

**Application for
Event Professional of the Year**

**Cameron Coan,
City of Sugar Hill, GA**

Judges' score: 8.33

How many years has the nominee been in the industry?

5 years

What impact did they have on a community, organization or event?

When the City of Sugar Hill was striving to make a name for itself, Cameron stepped into his role to help redefine what it means to be from Sugar Hill. He joined the events team in 2021 during a period of transition, as the city adjusted to the impacts of the COVID era, new downtown development, and departmental changes. Early in his career, Cameron recognized the importance of bringing people together and the vital role events play in building strong, connected communities. Beginning his position as an events coordinator was no small undertaking. Cameron oversaw the organization, creation, and execution of both new and established events throughout the city, with a focus on creating inclusive opportunities where every resident felt a sense of belonging. His passion for health and wellness led to the creation of successful programs such as Yoga in the Bowl, Zumba, and citywide races. Summer yoga classes, scheduled for 20 mornings each season, have reached full capacity for the past two years. Additionally, Cameron's dedication helped expand the city's race offerings from 4 races to 13 a year, including 5Ks and half marathons. Many of the events Cameron has welcomed have grown to include meaningful partnerships with community groups in Sugar Hill and the surrounding areas. Organizations such as the Sugar Hill Women's Club, Black Women's Association of Sugar Hill, Sugar Hill Historic Preservation Society, and the Sugar Hill Inclusion Task Force have all found a home within city events as a result of Cameron's support. Beyond local groups, Cameron has also collaborated with neighboring schools, nonprofits, and regional organizations, bringing increased recognition to the city. Through partnerships with groups such as the Gwinnett Stripers, Atlanta Gladiators, Gwinnett Chamber of Commerce, Beyond the Ribbon, American Cancer Society, Peach State Cornhole Tournament, Sugar Hill Elementary School, and Lanier High School, Cameron has introduced unique and engaging elements to city events. These collaborations have resulted in charity car shows, robotics team exhibits, cornhole tournaments, sensory-friendly spaces, parades, art exhibits, and live performances. By working directly with community leaders, Cameron has also helped organizations host their own signature events, including the annual Juneteenth Celebration, Holiday Market, Sugar Hill Elementary Story Walk, Memorial Day ceremony, Shakespeare in the Park, North Gwinnett High School Jazz Festival, Gwinnett Young Professionals mixers, and more. Cameron's dedication to the community extends beyond event planning. He proudly represents the City of Sugar Hill as its mascot, Eddy the Eagle, making up to 30 appearances each year. Outside of his role as Eddie, Cameron remains actively involved in the community by visiting local schools, supporting partner organizations, and volunteering at events such as the Brightside Games, a Special Olympics event in Buford. His involvement with local organizations has helped establish lasting traditions, including festival kickoff performances by the Broad Street Concert Band, Splash Night dance showcases by Allstars Performing Arts Academy, and chalk walk art installations created by Sugar Hill Elementary School students. Through this diverse range of inclusive events inviting people from all walks of life to explore Sugar Hill and create memorable experiences, Cameron has proven to be an outstanding event professional. To sum up, the events Cameron organizes celebrate the arts, family, history, and most importantly the citizens of Sugar Hill. His work uplifts local businesses, nonprofit organizations, community groups, and the people who make Sugar Hill truly sweet.

Statement of impact for nominee:

In less than 5 years, Cameron has been promoted to Venue and Events Manager and recognized with the 35 under 35 award presented by the Gwinnett Young Professionals group, an honor few in the City of Sugar Hill have been able to claim. Over the span of 5 years, Cameron has helped expand the number of city events to over 250 a year. With each event he has shown professionalism, calmness and respect for every person participating and attending. In his role Cameron advocates for affordable events for both the patron and vendors by creating elements free to the public and low cost for local businesses. Cameron has kept Sugar Hill affordable with free features such as hot chocolate, inflatables, caricatures, live music, petting zoos, animal shows and even pictures with Santa. Expanding his role over the years to include city mascot Eddy the Eagle, Community Group point of contact, The Bowl Amphitheater concert day coordinator, and partner to the community, Cameron has approached all his responsibilities with great care. Not only focusing on his relationship with the community but also cares for the team he leads in each event. Cameron continually encourages his co-workers to engage the community with the same care and support that he does. Regardless of obstacles or criticisms that occur, Cameron keeps his team motivated with reassurance and encouragement at every event they do. Whether he is managing or supporting events, Cameron Coan is always ready to make every event one the citizens of sugar hill would be sure to remember.



Beyond the Ribbon, Inc
More to the Journey

January 26, 2026

To Whom It May Concern:

It has truly been an honor and a privilege to work with Cameron Coan, the Bowl and Events Manager of Sugar Hill. As the founder of Beyond the Ribbon, a local nonprofit that raises funds to assist individuals diagnosed with cancer in our community, I have had the opportunity to partner with many cities and event professionals over the years. Cameron stands out as one of the absolute best.

Cameron consistently demonstrates outstanding professionalism, organization, and leadership in everything he does. His knowledge of community events, attention to detail, and ability to anticipate needs before they arise has been invaluable to our mission and the success of our fundraising efforts. He not only supports events with experience and efficiency, but he also brings a positive attitude and genuine care for the people and organizations he serves.

Because of Cameron's dedication and commitment to excellence, hosting events in Sugar Hill is not only smooth and well-managed, but also enjoyable and stress-free. His support allows nonprofits like ours to focus on what truly matters—raising funds and providing help to families facing cancer.

Cameron is a true asset to the City of Sugar Hill, and I wholeheartedly believe he deserves recognition for the incredible work he does for the community. I am grateful for his partnership, and I can confidently say he is the absolute best in his field.

Sincerely,

Bobbie Menneg

Bobbie Menneg

Executive Director

Beyond the Ribbon

404-274-2024

Sincerely,
Nick Boyers
Nick Boyers
Principal, Sugar Hill Elementary School

SUGAR HILL ELEMENTARY SCHOOL
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Learn | Lead | Succeed

DR. NICK BOYERS
Principal

JESSICA ROGERS
Assistant Principal

DR. JULIE TREADWELL
Assistant Principal

JENNIFER WRIGHT
Assistant Principal



Recommendation Letter for Cameron Coan
Nomination: SFEA Event Professional of the Year

To the Selection Committee,

I am pleased to offer my strongest recommendation for **Cameron Coan** in support of his nomination for **SFEA's Event Professional of the Year**. As Principal of Sugar Hill Elementary School, I have had the privilege of partnering with Cameron across a wide range of community and school initiatives. His leadership, creativity, and commitment to the people of Sugar Hill have made a profound impact on the students and families in our Lanier Cluster.

One of Cameron's most significant contributions has been his work with the **Explore Sugar Hill Field Trips**. These field trips, designed for every grade level in K–5, give students the opportunity to explore their own community while engaging with standards-based learning. Cameron has been instrumental in the planning and implementation of these experiences—serving as a thoughtful collaborator, helping to design meaningful learning pathways, securing and organizing downtown locations for students to visit, and coordinating guest speakers from various City of Sugar Hill departments. His involvement has helped transform these field trips into engaging, authentic community-based learning opportunities.

Cameron also goes above and beyond to support student voice and creativity. When a group of our students began creating a podcast about the City of Sugar Hill, he welcomed them to interview him and provided an inside look at event planning, upcoming city initiatives, and even highlighted local businesses they could feature. His willingness to invest his time and expertise in students' projects demonstrates his genuine commitment to youth empowerment and education.

Beyond these structured collaborations, Cameron is a constant presence in our school community. He regularly attends **STEAM Nights, Color Run fundraisers, Robotics Competitions** and other school events—not as an obligation, but as a true supporter of our students and families. His engagement helps strengthen the bond between the city and its schools, reinforcing the sense of community that makes Sugar Hill special. Cameron also embraces the fun side of community engagement—often dressing as **Eddy the Eagle** to promote city events and bring joy to our students. His enthusiasm is infectious, and he has a gift for making every interaction memorable.

Additionally, Cameron represented the City of Sugar Hill at a special event with the **Gwinnett Stripers** and the Lanier Cluster Schools, celebrating our community during Cluster Night at the Stripers game. His participation helped showcase the pride and unity of our cluster while strengthening the connection between local organizations and our city. Cameron Coan is not only an exceptional event professional—he is a community builder, an advocate for students, and someone who consistently goes above and beyond his role to enrich the lives of others. Sugar Hill is truly fortunate to have him, and I can think of no one more deserving of the SFEA Event Professional of the Year recognition.

Thank you for your consideration. Please feel free to contact me if further information is needed.

Sincerely,
Nick Boyers
Nick Boyers
Principal, Sugar Hill Elementary School



January 19, 2026

To Whom It May Concern:

It is my honor to write this letter of recommendation on behalf of Cameron Coan for “Event Professional of the Year” for the Southeast Festivals and Events Association (SFEA). I am the Mayor and have known him for as long as he has served in his role with the City of Sugar Hill. As the Bowl and Community Events Coordinator, Cameron plays a lead role in planning, organizing, and holding events in our community. These events are important and help build a sense of community and place in Sugar Hill.

While I have many examples, I could use to highlight Cameron and his leadership and professionalism, no activities reflect his impact on Sugar Hill better than his ongoing partnership with our local schools. For the last several years, he has worked with our Lanier Cluster Schools to organize both “We Are Lanier” and “Homecoming Parade” events in our downtown area. These community building activities bring people of all ages together to celebrate the Sugar Hill community, our schools, and our families. Cameron leads the planning and execution of these events.

It is because of the above and for many other reasons that I highly recommend Cameron for consideration as the “Event Professional of the Year” for SFEA. He also has the depth of knowledge and wisdom to understand the significance of bringing our community together through these events, and I believe strongly that this speaks to his leadership and professionalism. Thank you for consideration.

Best regards,

A handwritten signature in black ink, appearing to read "Brandon Hembree", written over a white background.

Mayor Brandon Hembree
City of Sugar Hill

Brandon Hembree is in Sugar Hill. Apr 26, 2024 · 🌐

When I work with young people, it helps me feel young physically and stay young in my mind. Their energy and creativity is contagious, and my life is richer with them in it. My next city employee recognition is Cameron Coan:

"Cam supports venues like the Eagle Theatre, The Bowl at Sugar Hill, and many of our community events. He works a lot with our Lanier and North Gwinnett Cluster schools, and this Saturday helped with the North Gwinnett Jazz Festival and a Lanier Middle School Cleanup at Gold Mine Park. Cam is awesome at bringing the community together and personally lives out the philosophy of building place. The Venue and Events team for Sugar Hill amazingly supports 250 plus events every year. They are amazing, and Cam is a key part of it. He has a find anything and do anything attitude. Cam is always positive and calm as he deals with the frequent obstacles, like challenging people and inclement weather, of an outdoor event. He makes all of our lives sweeter and richer in Sugar Hill, including my own life."

I am thankful for Cam and can't wait to do more city employee recognitions over the next couple months.....

👍 140 💬 30 ➦ 1 🇺🇸 🇨🇦

Most relevant ▾

Kathy Harting · 1y
👍👍👍👍 We think the world of Cam !! 🍌🍌

📷 Write a comment... 🗨️ 🎬 🗿

Victoria L. Kester Gonzalez · 1y ·
Cam is definitely a hard working and wonderful human being, that has added value to our city in his work ethic and kind manner in dealing with his projects. Congratulations for being such a great asset!

Reply 👍 3 🗿

Heather Higgins Hale · 1y ·
Cam is the best!!

Reply 👍 1 🗿

Ane Mulligan · 1y ·
Cam is amazing! He always manages to solve problems and find things. I love how unflappable he is. I've never seen him grumble or angry. He has an attitude we should all adopt!

Reply 👍 1 🗿





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Brandon Hembree is in Sugar Hill. Apr 25, 2024 · 🌐
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 🍌🍌🍌 We think the world of Cam!! 🍌🍌
 Reply 1
- 
Jennifer Biser Thatcher · 1y ·
 Cam is one of the most roll-up-your-sleeves-to-get-it-done people I've ever met.
 Reply 4
- 
Brandon Saloff · 1y ·
 Cam is AWESOME!!
 Reply 2
- 
Laura Dill Warner · 1y ·
 Always helpful and easy to work with! 🍌🍌
 Reply 1
- 
Brad Gardin · 1y ·
 Amazing Individual-Great Partner with Events and Supports the ARTS !!
 Reply 1
- 
Jonathan Hoover · 1y ·
 He is impressive, met him during the middle school clean up. He was pretty awesome
 Reply 1

- 
Brandon Hembree is in Sugar Hill. Apr 25, 2024 · 🌐
- 
Renee Hinson Hanna · 1y ·
 Cam is a delightful person and always ready to help!!!! We love Cam!!!!
 Reply 1
- 
Stephanie Isaacs · 1y ·
 Always there when we need him! Thank you Cam!
 Reply 1
- 
Renee Adams · 1y ·
 Love Cam!
 Reply 1
- 
Steve Mison-Gaultt · 1y ·

- 
Brandon Hembree is in Sugar Hill. Apr 25, 2024 · 🌐
- 
Alex Gonzalez · 1y ·
 We love Cameron!
 Reply 1
- 
Schnell Manson Johnson · 1y ·
 We 🤩 **Cameron Coan**!!
 Reply 1
- 
Lori Waters · 1y ·
 Cam's a great guy! 👍👍
 Reply 1

< **Brandon Hembree** is in Sugar Hill. Apr 25, 2024 · 🌐

Jacqui Croteau Branch · 1y · We truly appreciate Cam...he is a joy and sets a wonderful example in building the community of Sugar Hill!
Reply 1

Kathryn Baskin · 1y · Cam is the best and I enjoy working with him.
Reply 1

Mason Roszel · 1y · Cam is the man! Thanks for all you do bring

< **Brandon Hembree** is in Sugar Hill. Apr 25, 2024 · 🌐

Boo Kirsch Hynes · 1y · Cam is awesome, has great ideas, is helpful, gets things done and does it with a smile!
Reply 1

Drue Warner · 1y · Cam really is fantastic. Great to work with. Super helpful. Kindhearted and humble guy.
Reply 1

Angela Guzman Jenkins · 1y · Cam is the man! Hardworking and very helpful. Thankful for all he does for our City!
Reply 1

Bill Harting · 1y · Awesome 👍 keep up the amazing work Otis! 🙌
Reply 1

Marc Cohen · 1y · Cam has definitely taken his role and responsibilities to the next level and beyond. The programs and effort he puts into his team

< **Brandon Hembree** is in Sugar Hill. Apr 25, 2024 · 🌐

Jacqui Croteau Branch · 1y · We truly appreciate Cam...he is a joy and sets a wonderful example in building the community of Sugar Hill!
Reply 1

Kathryn Baskin · 1y · Cam is the best and I enjoy working with him.
Reply 1

Mason Roszel · 1y · Cam is the man! Thanks for all you do bring creativity to the team and help bring amazing experiences to the community Cam!
Reply 1

