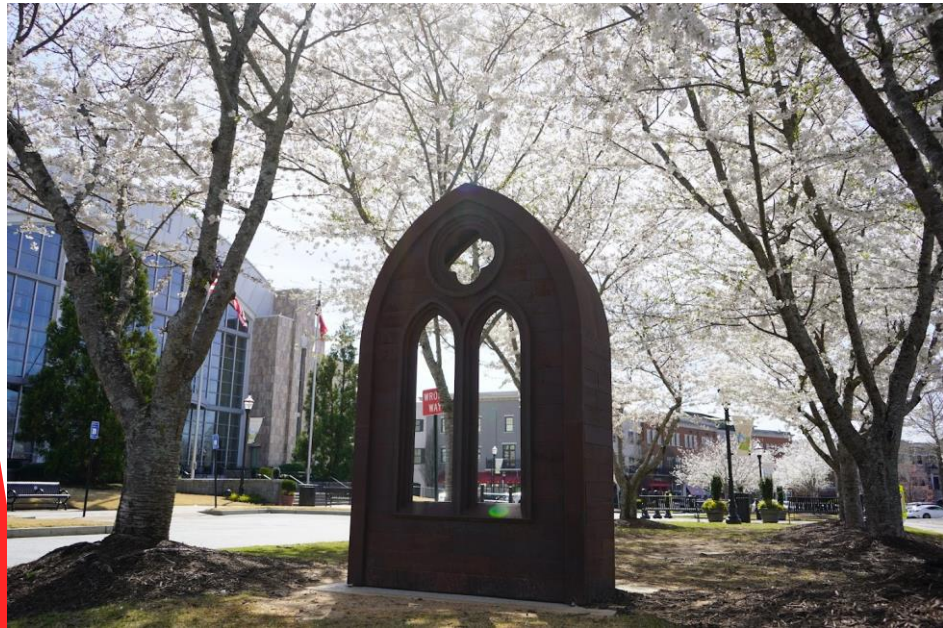




Artful Events











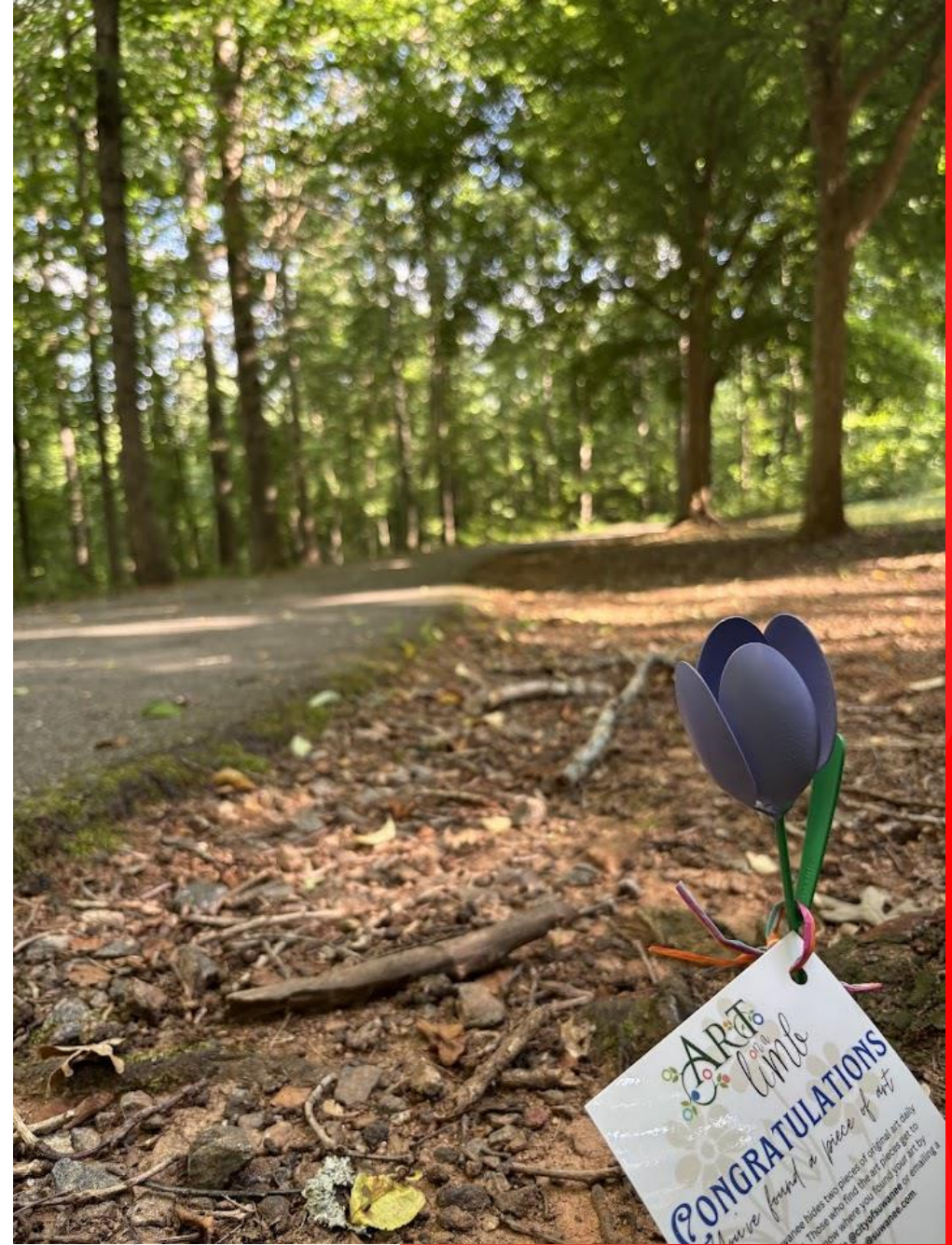
“
I was very lucky
today to find
one of the
Art on a Limb
birdhouses at
Harvest Farm!!
Thank you so much!
”
#ArtOnALimb2021



“ 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

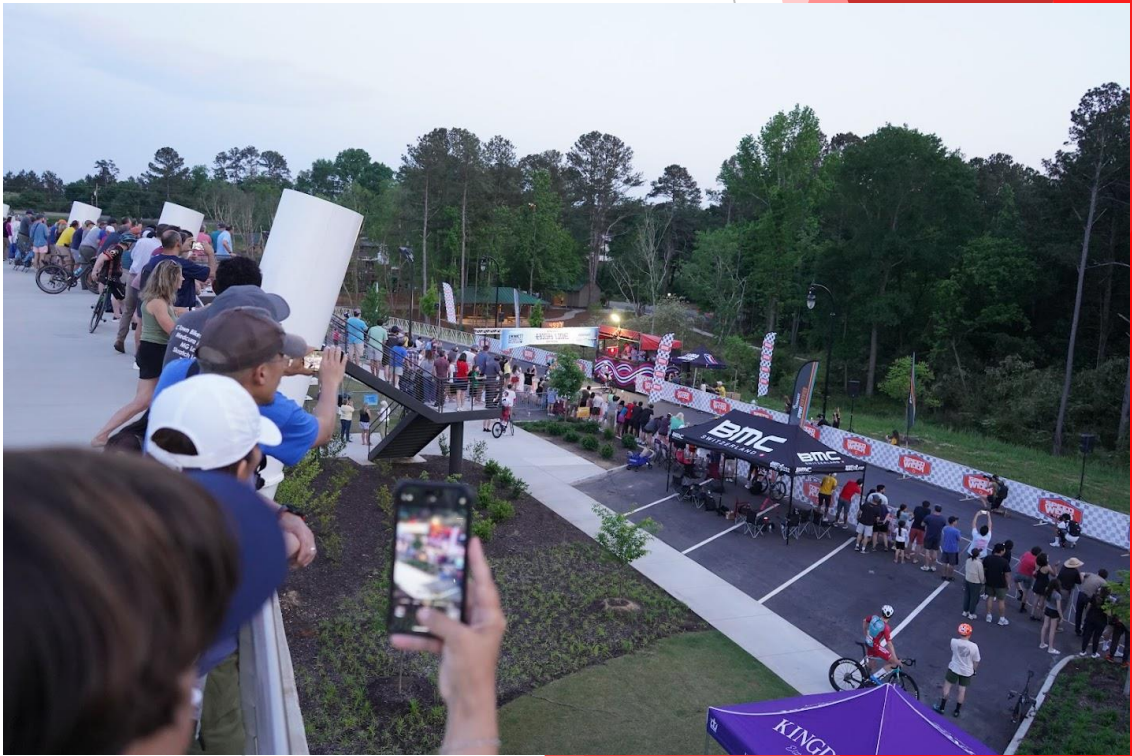


For the love of FOOD!



Unique sports?







Most creative in the US...

Surfing Santas - Cocoa Beach, Florida



Spam Jam Festival - Waikiki, Hawaii



Humungus Fungus Festival -
Crystal Falls, Michigan





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.







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