

Suwanee Events 101



Amy Doherty
adoherty@suwanee.com

Kim Towne
ktowne@suwanee.com

So why are you here?

- Your event was selected out of all applications that were received to be an event on the 2024 Event Calendar.
- We feel you are capable of producing a high-quality event that our citizens will support and attend.
- Private events also reflect back on the City of Suwanee and we know you will produce an event that will uphold our high standards and great reputation!
- Because we are in the memory making business!

And so you don't have to feel like this.....

EVENT PLANNER



What my friends think I do.



What my parents think I do.



What society thinks I do.



What I think I do.



What my clients think I do.




What I actually do.

Our Goal

- Host events that are well-organized and offer the attendees an interactive and enjoyable experience.
- Regular park users do not know the difference between city events, co-sponsored events and private events.
- Provide documentation, rules, invoices, and helpful tools and tricks to make event planning easier!
- CHECK OUT THE DROPBOX!!!
- Provide contact information to make event planning clearer for you!

It's in the Dropbox!

All files

PDFs to share with Event Planners 

  3   Share 

Recents

Starred



Name 	Who can access	Modified
 5Ks and Runs	 11 members	--
 Agreements with the City	 11 members	--
 Budgeting and Volunteers	 11 members	--
 Event Planning Tips	 11 members	--
 Maps	 11 members	--
 Park Policies	 11 members	--
 Safety	 11 members	--
 Town Center Park info	 11 members	--
 Media Contacts for Private Events_2023.xlsx	 13 members	1/26/2023 2:33 pm
 New Park 2024_Print_3x2F.pdf	 13 members	8/23/2023 2:03 pm

Updated rules to share:

Town Center Park

ALL VENDORS:

Vehicles may **not** be driven on the grass, sidewalks, or brick areas at any time. Violations may result in citations from the Suwanee Police Department.

Exhibitors must provide all their own props and equipment including tents, tables and extension cords, unless otherwise noted from event organizer. For vendors using power, please bring a heavy-duty cord that is at least 100 feet in length. Everything brought in by a vendor **MUST** be removed from the park at event conclusion.

Vendors will park curbside and items will be unloaded and moved into the park with carts, wagons and gators. **Vendors should display a parking pass in their vehicle with their booth number on it.**

ALL VEHICLES WILL UNLOAD CURBSIDE, THEN MOVE THEIR VEHICLE prior to setting up booths. Vendors must park in the vendor parking area (NOT on the street).

NO STAKING of tents is allowed in the park. Tents may be weighted with water barrels, sandbags, or other weight devices. Vendors and organizers should take extra precautions when weighting tents. Weights should be 40 to 60 pounds on at least 2 legs. Tents must be secured for wind. All weights must be removed at the conclusion of the event.

Tents or other items cannot be tied to park light poles, trees, benches or other objects.

Only framed tents are allowed. No inflatable structures or wind shades permitted.

Do not tape flyers, posters or other information to lamp posts or other structures in the park.

FOOD VENDORS:

NO GREASE is allowed in any food tent for food preparation. **NO EXCEPTIONS.**

Fried food can only be prepared in self-contained trailers or food trucks. **NO** grease may be left or disposed of in Town Center Park.

Vendors who grill in the park are expected to take extra care in handling and disposing of cooking fluids so as not to damage the surface of the ground beneath their booths. Roofing felt, tarps or other ground cover should be placed under any grilling surface to protect the ground. Grills need to be placed in a safe area or closed off with barricade.

Self-contained mobile concessions or food trucks are allowed in parking spaces or on concrete only. **THEY ARE NOT ALLOWED IN THE PARK OR ON SIDEWALKS.**

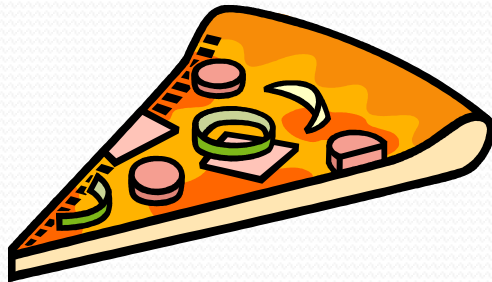
Vendors should **NOT** sell drinks in glass bottles or cups.

Food vendors are **NOT** allowed to cook with open flames. No propane burners.

At event close, food vendors should bring trash to the trash truck onsite.

Food vendor considerations

- City of Suwanee respectfully requests that private event organizers do not overpower the park with repeat food vendors of park businesses. For example, the park already has frozen yogurt, smoothies and Italian Ice – please refrain from bringing any additional “cold” food items to your event. Businesses already compete for limited parking during events and we hope attendees will be given the opportunity to patronize local business while attending your event.



Event Rules and Regulations FOOD

- **NO GREASE** is allowed in the park unless it is in a self contained mobile concession trailer or food truck . Trailers should not drip or drain fluids onsite. Vendors should take extra care to cover the ground so they will not damage the ground beneath their booths. NO grease should be left in the park.
- Event organizers need to check menus to make sure vendors do NOT have food that contains grease/oil in preparation of food. NO FRYING of any kind in the park unless it is in a trailer or truck. NO EXCEPTIONS.
- Damage to park property from booths will result in loss of park use deposit, and an additional cleaning fee of up to \$100 per booth space.
- If you have a lot of food vendors, communicate a plan for food drop-off and for the vendors to remove their trash.
- **NO GLASS is allowed in the park.** No glass soda or juice bottles also needs to be communicated to your vendors.
- **GRILLS** – The ground should be protected at all times. Roofing paper or any other flame-resistant mat should be placed underneath grills to protect the ground from drippings from the grill.
- Food vendors should NOT leave trash in their booth space at the end of the event. Food vendors should take trash to the trash truck on site.

Event Rules and Guidelines

- **Vehicles may not be driven on the grass, sidewalks, or brick areas at any time.** Violations may result in citations from City of Suwanee Police Department. Brick pavers in the park are not set nor designed to hold vehicle weight. Loading and unloading may only be done at the curb. There should NEVER be a reason for a vehicle to be driven on the sidewalk.



Event Rules & Guidelines

- Postcard/website time is the time you want ATTENDEES to show up. (event begins for park visitors)
- Set-up is when you will be here to get ready for your event.
- **ALL EVENTS MUST END BY 10 PM per noise ordinance.**
- Event start and end times cannot change without WRITTEN approval from Amy or Kim.

Let's "trash" talk....

- If your event will have MORE than 5,000 attendees, or you will be providing off-site transportation, you will be required to provide a trash service near the event site. Placement of the truck/dumpster must be approved by the event manager and public works department.
- Events with a high trash volume need an onsite services to ensure the park can be cleaned and maintained during the event. Residential truck with provided cans are ideal.
- Trash dumpsters must be removed by 12 noon on the next business day to ensure that the park use deposit is refunded.

We handle trash!

- Please keep a spot in your layout for city trucks!
- If you are required to use a trash service, please let us help reserve the truck and cans for your needs. We will send you a copy of their bill after the event.
- We typically use Red Oak Sanitation for large events. They bring a truck onsite and city owns rolling containers.



Tent weights – good, bad, ugly

- Tent weight with flower topper.
- Concrete with “o” ring





40-60 pounds
per tent leg!

Weights for wind, rain and need to be at least 40 pounds per leg.



- We have weights for city tents but we do NOT have weights for all vendor tents.
- Vendors should be bringing their own weights.
- NO STAKING OF TENTS

Change to event rules regarding tents:



Inflatable tents are **not allowed** at events due to their size, inability to be properly weighted and in windy weather, can bump or slide into other tents, disrupting operations or potentially causing damage.

NO booth space should contain a tent that is larger than the space rented, or is not properly weighted. Tents should not exceed or extend their height without additional weights.

NO exceptions.

Event Rules and Guidelines

- **Inflatables for children are welcomed at any event.** Generators are required to run inflatables in certain areas of the park. **No inflatable should be plugged in to a lamp post or circuits in the park.** Mats are required at entry and exit points to avoid wear and tear to the turf. Inflatables must be loaded and unloaded curb side. NO driving on the sidewalk or grass is allowed. Inflatables may NOT BE STAKED in the ground.





Requires
generators

Power sticks
available

**Please do not use
light poles as a
power source!**

Weather permitting?

- IT'S GEORGIA, the forecast changes all the time!
- In 18 years, we've canceled Maybe 6 events! ONE of those, it ended up NOT raining! (this was pre-pandemic)
- If it's a 100% chance of rain (thunder, lightning and high wind), then we cancel. BUT NOT until the day before.
- If it's less than 100% chance of rain, or it's scattered, or it's to start later in the day, then we GO ON WITH THE SHOW!
- For 5K runs that use the Greenway, significant rain can cause the trail to flood. Use an alternate route or move event to a new date.



Set-up for your event

- In most cases, it will be the day prior to your event or early morning on event day. There is no extra fee paid for early set-up!
- Items may be brought over and left in the green room for storage. Shirts, water, tents, props or costumes.
- This is the day to mark vendor spots!
- Items could also be SHIPPED to city hall ONLY the week of your event. Please let Amy or Kim know if you plan to do this.



Things that can be done early:

- Tent, table and chair set-up
- Vendor load-in (for more than 20 vendors)
- Set-up of rides and games.
- Generator placement
- Barricades
- Marking booth spaces (numbering)





- Make sure you measure for 10 feet of space, plus leave an area for “buffer” – usually a foot on each side.
- Water based spray paint is fine for the grass and granite but only use chalk on sidewalk and road.

Vendor unloading/set-up

- Please share the rules & Guidelines
- Please share the map of where they need to go for unloading and parking
- Please provide a parking pass
- Please provide a check-in person or tent

Share the You Tube video:

[Vendor video](#)



Sample Vendor passes

- Passes with names or booths or phone numbers help us track who needs to move or if a car is parked in the wrong area.
- Labeled cords will make tracking a power issue easier to solve. Overloaded power strips may cause multiple vendors to lose power.



Official Parking Pass

Name: _____ Booth #: _____

*This Pass allows access to the parking deck ONLY. It does **NOT** guarantee a parking space. Improperly parked vehicles subject to towing at owner's expense. **This pass is NOT good for parking in the lot at Town Center Park.** This is ONLY for the parking deck at Sienna. OVERFLOW parking available at any shuttle service lot (Shadowbrook Church, Gwinnett Church or Shawnee North Business Complex). **This parking pass will be needed on Friday, Sept. 15 – Sunday, Sept. 17.***



Map it!

- Due 2 weeks prior – NEW events need to meet face-to-face with Event manager
 - General layout and supply needs on map
 - Vendor list to-date
 - ANY special needs or supplies.
 - Vendor walk-through scheduled (if needed).
- Week of event
 - FINAL layout
 - Vendor list
 - ANY special needs
 - Details for each booth from borrowed supplies (tent, table, chairs on map)

Town Center Park

Event Planning Map

Event Name: _____

Please place the following on your map:

★ Power - 8 (110V) plugs

□ Tent

★ Tent with Power

Ⓢ Suwannee Tent

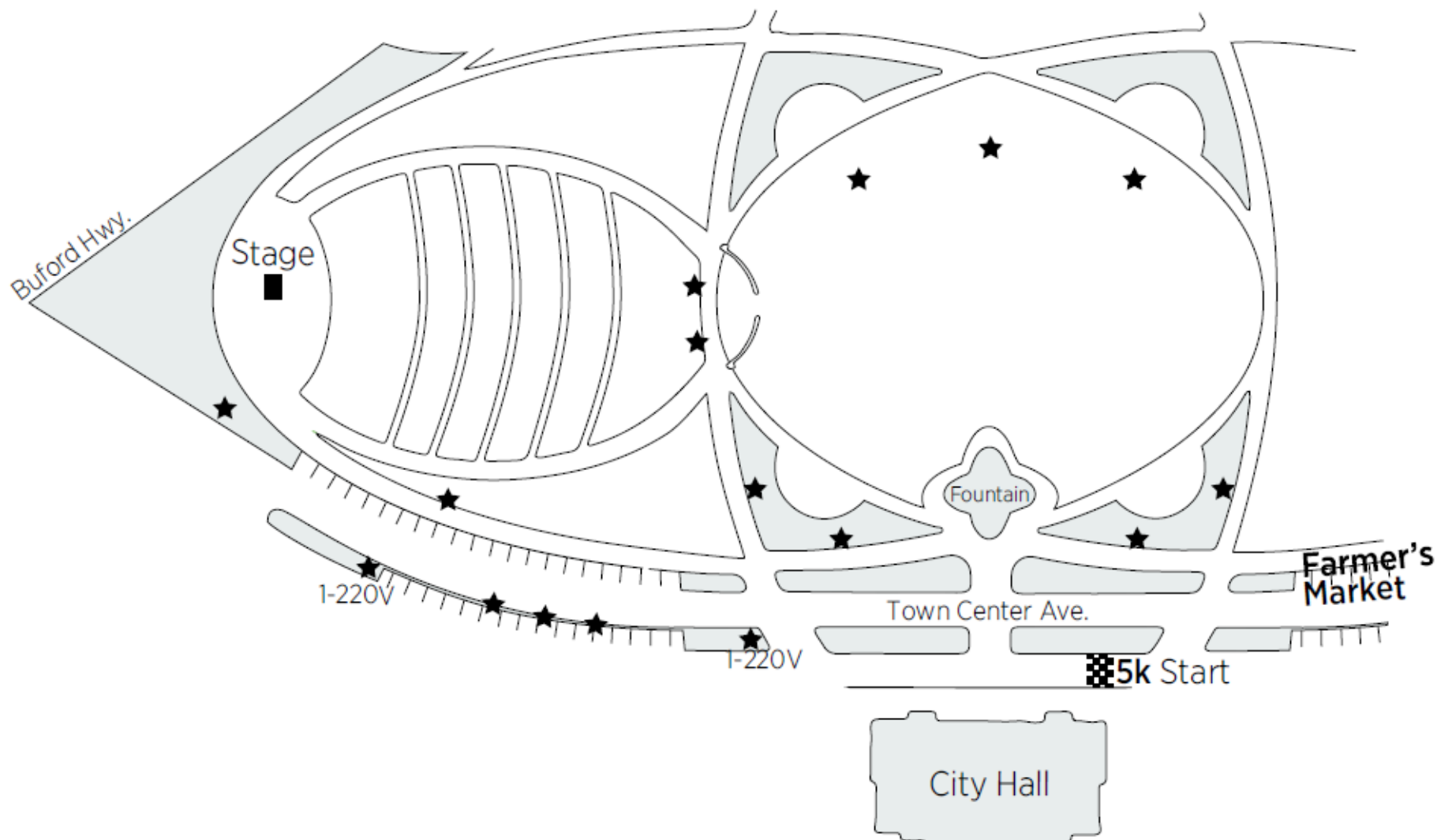
ⓕ Food Vendor

△ Cone off Close

--- Barricade

RR Portable Restroom

RG Rides/Games



Mapping “do and don’t”

- DO
 - Show where you want city tents, tables and chairs – be specific!
 - Provide list of vendor names and booth numbers
 - MARK BOOTH SPACES
 - Measure the area to make sure it fits!!
- DON'T
 - Let vendors pick spots or do first come-first served for more than 10 vendors.
 - Forget to ask about electricity.
 - Guess booth sizes – MEASURE for space!

What to expect from Suwanee Staff:

- We try to arrive before you do to have tents, tables and chairs set up according to the map.
- If you have a large set-up of more than 4 tents, this may take us some time to get set-out.
- You can help by having volunteers to put things out as well.
- If we don't have a clear map, we may spend time guessing where things go.
- If you don't tell us what is needed, we may or may not have items for all vendors.
- Stopping to get extra tables and chairs for arriving vendors can also slow down original set-up.

Please **place the following** on your map:

★ Power - 8 (110V) plugs



Tent



Tent with Power



Suwannee Tent



Food Vendor



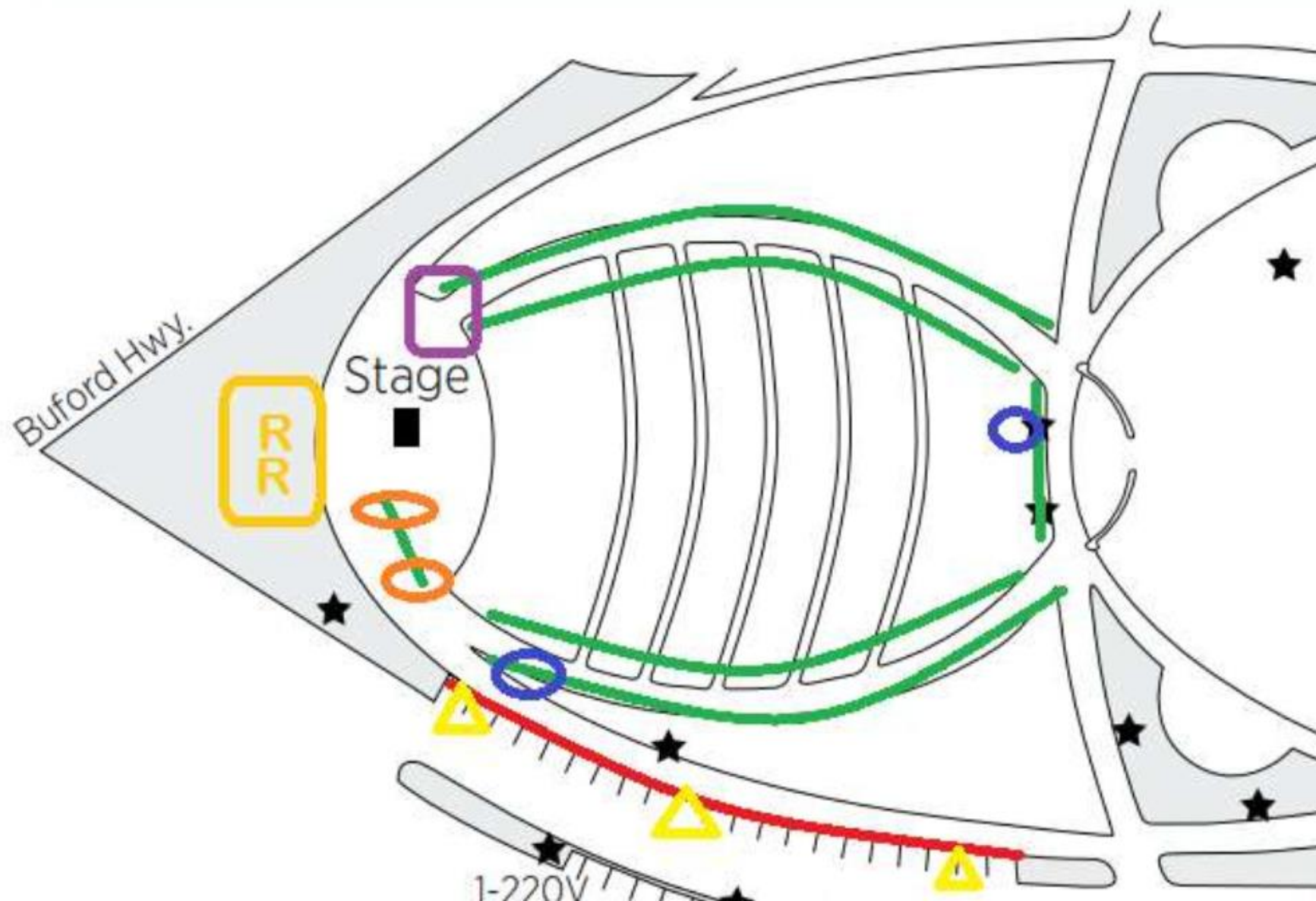
Cone off Close



Barricade

RR

RG



Provided by Festival	Space Number	Space Size	POWER	Company Name	
	7	10x10		Our Sweet Libations	FOOD
	8	10x15		Happy Camper Kettle Corn	FOOD
	9	10x10		Gwinnett Transportation & Recruiting	
	10	10x10		Suwanee Meditation	
	11	10x15		The Cryogenic Cove	FOOD
	12	10x10		Wawa Sauce	
	14	10x10		Puppy Haven	
	15	10x20		The Juicy Flamingo	
Tent, Table 2 Chairs	17	10x10		Bad Apple Chili	CHILI
Table	18	10x10		Safer Window	
	19	10x10	YES	All American Gutter Protection	
	20	10x20		Capital Vacations	
	21	10x10		Southern Industries	
2 table 3 chairs	22	10x10	YES	Atarodoatl	CHILI
	23	10x10		Jewelry Is Life, LLC Paparazzi	
	24	10x10		Virtual Imaging	
	25	10x10		SmilesForever Orthodontics	
	26	10x10		Your CBD Store	
	31	10x10		Letter By Linda	
Table 2 Chairs	33	10x10	YES 2	Rodney Smith	CHILI
	34	10x10		Rock My Zen	
	35	10x20		Waddell Leather	

Event Rules and Guidelines

- **The Gwinnett County Fire Department needs to approve all tents over 400 square feet with sides. (700 square feet for canopies). Drop box has tent permit information.**
- Regular booth sized tents (10' by 10' do not need to be inspected or any tent smaller than 20 by 30)
- Contact: 678-518-4980
- Forms are now available online!
- Email: firemarshal@gwinnettcountry.com
- The Gwinnett Environmental Health Dept. has been contacted about your event. No inspection is needed as the city and event planner assume all liability.

What you need for tent inspection:

- The flame certificate for the tent you rented from the tent company.
- Fire extinguishers for tents over 700 square feet open sides or 400 square feet with sides.
- No Smoking signs posted in tent.
- Exit signs if sides are on the tent.
- You may RENT these (fire packages) from your tent company.
- City owns 4 extinguishers, 4 No Smoking Signs.

Breakdown for event

- **ALL ITEMS FROM YOUR EVENT MUST BE REMOVED FROM THE PARK BY NOON ON THE NEXT BUSINESS DAY!** Rental items like tents and portable restrooms must be removed first thing on Monday if not removed on event day. If these items are not removed by NOON on the first business day following your event or your Park Usage Fee of \$500 will not be returned.
- Someone from your event is responsible for staying in the park until ALLLLLLL vendors are packed up and have left.

Event breakdown of rented items:

- Items need to be gone by noon on Monday.
- All items should be stored in one or two locations.
- Have YOUR volunteers or staff stack tables and chairs under the larger tents.
- You are responsible for any damage to rented items left in the park until Monday.



How long do I stay for loadout?

- Event organizers are required to stay until ALL vendors are loaded out.
- Once all vendors have left, the event manager will do a quick check to assure no items are left behind or damaged.
- You need to leave the green room empty and return the key on event night unless other arrangements are being made.
- YOU ARE RESPONSIBLE TO REMOVE ALL ITEMS PERTAINING TO YOUR EVENT.
- Many hands make light work! Bring in volunteers to assist with load out of vendors, packing and loading event supplies, placing items back behind stage. City staff is usually a crew of just a few people and they are focused on city items and park clean-up.

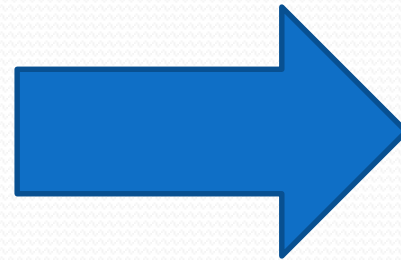
May I borrow a.....

- The city owns 7 **tents** – they are 10 by 10 tents with the city logo
- The city owns about 45 folding **chairs**
- The city owns about 25 **tables**. 15 are 6 feet and 10 are 8 feet.
- We have tent weights for our tents as well as some you may borrow.
- We own about 200 pieces of barricade.
- We have 2 small and one larger generator – for additional power needs.
- We have supplies backstage like bungee cords, zip ties, duct tape, staple gun, some tools. (Please replenish zip ties and tape if large amounts are used)
- Signage for parking or loading areas.
- Cones
- 15 radios and charging stations.
- Ice machine, water jugs, safety vests, and arrows for 5K runs and races.
- Extension cords and cord covers
- Signs and banners for volunteers, vendors, first aid.
- 5K arrows for routes and buckets.
- 6 push carts
- **PLEASE RETURN ALL BORROWED ITEMS TO THE BACKSTAGE STORAGE AREA.**
- See Drop-box for complete list.

Barricade pieces are 7 ½ feet long. Can be used for more than crowd control!



Suwannee tents have their own weights.

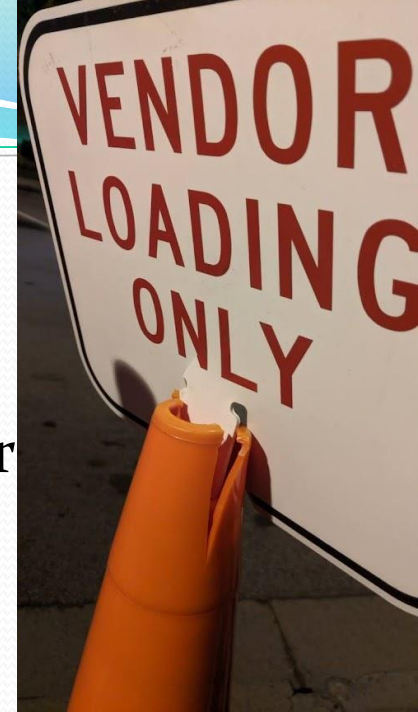


28 by 44 inch sign stands



Please don't:

- Damage items borrowed from the city!
- **Tape things** to poles, tents, bathroom doors
- Stake anything in the grass (unless it is a sign)
- Forget the ground under cooking booths (roof felt works well)
- Let vendors leave trash in their booth area.
- Leave items in the park or greenroom.
- Leave before your vendors are gone from the park.
- Allow vendors to set-up or sell PRIOR to event day.



Entertainment information

- Event organizers is responsible for booking all of their own entertainment. If you need contacts, ask Amy or Kim.
- Event organizers are responsible for sound, lights, and all other entertainment needs.
- There is a green room back stage for entertainers to use. Event organizers are responsible for set-up and clean up of the green room.
- Not all entertainment needs to be PAID entertainment. Think of groups who would like to perform (groups with PARENT power!) and see if they are available!

Alcohol Ordinance for events

- Alcohol can now be purchased at an authorized business, and brought out into the park on event days where events will last into the evening. Signs will be displayed during these events that read “For today’s event, alcoholic beverages may be purchased from authorized TCP businesses. As always, no BYOB.”
- Businesses that sell will place a label on the plastic bottle, can or cup to show it was purchased from an authorized merchant.
- Events where alcohol will be served must have a permit from the city. This permit should be submitted 60 days prior to the event. The STATE permit requires a 30 day notice.



Vendors and sponsors

- You may charge businesses and vendors to participate in your event. This will help you cover the cost of your event. You should supply a list of vendors and show where they will be placed on your layout. If changes are made, a final list should be given to the event manager the day before the event.
- Charges for booths are decided by the event organizer. You will have vendors to pay the event directly. The City of Suwanee does not collect or take any percentage of sales.

Charging vendors for the event

- Charge them for hanging a banner on stage
- Being on event t-shirt
- Using electricity
- Having a booth
- Having a bag stuffer
- Sponsoring an area of the event
- Have them donate to supplies needed
- Always think TRADE instead of PAID

Do I need first aid?

- If you THINK you do then the answer is YES!
- Medical and first aid should be part of your plan!
- RN, EMT, or a DOCTOR should be onsite for any event. You may PAY or TRADE for this service.
- In an actual emergency, we will dial 911.
- Gwinnett County bike paramedics may also be hired to work events. Contact the fire department.

Primary role of Suwannee Police

- Public Safety
- Traffic Issues
- Pedestrian Safety
- Watch or escort money collection
- Start or end races



- Police work a minimum of 4 hours for off duty jobs. Even if your event is less than 4 hours total, you will be billed for 4 hours per officer. You will be billed actual time worked after the event is complete at a rate of \$50 per hour.
- Only the Police Department may determine the number of officers necessary to work an event.
- No outside agencies are allowed to cover special events.
- Additional officer may be hired to safeguard money.

Primary role of Public Works

- Set out and collect additional trash containers
- Keep public restrooms open and functional
- Remove all trash from park trash cans and additional collection containers
- Assist with any electrical or safety issues
- Cone off parking spaces as needed
- Drive city vehicles – trash trucks, gators, Kubota
- Public works employees are billed at \$43 per hour for actual time worked. Billed after event is completed. Organizer is responsible for paying regular public works employees for working additional hours. Event Staff employees are not billed to the event organizer.
- Additional services as needed



Primary role of Event Manager

- Collect all forms, applications, payments and layouts.
- Coordinate meetings with staff. (police and public works meetings)
- Primary point of contact for staff and event organizer on the day-of the event.
- Assist with planning, contacts, questions, ideas, and park rules enforcement. (stomp grapes, as needed)
- Preplanning meetings, calls and emails are at no additional charge.
- City Event Managers will be billed on event day. This will be billed for actual hours worked on event day at \$50 per hour.



Event Fees and invoicing:

- 2 weeks prior to your event, you will pay the PARK RENTAL FEE and the PARK USE DEPOSIT.
- Park deposit of \$500 will be applied towards billed employee charges. Employee charges are billed after your event for actual hours worked. (except police who are billed at 4 hours minimum)
- Invoice estimates are ready for you today.



Special Event Registration **INVOICE**

DUE 2 WEEKS BEFORE EVENT

Date: January 26, 2024

Organization: Amy's Amazing

Event: Amy's Amazing Event

Event Date: 11/1/25

Deposit and Rental Due Date:

12/14/24
(2 weeks prior to event date)

Event Location: Town Center Park
City of Suwanee Tax ID: 58-0950007

Due Date	Description of Service	Each	ESTIMATED Total
Upon application	Application Fee (online)	\$25	PAID
Two weeks prior to event	Park Use Deposit (may be refunded if no damages or other violations of agreement)	\$500	\$500
	Park Rental Fee (varies)	\$ <u>450</u>	\$ <u>450</u>
	Due 2 weeks prior to event		\$ <u>950</u>

After the event, you will be billed for actual staff hours worked, including:

Police hourly fees	\$50/hr, min 4 hrs
Public Works hourly fees	\$43/hr
Event manager hourly fee	\$50/hr

Final invoice will be e-mailed AFTER your event, and is due within 30 days after event date

The City strives to issue an invoice to the primary event contact person within 14 days.

Make checks payable to: City of Suwanee and mail or bring to:
City Hall, 330 Town Center Ave, Suwanee, GA 30024

NOTE: You may also pay by credit card over the phone by calling Business Services at 678-546-2145. There will be a 3% fee assessed to the balance due.



Special Event Final Fees: ESTIMATE

DO NOT PAY AT THIS TIME

This is simply an estimate of staff costs. Final invoices will be emailed within 14 days AFTER your event. This will reflect actual hours worked by staff, determined by the event manager.
Size and duration of event may affect this estimate.

Date: January 26, 2024

Organization: Amy's Amazing

Event:

Amy's Amazing Event

Event date:

1/1/25

YOU WILL BE BILLED; DO NOT PAY AT THIS TIME!

Due Date	Description of Service	Each	ESTIMATED Total
Billed post-event. Due within 2 weeks	Police hourly fees	\$50/hr, min 4 hrs	\$ 400
	Public Works hourly fees	\$43/hr	\$ 258
	Event manager hourly fee	\$50/hr	\$ 300
	Park Use Deposit (may be refunded if no damages or other violations of agreement)	(\$500)	(\$500)
	FINAL ESTIMATED TOTAL DUE WITHIN 30 DAYS AFTER EVENT DATE		\$458

People Hr
(2) 4
(1) 6
(1) 6

Final invoice will be e-mailed AFTER your event, and is due within 30 days after event date.

The City strives to issue an invoice to the primary event contact person within 14 days.

Make checks payable to: City of Suwanee and mail or bring to:
City Hall, 330 Town Center Ave, Suwanee, GA 30024

NOTE: You may also pay by credit card over the phone by calling Business Services at 678-546-2145. There will be a 3% fee assessed to the balance due.



330 TOWN CENTER AVE
SUWANEE, GA 30024
(770) 945-8996
WWW.SUWANEE.COM

GO GRAY FOR A CURE INC

INVOICE

Customer ID: 00310
Invoice Number: 0000001081
Service Date: 05/13/2023
Invoice Date: 05/31/2023
Due Date: 06/30/2023
Balance Due: 375.75

NOTES:

Quantity	Description	Unit Price	Amount
8.000	POLICE EXTRA DUTY	50.00	\$400.00
5.000	EVENT MANAGER	50.00	\$250.00
5.250	EVENT STAFF EMPLOYMENT	43.00	\$225.75

Online Payments Available
<https://www.suwanee.com/business/online-payments-services>
For questions regarding this invoice,
please contact Finance 770-904-3384

Total Invoice: \$875.75
Credits Applied: \$0.00
Payments Applied: \$500.00
Invoice Balance: \$375.75

Please keep top portion for your records

Please detach bottom portion and return with payment

REMIT PAYMENT TO:

CITY OF SUWANEE
330 TOWN CENTER AVE
SUWANEE, GA 30024
(770) 945-8996

REMITTANCE

Customer ID: 00310
Invoice Number: 0000001081
Service Date: 05/13/2023
Invoice Date: 05/31/2023
Due Date: 06/30/2023
Balance Due: \$375.75

MAIL TO:

GO GRAY FOR A CURE INC



Event fees:

	NON-REFUNDABLE FEE	NON-REFUNDABLE FEES	REFUNDABLE FEES	INSURANCE REQUIREMENTS
<i>Class</i>	<i>Permit Fees * per event day</i>	<i>City Staff Charges: deposits for Police and/or Public Works</i>	<i>Sanitation Charges</i>	<i>Combined single-limit per occurrence</i>
Class A	\$2,750	TBD **	\$2,750	\$1,000,000
Class B	\$1500	TBD **	\$1,500	\$1,000,000
Class C	\$750	TBD **	\$750	\$500,000
Class D	\$500	TBD **	\$500	\$500,000
Class E	\$300	TBD **	\$300	\$500,000

Class A is 10,000 people or more

Class B is 5,001 to 9,999 people

Class C is 2,001 to 5,000 people

Class D is 501 to 2,000 people

Class E is less than 500 people

Meet Bonnie & Jessica



Event publicity: Help me help YOU!

- It is the primary responsibility of your event organizer to publicize your event.
- The City of Suwanee may assist in the following ways:
 1. Website listing on www.suwanee.com
 2. Calendar listing on website.
 3. Create a Facebook event and invite the city to co-host.
 4. Social Media near event date or for deadline information.
 5. Connects Newsletter listing.
 6. Suwanee Event Postcard mailed to all 30024 zip code.
 7. Posters at city hall.
 8. Up to 2 Banners at banner locations in the city limits.
 9. Possible listing as part of the city's GDP ads or in Suwanee Magazine.



Event Marketing Package

Thank you for choosing the City of Suwanee as the location for your event. We are honored to partner with you to ensure that you, the event planner and your guests have a fantastic experience. Event marketing is a critical component to getting out YOUR message! Part of your event planning with the City of Suwanee includes event marketing to help promote event participation and attendance. The following is a brief synopsis of what this includes.

Marketing Package

At a minimum, event promotions include:

1. Standalone event logo post on Facebook and Instagram, with accompanying promotional copy and registration links (if applicable). We are happy to include previous years' photos as well (pending city approval) to help boost the attractiveness of the post.
2. A singular "This Weekend in Suwanee" post on Facebook and Instagram, typically on the Wednesday before the event date.
3. Event listing on the event page on Suwanee.com.
4. Connection to your Facebook event listing to show up on the City of Suwanee's Facebook account.
5. Feature on our annual event postcard, which is distributed to all 30024 addresses.
6. City-produced annual event posters, which are on display at City Hall and local business partners.

Additional Advertising

If time and/or space permits, we may provide additional advertising. These could include the following:

- Slider on the main page of the Suwanee.com website.
- One or two banners within the city (produced by you and delivered to city hall).
- Print advertising in the Gwinnett Daily Post, Suwanee Magazine and/or The DiG.

[Explore Suwanee](#)
[Services](#)
[Business](#)
[Government](#)
[Engage](#)
[I want to...](#)
[+ About Suwanee](#)
[Annual Report](#)
[Directions](#)
[+ Downtown](#)
[- Events](#)
[Suwanee Fest](#)
[Farmers Market](#)
[Suwanee Running Series](#)
[Gwinnett County](#)
[Maps](#)
[Newsletter](#)
[+ Parks](#)
[Points of Interest](#)
[Land Use](#)
[+ Public Art](#)
[+ Suwanee's Vision](#)
[Welcome Center](#)
[Explore Suwanee »](#)

Community Events

Font Size: [+](#) [-](#) [+ Share & Bookmark](#) [Feedback](#) [Print](#)



- [Park Use Policy](#)
- [Town Center Park Usage FAQs](#)
- [Special Events Policy](#)

Sign up to receive updates and news!

First name

Last name

Email *



Event Application & Information

- [EVENT \(NOT 5Ks\)](#)
- [5K RACES & WALKS](#)
- [POP-UP EVENT](#)
- [Special Events Policy](#)
- [Event Planning Tips](#)
- [Tips for Hosting a Run](#)
- [Town Center Park Map](#)
- [Park Ordinances](#)
- [Park Use Policy](#)
- [Event Parking](#)
- [Town Center Park Usage FAQs](#)

1.06 BRING ONE FOR THE CHIPPER | 9AM

Sims Lake Park

[4600 Suwanee Dam Road](#)

Contact: [Nicole Schnepfer](#) - 770-945-8996



2.18 SUWANEE HALF MARATHON | 7:30AM

Town Center Park

[330 Town Center Avenue](#)

More Info: [SuwaneeHalf.com](#)



3.16 KIWANIS SHAMROCK 5K | 8AM

2.10 SUWANEE SWEETHEART SPRINT | 9AM

Town Center Park

[330 Town Center Avenue](#)

More Info: [SuwaneeSweetHeartSprint.com](#)



3.02 SUWANEE BEER CHASER 5K | 11AM

Town Center Park

[330 Town Center Avenue](#)

More info: [BeerChaser5K.com](#)




Calendar

 [Print](#)  [Feedback](#)  [Share & Bookmark](#) Font Size:  

Suwanee Half Marathon, Old Town 5K, and Suwanee 10K

Date: 02/18/2024 7:30 AM - 11:30 AM

Location: Town Center Park
[Buford Hwy & Lawrenceville-Suwanee Road](#)
[Suwanee, Georgia 30024](#)

 [Add to my Calendar](#)

Join us for the 10th annual Suwanee Half Marathon, Old Town 5K, and (NEW) Suwanee 10K on Sunday 02/18/24 presented by Performance Race Services along with the City of Suwanee. *These races will benefit the Suwanee Public Arts program.*

*We are providing special commemorative jackets/pullovers for all those who have supported this race and run 5 years of the Suwanee Half Marathon (we will verify 5 finishes before ordering). These will be mailed/dropped off once we have the final number to order.



START TIMES

- **Suwanee Half Marathon** will start sharp at **7:30 AM** in front of City Hall
- **Suwanee 10k** will start at **7:45 AM** in front of City Hall
- **Old Town 5k** will start at **8:00 AM** in front of City Hall

Sign Up: SuwaneeHalf.com

[Return to full list >>](#)



City of Suwanee, Georgia - City Hall

29K followers • 37 following

Call Now

Following

Message

Posts About Mentions Followers Photos Videos **More**

Events

Upcoming

Past



SAT, JAN 27 AT 9 AM AND 6 MORE

Winter Farmers Market

Town Center Park • Suwanee

Event by City of Suwanee, Georgia - City Hall



THIS SATURDAY AT 9 AM

Winter Farmers Market

Town Center Park • Suwanee

Event by City of Suwanee, Georgia - City Hall



SAT, FEB 10 AT 8 AM

2024 Suwanee Sweetheart Sprint 5K

Suwanee Town Center • Suwanee

Event by Suwanee Sweetheart Sprint 5K



SAT, FEB 10 AT 9 AM

Winter Farmers Market

Town Center Park • Suwanee

Event by City of Suwanee, Georgia - City Hall



SUN, FEB 18 AT 7:30 AM

Suwanee Half Marathon / 10k / 5k

City of Suwanee, Georgia - City Hall • Suwanee

Event by Performance Race Services



SAT, FEB 24 AT 9 AM

Winter Farmers Market

Town Center Park • Suwanee

Event by City of Suwanee, Georgia - City Hall



SAT, MAR 2 AT 11 AM

Beer Chaser 5k

City of Suwanee, Georgia - City Hall • Suwanee

Event by Performance Race Services



SAT, MAR 9 AT 9 AM

Winter Farmers Market

Town Center Park • Suwanee

Event by City of Suwanee, Georgia - City Hall



SAT, MAR 16 AT 8 AM

Suwanee Kiwanis Shamrock 5k

City of Suwanee, Georgia - City Hall • Suwanee

Event by Performance Race Services



SAT, MAR 16 AT 12 PM

13th Annual Suwanee Beer Fest

Suwanee Town Center • Suwanee

Event by Suwanee Beer Fest



SAT, MAR 23 AT 9 AM

Winter Farmers Market

Town Center Park • Suwanee



SAT, MAR 23 AT 11 AM

Taste Of Suwanee

Suwanee Town Center • Suwanee



City of Suwanee, Georgia - City Hall

January 10 at 12:00 PM

Start your Valentine's weekend with the Suwanee Sweetheart Sprint! Set for February 10th, this 5K Peachtree Qualifier boasts tons of fun, including medals for each age group, fastest dog, most senior finisher, and a Valentine-themed costume contest. Proceeds from the race support Rotary Club of North Gwinnett scholarships and other charities.

Register today at <https://suwaneesweetheartsprint.com/>



Boost this post to reach up to 1355 more people daily if you spend \$21.

Boost post

You, Karen Beard, Darryl Workman and 22 others

2 comments 5 shares



View more comments



Stephanie Palmer

Dusty Renteria Letsssssss Gooooooooooo ❤️

1w Like Reply



City of Suwanee, Georgia - City Hall

January 10 at 8:00 PM



Boost this post to reach up to 1355 more people daily if you spend \$21.

Boost post

Paul Bara and 12 others

2 shares



official newsletter of the city of suwanee, georgia

Suwanee connects

INSIDE

suwanee.com | November 2023

UPCOMING EVENTS

official newsletter of the city of suwanee, georgia

NOVEMBER 23

1-3	Advanced In-Person Voting	9:00 am
4	Suwanee Wine Fest	Noon
5	Suwanee Classic Car Show	10:00 am
7	Planning Commission Meeting	6:30 am
7	Election Day	7:00 am
8	Public Arts Commission	6:00 pm
10	CITY HALL CLOSED	
11	Walk to End Alzheimer's	8:00 am
11	Winter Farmers Market	9:00 am
11	Suwanee Chili Cook Off & Music Festival	Noon
14	Harvest Farm Managing Board	6:00 pm
14	Zoning Board of Appeals	6:30 pm
16	City Council Workshop	5:30 pm
18	Winter Farmers Market	9:00 am
21	Downtown Development Authority	7:30 am
23	CITY HALL CLOSED	
24	CITY HALL CLOSED	
28	City Council Meeting	6:30 pm

DECEMBER 23

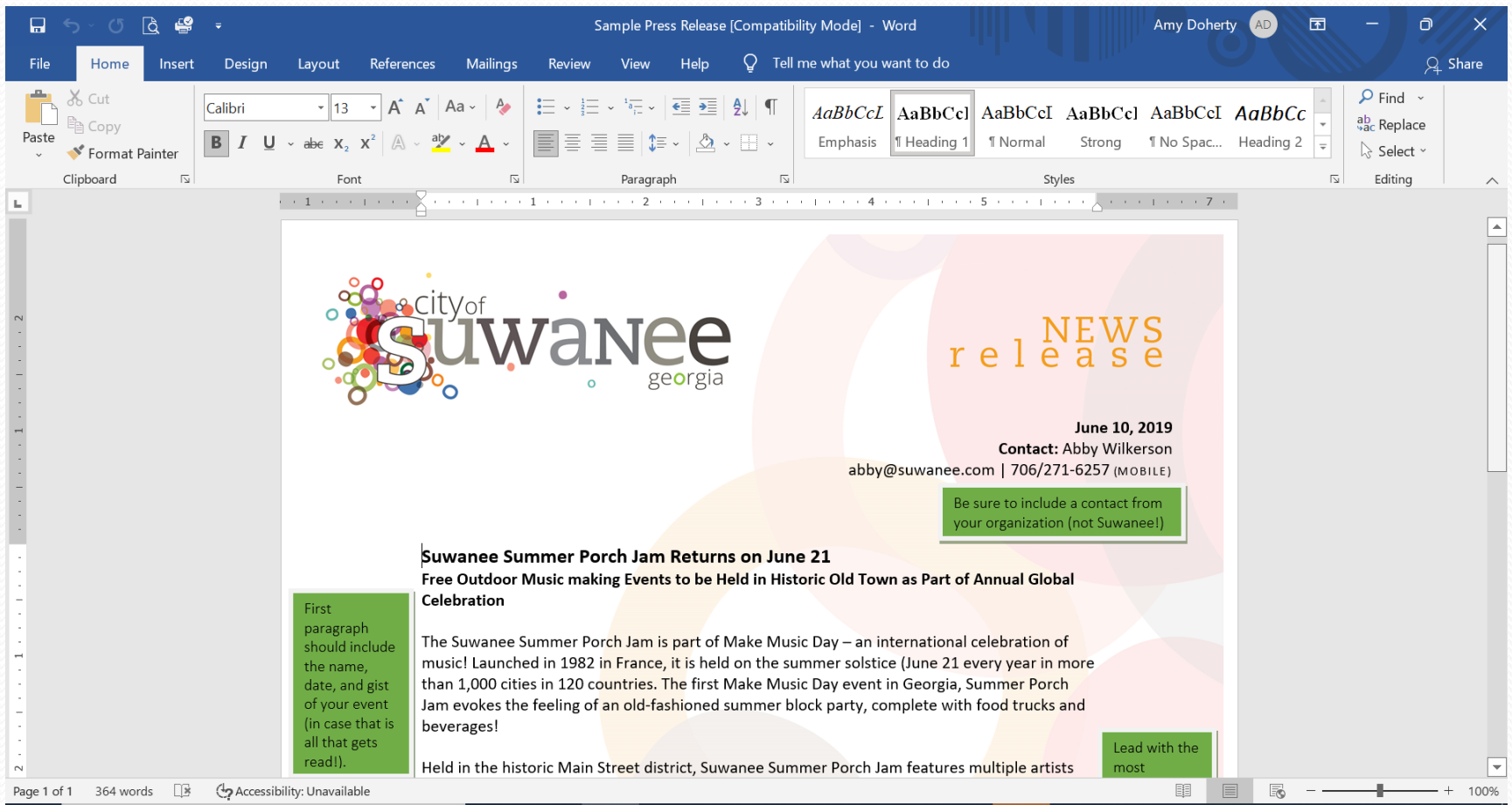
1	Jolly Holly Day	6:30 pm
2	Happy Feat Run Run Rudolph 5k	9:00 am
5	Planning Commission	6:30 pm
7	City Council Workshop	5:30 pm
9	Winter Farmers Market	9:00 am
9	Ugly Sweater 5k	11:00 am
12	Harvest Farm Managing Board	6:00 pm
12	Zoning Board of Appeals	6:30 pm
13	Public Arts Commission	6:00 pm
16	Winter Farmers Market	9:00 am
19	Downtown Development Authority	7:30 am
19	City Council Meeting	6:30 pm
25	CITY HALL CLOSED	
26	CITY HALL CLOSED	

MAYOR Jimmy Burnette 770/868-7115
COUNCIL Pete Charpentier 770/757-3323
Heather Hall 410/979-7905

CITY MANAGER Marty Allen 770/945-8996
ASSISTANT CITY MANAGER Denise Brinson 770/904-3385
CITY CLERK Debra C. Dwyer 770/904-3390

**CITY OF
SUWANEE,
GEORGIA**

Sample Press Release – in Dropbox



2024 Postcard:

2024 SUWANEE EVENTS

ALL EVENTS ARE RAIN OR SHINE, UNLESS OTHERWISE NOTED.
CHANGES HAPPEN, PLEASE CHECK SUWANEE.COM



FEBRUARY

- 10 | 9^{AM} Suwanee Sweetheart Sprint
- 18 | 7:30^{AM} Suwanee Half Marathon and Old Town 5K & 10K

MARCH

- 2 | 11^{AM} Beer Chaser 5K
- 9 | 2^{PM} Spirit Wars Field Day
- 16 | 8^{AM} Kiwanis Shamrock 5K
- 16 | 12^{PM} Suwanee American Craft Beer Fest
- 23 | 12^{PM} Taste of Suwanee
- 30 | 8^{AM} Care for Cops 5K
- 31 | 7^{AM} Community Sunrise Service

APRIL

- 6 | 8^{AM} Race to Cure Sarcoma 5K
- 13 | 10^{AM} Suwanee Arts Festival
- 14 | 12^{PM} Suwanee Arts Festival
- 19 | 5^{PM} International Night Market
- 20 | 2^{PM} Glow in the Park & International Night Market
- 27 | 8^{AM} Relay for Life Gwinnett

MAY

- 3 | 6:30^{AM} Max's Moon Run
- 4 | 9^{AM} Tacos & Tequila 5K
- 17 | 12^{PM} AAPI Heritage Month Celebration
- 18 | 9^{AM} Great Strides Atlanta
- 19 | 10^{AM} British Car Show
- 24 | 7^{PM} Red, White, Bluegrass & Bach



JUNE

- 7 | 6^{PM} Jazz, Blues and Barbeque
- 14 | 6^{PM} Summer Porch Jam

JULY

- 26 | 6^{PM} Broadway in the Park
- 27 | 6^{PM} Broadway in the Park

AUGUST

- 3 | 7:30^{AM} Button Down Dash 5K & 10K
- 10 | 5^{PM} August Concert
- 24 | 7:30^{AM} Annandale Village The Extra Mile Run/Walk 5K

SEPTEMBER

- 14 | 8^{AM} Care for Cops 5K
- 21 | 9^{AM} Suwanee Fest
- 22 | 12^{PM} Suwanee Fest



OCTOBER

- 5 | 10^{AM} Taste of BBQ & Music Fest
- 8 | 5^{PM} Motul Petit Le Mans Kickoff Party
- 12 | 11^{AM} Spooky Spirits 5K
- 19 | 2^{PM} African American Cultural Arts Festival
- 26 | 9^{AM} Walk to End Alzheimer's
- 26 | 5^{PM} Dinner and a Boovie

NOVEMBER

- 2 | 12^{PM} Suwanee Wine Fest
- 9 | 12^{PM} Suwanee Chili Cookoff & Music Fest
- 10 | 10^{AM} Suwanee Classic Car Show

DECEMBER

- 6 | 5^{PM} Jolly Holly Day & Market
- 7 | 10^{AM} Jolly Holly Day & Market
- 7 | 9^{AM} Happyfeet Run, Run Rudolph 5K

Event Banners

- Should be AT LEAST 8 feet wide, 3 to 4 feet tall.
 - THE FEWER WORDS, THE BETTER!!!!
 - Go up about two weeks prior to event.
1. Town Center Park (always prior to event date)
 2. McGinnis Ferry @ Buford Hwy.
 3. 1-85 and LS Rd.



Stage Banners

- Please bring on Friday
- Must have metal grommets!
- 8 to 10 feet wide by up to 10 feet tall
- Three areas on EACH side of the stage.



Other publicity suggestions

- Additional banners/yard signs with proper permits around city.
- Flyers and posters distributed to Suwanee business and city hall.
- Flyers in race bags and at city hall.
- Facebook, Twitter, Instagram, etc.
- Buy online ads!
- Facebook event invites
- Gwinnett County Public Schools elementary school “Friday Folder” – needs approval from school system.



Event promotion best practices

- Paid advertising is up to the event organizer. These includes any print, radio, billboards, etc.
- List your event on community calendars like Atlanta Parent Magazine, Gainesville Times.
- Consider applying for awards and listings.
- The City sends listings for Suwanee Magazine, Explore Gwinnett, The Dig, and city website and calendar.

Running Series – NEW for 2024

- Big Peach Running Co has a new partner for 2024!
- On Cloud has partnered and is giving one finisher from every race a free pair of On Cloud shoes!
- Once the race organizer has a list of finishers, send to Denise@bigpeachrunningco.com. Big Peach will contact the winner and we will share on social!
- There will be a step & repeat banner for each race.
- Big Peach can host packet pick-up – call Ashley to schedule!



Running Series Update:

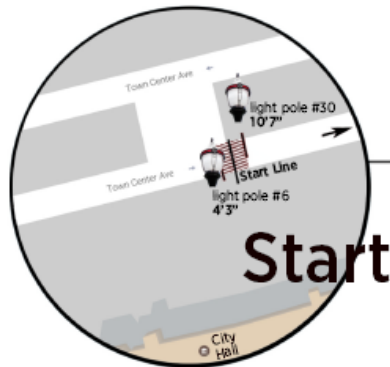
- For no additional cost to race organizers, you can promote your event as part of the Suwannee Running Series by adding the logo to your race promotion.
- Schedule race packet pick up with Big Peach!
- Allow Big Peach to set-up at your event!
- 2022 we had about 28 finishers who received the first ever racing.
- 2023 we had about 40 finishers.



5K and Walk approved route

- All walks and runs that start in the park will be using the same exact route, unless approved by the city.
- The route will begin at city hall, go up Town Center Ave and turn on Boston Common and go straight on Portland Trail to the pedestrian bridge.
- The route will continue on the trail over Martins Farm Road and turn around at Annandale Lane.
- The route will finish off the pedestrian bridge, up Portland Trail, to Suwanee Ave.
- The finish is beside city hall on Charleston Market. **MAY NOT BLOCK ENTIRE ROAD – MUST KEEP ONE LANE OPEN.**
- You will need to provide volunteers along the route, and at the water station. The city can provide water, you provide cups.
- Returning for this year – Suwanee Running Series.

Suwanee Certified 5K COURSE



U-Turn = C/L fire hydrant
Also 91' East of concrete post.



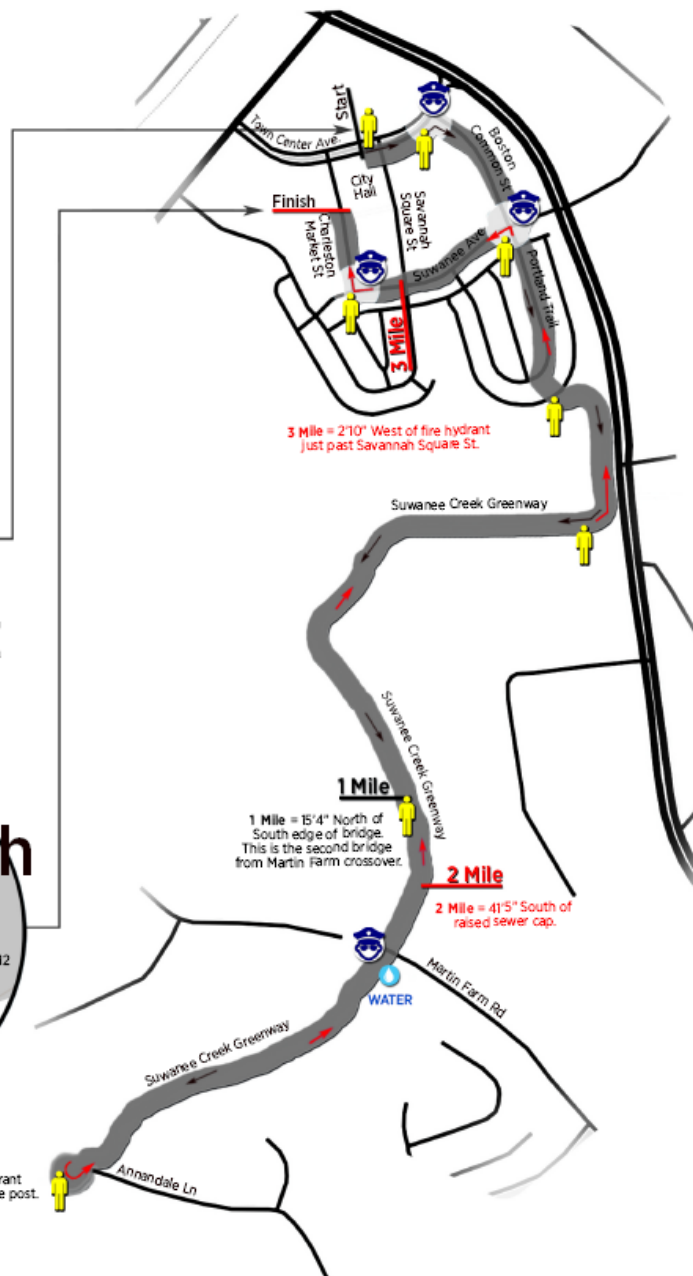
Volunteers



Police
more as needed



Water Station



Measured by Devin Forsyth
devin@forsythriders.com
404-964-3251
January, 26 2015

[Explore Suwanee](#)[Services](#)[Business](#)[Government](#)[Engage](#)[I want to...](#)[+ About Suwanee](#)[Annual Report](#)[Directions](#)[+ Downtown](#)[- Events](#)[Suwanee Fest](#)[Farmers Market](#)[Suwanee Running Series](#)[Gwinnett County](#)[Maps](#)[Newsletter](#)[+ Parks](#)[Points of Interest](#)[Land Use](#)[+ Public Art](#)[+ Suwanee's Vision](#)[Welcome Center](#)[Explore Suwanee » Events »](#)

Suwanee Running Series

[Print](#) [Feedback](#) [Share & Bookmark](#) Font Size: [+](#) [-](#)

The City of Suwanee will host many runs in Town Center and on the Suwanee Greenway in 2024,

giving runners the opportunity to run nearly 66 kilometers without ever leaving the city limits!

All you have to do is complete five of those races to earn your very own limited edition Suwanee Running Series finisher t-shirt, compliments of the City of Suwanee and Big Peach Running Co.

Proof of Participation

Proof of participation may include a photo of a racing bib, a screenshot of a receipt, finishing time, or any other



[City Directory](#) [Contact Us](#)

[Sign Up for Newsletter](#)



[Explore Suwanee](#)

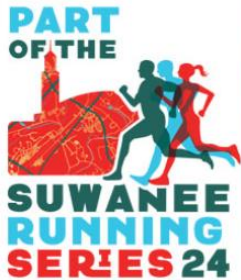
[Services](#)

[Business](#)

[Government](#)

[Engage](#)

[I want to...](#)



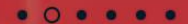
SUWANEE sweetheart SPRINT

ROTARY CLUB OF NORTH GWINNETT



Suwanee Sweetheart Sprint

Feb. 10 | 9 am
Town Center Park



Suwanee



Mission Tent

Finish Line Food

Team Registration

Walk up Registration







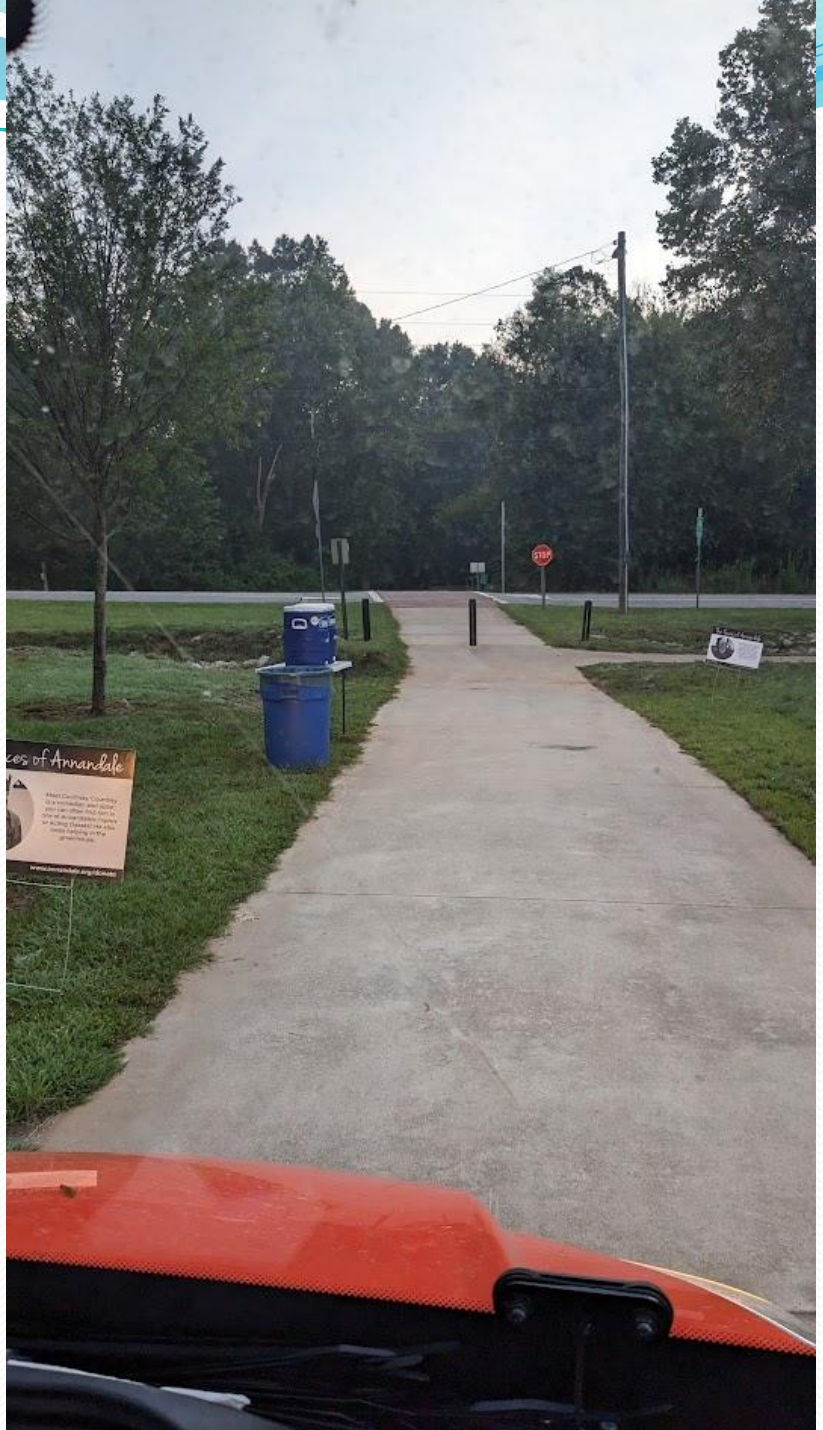
5K- ideas

- Tier for early registration
- 50% of folks will register the WEEK BEFORE.
- 10% DAY-OF
- ADD a Fun Run for \$25 if you are for a cause. This is IN the park and is a shorter distance.
- “Ghost” runners are folks who pay to “run” but don’t show up to run....
- Add a ‘virtual’ runner option and mail shirts to those supporters.
- Use a map to track the states of virtual runners and see if you can get all 50 states covered!
- Keep in mind that by 2021, we will have NEW park and possibly a NEW route!



Water Station

- Placed at Martins Farm Road
- YOU provide cups
- Need at least as many cups as runners.
- Runners pass the station twice.
- YOU provide volunteers to put the water into the cups and set them on the table.
- City employees will put the water station out and pick it up.



5K facts...

- ALL booths need to be set up within the park.
- All finish line food needs to be handed out in the park.
- Use the stage for registration, awards, and DJ.
- Please keep music down until after 7 am.
- You can start all runners at the same time and do not need staggered starts – unless you have more than 500 runners.
- Campaign, encouragement, sponsor signs and mile markers can be placed by city staff when course is set-up.

Things to keep in mind when planning your event at TCP

- Your event will not disrupt the Farmers Market May through September (8 am to noon).
- Then twice a month from October – April (9 am to 11 am).
- After market is over, spaces may be used or open to the public.
- Spaces around the market will have signs that they are restricted to market use.

(Market MAY move to new park
SUMMER 2024)



New park, new course?

- Not just YET! Will need to certify new course for 2025.

CS 833/MARTIN FARM ROAD @ SUWANEE CREEK IN SUWANEE

Project ID: 0015618
Project Manager: Brent Blocker
Office: Program Delivery
County: Gwinnett
Congressional District: 009
State Senate District: 007
State House District: 099
Project Type: Replacement
Project Status: Construction Work Program
Right of Way Authorization: 7/9/2021

Notice to Proceed Date:
Construction Percent Complete: %
Current Completion Date:
Work Completion Date:
Construction Contract Amount:
Construction Contractor:
[Preconstruction Status Report](#)
[Construction Status Report](#)

[Contact Us](#)

Project Description:

This project replaces the existing bridge on CS 833 over Suwanee Creek in Gwinnett County. The bridge on Martin Farm Road over Suwanee Creek, was built in 1978. The bridge consists of six spans of precast concrete deck slab on concrete caps with steel piling. Due to the age of bridge, not meeting current design standards, and the bridge being classified as scour critical, replacement of this bridge is recommended. Off-site Detour is planned. Construction estimated to be 9 months.

Activity	Program Year	Cost Estimate	Date of Last Estimate
ROW (Right of Way)	2018	\$315,000.00	
PE (Preliminary Engineering)	2019	\$1,255,000.00	
ROW (Right of Way)	2021	\$1,065,000.00	
UTL (Utilities)	2024	\$231,336.00	3/9/2023
CST (Construction)	2024	\$4,686,900.45	3/9/2023



Forms needed for event

- Signed event summary form
- Calendar update – with description
- Police Extra Duty Employment Agreement signed
- FINAL park layout
- Vendor List
- Event Insurance
- Indemnity Agreement
- Special Parking or vendor decals– ***Vendor decals should have the vendor's name, booth or cell phone number on it!***
- Security meeting with police – if required a minimum of one month prior.
- Park rental fee is paid prior to event - due TWO weeks prior.
- ***No changes to start or end time of event may be made without approval from the City of Suwanee***

What's next?

- Email Dropbox link
- **SIGN AND RETURN**: Indemnification, Off-Duty contract, deposit payment and rental fee by due date.
- Check event name, time on one page calendar.
- Review Dropbox documents.
- CALL, EMAIL, TEXT Amy or Kim with ANY questions.
- Set up a time to come to city hall to meet with questions.

Day of event contact information

- Amy Doherty
- 678-637-5666 (cell phone)
- adoherty@suwanee.com

- Kim Towne
- 770-880-8798 (cell phone)
- ktowne@suwanee.com

- QUESTIONS????