

# **STCR SEPPP**

**Stoked to Promote: An event promoting**

**“Save Our Canyons”**

**University of Utah**

**Parks, Recreation, and Tourism**

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## Program Summary

The Commercial Recreation and Sustainable Tourism students are hosting *Stoked To Promote*, an event which raises money and awareness for Save Our Canyons. The Commercial Recreation and Sustainable Tourism students feel it is important to raise awareness about problems facing the sustainability of the Wasatch Front. As Utah's economy relies heavily on outdoor recreation and tourism, it is critical that Utah's natural resources (specifically the Wasatch Front) are preserved and maintained. Save Our Canyons was chosen as the beneficiary of this event, as it is a local organization whose actions push for more sustainable and environmentally conscious commercial recreation in the Wasatch.

Stoked to Promote will be held on December 4, 2013 at the Jewish Community Center. Entrance fee will be \$5 at the door, and all proceeds will be going towards Save Our Canyons. The event will include a variety of speakers including professionals and representatives from Save Our Canyons. There will be a showing of Powderwhore's ski film *Elevation*, live music, food catered by Oasis Cafe, and an opportunity drawing with prize giveaways.

By promoting and fundraising for Save Our Canyons, this event will be helping to preserve these natural resources. Save Our Canyons takes affirmative actions ranging from volunteer work in the canyons to developing laws and public policies.

This Program Plan entails the purpose, logistics and details of Stoked to Promote. It includes the logistical details of the event, program teams, and event procedures. This includes how the event will be advertised, sponsored, funded, carried out, and evaluated. A breakdown of the assessment evaluation and changes to be made for future events will be provided.

## **Mission**

The mission of Stoked to Promote is to create awareness in the community through relatable education concerning environmental preservation, local commercial recreation and sustainable business practices.

## **Vision**

Stoked to Promote envisions communities which responsibly recreate in a sustainable manner, allowing future generations to do so as well.

## **Values**

Stoked to Promote greatly values social justice, environmental stewardship, and responsibly enjoying the environment while educating others so that communities can learn and implement these practices.

## **Goals and Objectives**

- Raise \$1000 for Save Our Canyons
  - Attract 100 participants
  - Sell 500 opportunity drawing tickets
- Raise awareness about the environmental issues facing the Wasatch Front.
- Educate the community on efforts to protect these areas by giving presentations.

- Provide information which raises awareness about Save Our Canyons mission, which promotes protection of the wilderness of the Wasatch Front.

### Needs Assessment

“Save our Canyons strives to educate the public, further the goals of protecting the natural environments around Salt Lake City [as well as] to get citizens actively involved in public land issues. We accomplish this through the extensive volunteering program.”<sup>1</sup> Citizen involvement is crucial to maintaining the natural state of the canyons nearby. While the consequences of exploiting them in the current manner are not yet apparent, every year unchanged brings the community closer to losing them forever.

Alone, individual actions have little impact on the community, which is why organizations such as Save Our Canyons are crucial in representing sustainability. Without organizations and people fighting passionately for the environment, these natural treasures will soon disappear. This event will bring awareness, donations, community involvement, and new members to the Save Our Canyons organization.

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<sup>1</sup> accessed via [www.saveourcanyons.org](http://www.saveourcanyons.org)

## Logic Model

Volunteers	Activities	Output	Outcomes	Impacts
-Volunteers -Vendors/Sponsors -Food -Audio -Guest Speaker -Venue -Prizes	-Ski Movie -Opportunity drawing -Live Music -Sponsor Booths -Set-up -Take Down -Speeches -Food service -Pull up contest -Vendor Sale	-\$2000 Raised - Opportunity drawing -Prizes -Free Promotional items -Stickers -Food -Soul Poles sale	-Awareness and support of Save Our Canyons -Educate the public on climate change effects -Exposure of local businesses -Awareness of Howie Garber -Local businesses support Save Our Canyons -Monetary support for Save Our Canyons	-More responsible recreating -Decreased social gap -A better understanding of the Wasatch Mountains as a resource -A better knowledge of Save Our Canyons -Knowledge of Wasatch backcountry

### Logic Model Explanations

#### Inputs/Resources

- Volunteers - Preparation teams need to be formed in order to set up for the event and make sure everything is prepared. All of the Students in the group will be the volunteers

to help set up and take down. Three volunteers from Save Our Canyons will be present to assist with setup and takedown.

- Vendors/sponsors - Multiple sponsors will be present to promote their companies and show support for Save Our Canyons.
- Food - Catering will be provided by Oasis Cafe.
- Audio equipment - Nazly Purba will be the disk jockey at the event and will provide all of the necessary equipment. This includes speakers, monitors, lights and a table. The JCC will provide in house audio to be used for movie and event presentations.
- Video equipment - Mike Radke will provide a computer and a projector to use for the movie. The JCC will provide a screen for the movie to be displayed on.
- Guest Speaker - Save Our Canyons will be providing guest speakers for the event.
- Venue (Jewish Community Center Social Hall) - The event will be held at the Jewish Community Center because it is a location in close proximity to the University of Utah, where we are looking to attract most of the guests. This also allows easy access to the event for students and people who will arrive by public transportation.
- Prizes - A variety of prizes from sponsors will be given away at the opportunity drawing.

### **Activities**

- Ski Movie - The event will feature a showing of *Elevation*, “*A Backcountry Ski Film*” by PowderWhore Productions as it focuses on being environmentally friendly and teaches stewardship of natural resources across the Wasatch Front. It also has plenty of great footage of local skiers and the Wasatch backcountry.

- Opportunity Drawing/Prize Giveaways - Upon entry every guest will be given a ticket to be used in the drawing. Additional tickets will be given out for each additional dollar guests donate to Save Our Canyons. The purpose of the drawing is to increase participant donations, for companies to show support of Save Our Canyons, and to incentivize event attendance.
- Live Music/DJ - DJ Nazly will be providing the music for participants while people arrive at the event. This will also keep guests entertained throughout the event while they visit the vendor booths.
- Sponsor booths - Tables and chairs will be provided for sponsor representatives to show off product and increase customer base at the event.
- Set up - Volunteers from Stoked to Promote will be setting up prior to the event in the Social Hall at the JCC. This will include all decorations, audio and video, as well as tables and chairs.
- Take down - Volunteers from Stoked to Promote will be taking down and cleaning up the JCC Social Hall after the event.
- Guest speaker - Alex Schmidt will give a presentation of the role Save Our Canyons provides in protecting the wasatch front. Howie Garber will be the main speaker and give a presentation on the Wasatch Mountains.
- Catering - Catering will be provided by Oasis Cafe and will include appetizers and hors d'oeuvres.



- Pull up contest for the grand prize- There will be a grand prize competition of doing pull ups on a Soul Pole ski pole. Whichever contestant can do the most pull-ups will win the grand prize.
- Vendor Sale - Vendors will be able to sell products to participants who are interested. There will also be opportunities to get free promotional items, and for vendors to get contact information from participants.

## **Output**

- Raising money for Save Our Canyons - Through entry fees, donation and the opportunity drawing the goal of Stoked to Promote is to raise \$1000.
- Opportunity drawing prizes - Saga donated an entire ski suite, sweatshirts, t-shirts, beanies and stickers. Teton Sports donated backpacks and t-shirts, and sweatshirts. NILS donated a female ski suite. Soul Poles donated a custom set of ski poles. LABEL Threads donated coozies, snap backs, beanies, a waterproof hoodie, long sleeve t-shirts, and t-shirts.
- Free promotional items from sponsors - A variety of stickers, shirts, koozies and posters will be given away to participants.
- Stickers - Many of the sponsors and vendors donated stickers for brand promotion.
- Food - Oasis Cafe donated chips, guacamole, veggie plate, cookies, salmon, and lemonade.
- Soul Poles - Soul Poles will provide the grand prize for the drawing. The Soul Poles booth will include a full workshop with the ability to construct custom poles on site. Guests will be able to select specific colors to customize poles for purchase.

## **Outcomes**

- Awareness will be raised to support Save Our Canyons efforts - Save Our Canyons will bring a wide variety of literature to promote past work in the Wasatch Mountains. People will be able to read and look at pamphlets about Save Our Canyons' efforts and actions. There will also be volunteers from Save Our Canyons to talk with participants and answer any questions or concerns.
- Educate public on climate change effects on the city - This event is open to the public so anyone can come and see what the Wasatch Mountains have to offer. Living next to a mountain range has a lot of advantages which people will be informed about from the event.
- Exposure to local businesses - All of the sponsors of the event will be local companies. All of these companies will be supporters of the outdoor recreation industry in Utah.
- Awareness of Howie Garber and what he does for the Wasatch Mountains - Howie is a renowned author and photographer of the Wasatch Mountains.
- Local business support Save Our Canyons - As a result of the donations at Stoked to Promote, the event raised over \$900.
- Monetary support for Save Our Canyons- The money that was raised will directly support the actions of Save Our Canyons.

## **Impacts**

- More responsible recreating - When people understand the ramifications of recreation throughout the Wasatch Mountains they will act more responsibly. The health and well-

being of the Wasatch Mountains affects each of us on an individual basis. People need to understand how they can protect and preserve the local mountain range and wildlife.

- Decreasing social gap- People from all socioeconomic statuses will be able to attend this event including students, recreational enthusiasts, parents, children, and environmentalists alike.
- A better understanding of the Wasatch Mountains as a resource - The Wasatch Mountains are a valuable resource that provide everything from clean drinking water to an outdoor recreation and tourism destination.
- A better knowledge of Save Our Canyons for local enthusiasts - The Wasatch Mountains are known for their recreational opportunities. Anybody who recreates uses the mountains on a regular basis and needs to understand how to protect them.
- Knowledge of Wasatch backcountry skiing- Much of PowderWhore was filmed in the Wasatch Mountains, and people will be able to see the vast opportunities that the Wasatch Front has to offer.

## **Marketing Plan**

### **Goals:**

- To effectively communicate “Save our Canyons” mission and spread awareness of the overall organization.
- Facilitate relationships with local businesses to spread awareness of Stoked to Promote.

### **Objectives:**

- Communicate with local business to find sponsorship base and encourage event engagement.
  - Identify one business to take head sponsorship, establishing legitimacy.
  - Provide opportunity for businesses to host booths.
  - Gather items and product for opportunity drawing, to increase donation from participants.



- **Allocate Sponsorship:** Reach out to local companies via e-mail, phone calls, and personal visits in order to find those willing to sponsor or assist in the event.
- **Create Poster:** Create a visually appealing poster that will highlight the event, sponsors, and support of Save Our Canyons.
- **Distribute Poster via Social Media:** Done through group members personal social media accounts, and the social media networks of sponsors.
- **Print Poster:** Find a printing company that will be able to print 100 posters and 500



fliers at the most

affordable price.

- **Physical Distribution:**

Post fliers and posters

at locations around the

city which will

maximize the amount of exposure to the target demographic.

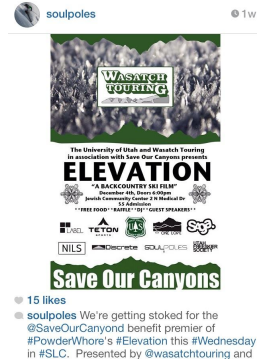
- **Locations to post fliers and posters**

- Every major building on campus (1 poster per building)

- Student Union
- Heritage Center
- Campus Bookstore
- Library
- OSH
- HPER
- Annex

- All campus dorms (1 poster per building)

- Chapel Glen
- Gateway Heights
- Sage Point
- Officers Circle



- Honors Dorms
  - Shoreline Ridge
  - Benchmark Plaza
- All fraternity/sorority houses (1 poster per building)
- Ski shops around the valley (1 poster and 20 fliers per shop)
  - Canyon Sports - 517 S 200 W
  - Level Nine Sports - 660 S 400 W
  - Sports Den - 1350 Foothill Drive
  - Bodeen Ski & Sport - 1615 S Foothill Drive
  - Wasatch Mountain Touring - 702 E 100 S
  - Wild Rose Mountain Sports - 702 3rd Ave
  - Utah Ski and Golf - 134 W 600 S
  - Ski and Tours - 214 W 600 S
  - Ski-N-See - 102 W 500 S
  - Ski-N-See - 1339 Fort Union Blvd
  - Canyon Sports - 1844 Fort Union Blvd
  - AJ Motion Sports - 1879 E Fort Union Blvd
  - Lift House Ski Shop - 3698 Fort Union Blvd
  - Milo - 3119 E 3300 S
  - 2nd Tracks Sports - 2921 E 3300 S
  - Salty Peaks - 3055 E 3300 S
  - REI - 102 W 500 S

- Christy Sports - 3955 Wasatch Blvd
  - Christy Sports - Snowbird
- Coffee shops around the valley (1 poster and 20 fliers per shop)
  - Cafe on 1st - 39 I Street
  - Jack Mormon Coffee - 82 E Street
  - Coffee Noir - 1035 E 200 S
  - The Coffee Garden - 878 E 900 S
  - Caffe D’Bolla - 249 E 400 S
  - Salt Lake Roasting Company - 320 E 400 S
  - Nostalgia - 246 E 100 S
  - Beans & Brews - 906 S 500 E
  - Millcreek Coffee Roasters - 657 S Main Street
  - Salt Lake Coffee Break - 430 E 400 S
  - Beans & Brews - 268 S State Street
  - Dunkin’ Donuts - 217 E 400 S
- Advertisement in local newspapers
  - S.L.U.G. Magazine
  - Arkade Snowboarding Magazine

The Sponsorship email below on the left will be used to inquire to companies for products to be donated and promotion, it states;

To Whom It May Concern,

As Parks, Rec, and Tourism students at the University of Utah we are hosting a fundraising event for Save Our Canyons. The event will be Dec 4 at the Jewish Community Center and starts at 6PM. The event will include free food, live music from a local DJ, free Monster energy drinks, PowderWhore's Elevation Movie and a life raffle. Sponsors will be invited to set up for the event around 5:30 with tables and chairs provided. Let us know how much space you will need in order to set up any props or posters.

The purpose of the event is to engage and educate students on the current efforts of Save Our Canyons to protect and preserve the Wasatch Mountains, canyons and foothills while enjoying an evening with fellow outdoor enthusiasts and public land stewards. Your support would ensure this event attracts a wider group of students along with their friends and family. Save Our Canyons does some much for our beautiful Wasatch Mountains and it would be awesome to give a little back.

We have come up with some very lofty goals for this fundraising event. We are hoping to raise over 2000\$ between admission and raffle ticket sales, all of which will be donated to Save Our Canyons to further their campaigns and broaden their impact of future generations.

We are looking for event sponsors, product donations for the raffle and help spreading the word to a wider audience to ensure we pack the house the night of 12/4. Please contact Brendon Mayberry ([brendonmayberry@yahoo.com](mailto:brendonmayberry@yahoo.com)) with the Parks, Recreation and Tourism Department at the U of U, or Alex Schmidt at Save Our Canyons ([Alex@saveourcanyons.org](mailto:Alex@saveourcanyons.org)) for more information.

Thank you for your time and we look forward to working with you,

Student Name

Dear xxx,

Save Our Canyons has been approached by a group of students in the University of Utah's Parks, Recreation and Tourism program who are hosting a benefit for Save Our Canyons on December 4, 2013 at the Jewish Community Center and will feature a ski movie, music, vendor booths and an opportunity drawing.

The purpose of the event is to engage and educate students on the current efforts of Save Our Canyons to protect and preserve the Wasatch Mountains, canyons and foothills while enjoying an evening with fellow outdoor enthusiasts and public land stewards. Your support would ensure this event attracts a wider group of students along with their friends and family.

The University students involved who are in charge of making this event a great success have set some lofty goals for attendance and the amount of funds that will be raised the night of the event. 100% of the money raised by the students will be donated to Save Our Canyons to further our campaigns and broaden our impact for future generations.

We are looking for event sponsors, product donations for the raffle and help spreading the word to a wider audience to ensure we pack the house the night of 12/4. Please contact Brendon Mayberry ([brendonmayberry@yahoo.com](mailto:brendonmayberry@yahoo.com)) with the Parks, Recreation and Tourism Department at the U of U, or Alex Schmidt at Save Our Canyons ([Alex@saveourcanyons.org](mailto:Alex@saveourcanyons.org)) for more information.

Thank you for your time.

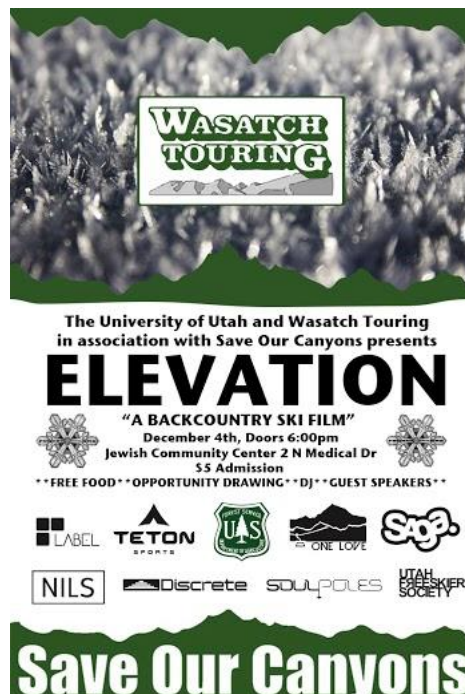
The email on the right is a combination effort of the students compilation, and the assistance of Alex Schmidt of Save Our Canyons in modifying the final draft to be sent to potential partners.

This template is what "Save Our Canyons" uses on a regular basis to ask companies for sponsorships. He was very insightful in contacting companies and going through the process of asking and following up.

The following is the

poster/flyer used for advertising

the event:





**Overview:**

The marketing plan was implemented beginning three weeks before the actual event. This was done through social media outlets for the first week while the posters and fliers were printed. Two weeks before the event the posters and fliers were distributed throughout the city and campus. Locations for these posters included areas which had a high volume of the target demographic. This included ski shops, sports centers, outdoor retailers, coffee shops, grocery stores, bars, nightclubs, ski resorts, fishing shops, as well as throughout the university campus including high volume common areas and dormitories. These locations make sense as they are places frequented by those in the target demographics. Target demographics include: college students, skiers, snowboards, outdoor recreation enthusiasts and environmentally conscious individuals.

**Diversity Plan**

For this program, Save Our Canyons is seeking to reach out to a widely diverse group of individuals. This program will be charging \$5 for the entrance fee which includes free food, music, live DJ, and ski movie. At this pricepoint, individuals from all socioeconomic statuses will be able to attend the event.

In addition, a \$1 opportunity drawing ticket is affordable for people within the low income brackets to be able to enter the drawing as often as they would like. The venue, is located at the Jewish Community Center, where people can easily utilize public transportation to commute to and from the event. This will be helpful for people who do not have private vehicles, and will make it possible for them to be able to attend the event. The affordable admissions, additional

opportunity drawing tickets, and convenient transportation will allow for people of lower socioeconomic status an opportunity to attend.

Our program will be easily accessible for people with disabilities. The Jewish Community Center is fully ADA accessible. It is equipped with ramps, elevators, and barrier-free access points. This in conjunction with easy access to public transportation makes the JCC an ideal event space. Every restroom is equipped with at least one wheelchair accessible facility. In addition, this event will be held on the main floor for convenience of the handicapped. There are 17 parking spots for the disabled which is adequate for the amount of people to be expected.

Everyone regardless of age, gender, social status and ability level will be able to enjoy music, a ski movie, and food without any difficulty. All of the staff can and will provide reliable, convenient service for the people with disabilities to ensure they are easily able to enjoy this event.

## **Financial Plan**

### **GOALS**

- Host Stoked To Promote without exceeding the budget of \$700.00.
- Attract a minimum of 100 participants to the event.
- Meet or exceed the goal of raising \$1000 for Save Our Canyons.

### **OBJECTIVES**

- Oversee the budgetary expectations for each group to ensure that the budget is not exceeded.
- Receive donations for approximately 500 opportunity drawing tickets.

## **EVENT PRICING**

- Admission will be \$5, which includes one opportunity drawing ticket.
  - Additional opportunity drawing tickets:
    - 1 ticket for \$1
    - 6 tickets for \$5
    - 15 tickets for \$10
    - 50 tickets for \$30

## **PAYMENT**

The financial team, which includes Sean Long, Dylan Stokes, and Austin Blain, will be accepting both cash and credit card as payment for this event at the door. Austin Blain will be accepting credit card payments, as well as keeping an up to date spreadsheet of the cash box and credit card payments. Sean Long will be accepting cash payments for admission and donation, as well as distributing equal opportunity drawing tickets. Dylan Stokes will be inside the event located at the prize table accepting cash donations in addition to distributing tickets for the donors. Donations will be accepted throughout the event in exchange for tickets to the opportunity drawing.

## **EXPENSES**

- Decorations \$25
- Catering \$100
- Projector \$40
- Posters and Fliers \$120

The sponsors of this event will provide all items for the opportunity drawing. Use of the Jewish Community Center event space will be provided free of charge.

## **Operations Plan**

### **GOALS**

The goal of the operations management team is to ensure the success of the event through the seamless operation of the event itself. In order to do so, the operations team will work with all teams and team members in order to maintain focus on assigned areas.

### **OBJECTIVES**

The objectives of the operation management team will be to facilitate a seamless, problem-free, efficient and effective event program. This will be done by delegating areas of responsibility to each team member. By adhering to a check and recheck programming style the team can ensure that every detail is covered and executed in a proper manner.

### **SUB-TEAMS**

We have divided the group into several sub-teams consisting of two to three people. Each sub-team is responsible for its assigned portion of the project. In addition, all sub-teams will work both inside and outside scheduled class time to complete the assigned portion of the event. Each Friday, all sub-teams will meet to assess and evaluate progress until project completion.



### **RISK MANAGEMENT TEAM**

The risk management team will work with the designated venue coordinators to assess and secure all possible and potential safety issues. This includes the staffing of security, who will work the event to help maintain a safe and secure environment that all participants can enjoy. The team will also oversee all other safety concerns associated with catering, ensuring those handling food have current food handlers permits, etc. Furthermore, the team will manage any safety concerns associated with the audio and video equipment. Should an emergency occur, the Risk Management team has designated individuals who will respond quickly and effectively as outlined in the risk management plan.



## **MARKETING TEAM**

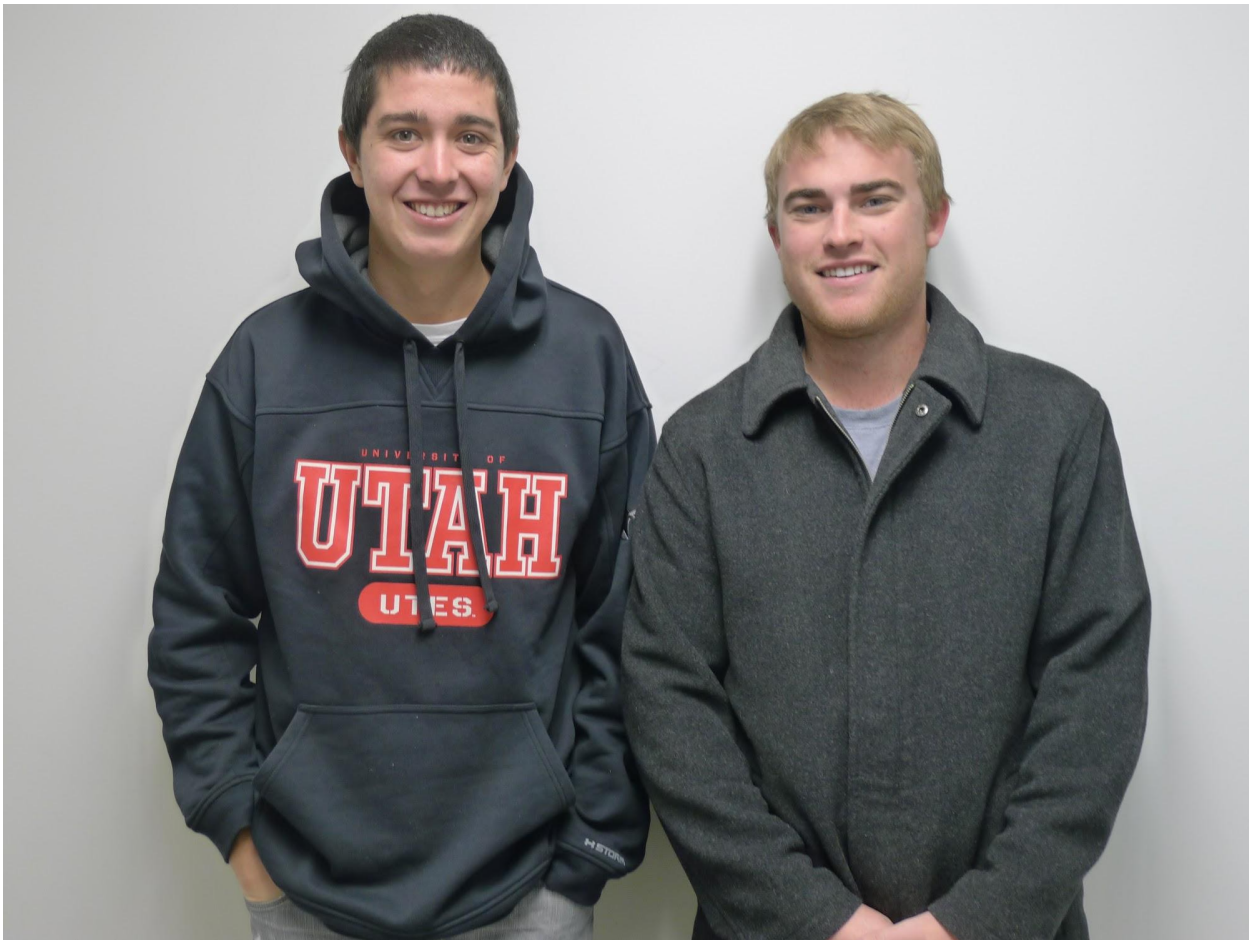
The marketing team will handle all advertising pre-event day. This includes the production and distribution of all posters, fliers, the social media and online promotions. The marketing team is also responsible for the Google drive account, which includes sponsor information and all other information regarding the event. The drive is also used as a means of communication throughout the different sub-groups.



## FINANCIAL TEAM



The Financial team handles all aspects of the budget. This team conducts class votes on project expenditures, and will distribute money accordingly. Records of all funds, how money is spent, how much money is raised during the event, and how it will be distributed after the event will also be kept. The financial team is also responsible for the money box at the event, this includes the collection of money for admission, the selling and distribution of opportunity drawing tickets, as well as accepting donations.



## **EVALUATION TEAM**

The evaluation team will be in charge of the creation, distribution and analyzation of all data from the surveys taken during the event. This will measure event impact, success, and evaluate the overall adherence to the teams Mission, Vision and Values. The evaluation team will also provide visual representation of the analyzed data.





## **FACILITATION AND MANAGEMENT TEAM**

The facilitation and management team is responsible for supervising the plan before, during and after the event. This team holds the sub-groups responsible to their duties and will ensure all responsibilities throughout event preparation and implementation.



## **DIVERSITY TEAM**

The diversity team is responsible for ensuring that the event is available to individuals of all socioeconomic and ethnic backgrounds. The diversity team will do this by creating a reasonably low price for entrance and opportunity drawing tickets. The team also ensures that the ADA requirements will be met at the venue. Additionally, the diversity team will ensure that the appropriate audience will be targeted with distribution of posters.



## **OPERATIONS TEAM**

The operations team will oversee the gradual progress of the teams in all planning areas leading up to, throughout, and following the event. They will assist all sub-teams in executing their specific goals effectively by delegating tasks, ensuring all sub-teams are in effect, and operating successfully throughout the event.

## **Risk Management Plan**

### **Stoked to Promote Risk Management Plan**

#### **Step One: Risk Identification**

##### **Possible Risks:**

- Participants engaging in violent behavior with one another (verbal and physical)
- Food poisoning from catered dishes
- Choking on food
- Items donated by sponsors stolen
- Theft of cash box (where entry/donation money is collected)
- Personal injury on the dance floor (i.e. ankle sprain, leg broken, concussion)
- Furniture or building damages which could result in injury
- Tripping over cables
- Personal Medical Emergencies
- Lacerations from paper products (fliers, opportunity drawing tickets)
- Ipads at evaluation table stolen
- Fire caused by electrical wiring complications (from an overload)
- Equipment malfunction causing injuries to participants (sound, electrical wiring)
- Noise level too loud
- Accidents in the parking lot
  - Person hit by car
  - Two cars collide

## Step Two: Risk Assessment

### Risk Assessment Matrix

	Unlikely (A)	Seldom (B)	Occasional (C)	Likely (D)	Frequent (E)
Negligible (1)	1A	1B	1C	1D	1E
Minor (2)	2A	2B	2C	2D	2E
Medium (3)	3A	3B	3C	3D	3E
Critical (4)	4A	4B	4C	4D	4E
Disastrous (5)	5A	5B	5C	5D	5E

### Key

- Severity (Vertical Axis) and Frequency (Horizontal Axis)
- Green= Low Risk
- Yellow= Slight Risk
- Orange= Moderate Risk
- Red= High Risk

- Stoked to Promote has developed a mitigation and response plan for each possible risk given a **high** risk rating.
- Stoked to Promote will use discretionary judgement to decide which **moderate** risks require a response plan. No response plan is required, though the **moderate** risks will be continuously monitored.
- Stoked to promote will occasionally monitor but take no preventative or mitigatory action for **slight** risks.
- Stoked to promote will take no immediate action for **low** risks.

### **Step Three: Risk Strategy**

## Risk Management Strategies

- For Stoked to Promote’s risk strategy, four management strategies will be used:
  - Retain: Stoked to promote will use the procedures and policies of the Jewish Community Center in order to retain a suitable level of possible risks for the event
  - Avoid: Any risks considered too dangerous or costly by nature will be avoided altogether or made unhazardous.
  - Reduce: Stoked to promote will assess risks that are mitigatable and take the necessary action (i.e. taping down wires so people don’t trip over them, space tables and booths out to prevent high traffic.)
  - Transfer: Only the Oasis Cafe will be responsible for sharing the risk, a sign placed at the entrance displayed the possible risks of eating the food.

## Risk Strategy Matrix

Risk item	Possible consequences/ outcomes	Score (Refer to above risk assessment matrix)	Risk Strategy
<ul style="list-style-type: none"> <li>● Participants engaging in violent behavior (verbal and/or physical)</li> </ul>	<ul style="list-style-type: none"> <li>● Personal injury or death</li> <li>● Surrounding Participants feel unsafe</li> </ul>	<ul style="list-style-type: none"> <li>● 3B</li> </ul>	<ul style="list-style-type: none"> <li>● Reduce; security will be in place</li> </ul>

<ul style="list-style-type: none"> <li>• Food poisoning from catered Oasis Cafe dishes</li> </ul>	<ul style="list-style-type: none"> <li>• Political injury to the event and/or Oasis Cafe</li> <li>• Personal injury to participant (s)</li> </ul>	<ul style="list-style-type: none"> <li>• 2B</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce; follow proper food handling protocol</li> <li>• Transfer; Oasis Cafe assumes responsibility for the preparation.</li> </ul>
<ul style="list-style-type: none"> <li>• Participants choking on food resulting in personal injury</li> </ul>	<ul style="list-style-type: none"> <li>• Personal injury</li> <li>• Potential for emergency services needed</li> </ul>	<ul style="list-style-type: none"> <li>• 3B</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; not responsible for preventing this from happening</li> </ul>
<ul style="list-style-type: none"> <li>• Items donated by sponsors stolen</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity draw is negatively impacted</li> <li>• Looks bad to the sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• 4B</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce; security in place and roaming</li> </ul>
<ul style="list-style-type: none"> <li>• Theft of cash box (where entry fee's are kept)</li> </ul>	<ul style="list-style-type: none"> <li>• Not able to provide change to participants</li> <li>• Little or no money for donation</li> </ul>	<ul style="list-style-type: none"> <li>• 5C</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; accept the risk, take preventative actions</li> <li>• Reduce; security in place and</li> </ul>



	<ul style="list-style-type: none"> <li>• Political injury; people view the event negatively</li> <li>• Not able to break even or profit</li> </ul>		roaming
<ul style="list-style-type: none"> <li>• Personal injury on the dance floor (i.e. ankle sprain, broken leg, concussion)</li> </ul>	<ul style="list-style-type: none"> <li>• Participant needs medical assistance (possibly emergency services)</li> </ul>	<ul style="list-style-type: none"> <li>• 3C</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; the event is not responsible for individuals negligent actions</li> <li>• Reduce; clean and inspect floor for any hazards</li> </ul>
<ul style="list-style-type: none"> <li>• Personal injury from a broken chair</li> </ul>	<ul style="list-style-type: none"> <li>• Participant needs medical assistance (possibly emergency services)</li> </ul>	<ul style="list-style-type: none"> <li>• 3A</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; the risk is inherent, yet unlikely</li> <li>• Reduce; inspect furniture and building prior to setup and during event</li> </ul>
<ul style="list-style-type: none"> <li>• Participants tripping over cables and/or wires</li> </ul>	<ul style="list-style-type: none"> <li>• Participant needs medical assistance (possibly</li> </ul>	<ul style="list-style-type: none"> <li>• 2C</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; it is a mild risk that can be avoided</li> <li>• Avoid; tape</li> </ul>

	emergency services)		down all wires in high traffic areas
<ul style="list-style-type: none"> <li>Personal medical emergencies</li> </ul>	<ul style="list-style-type: none"> <li>Participant needs medical assistance (possibly emergency services)</li> </ul>	<ul style="list-style-type: none"> <li>5A</li> </ul>	<ul style="list-style-type: none"> <li>Retain; it is unpredictable and up to the participants to maintain their own health; prepared with first aid if necessary</li> </ul>
<ul style="list-style-type: none"> <li>Accidental personal injury (paper cut, rolls ankle)</li> </ul>	<ul style="list-style-type: none"> <li>Participant needs medical assistance (possibly emergency services)</li> </ul>	<ul style="list-style-type: none"> <li>2B</li> </ul>	<ul style="list-style-type: none"> <li>Retain; first aid kit on hand, but not responsible for participants individual behavior</li> </ul>
<ul style="list-style-type: none"> <li>Equipment theft</li> </ul>	<ul style="list-style-type: none"> <li>Event gets delayed and/or contingency plan has to be summoned</li> <li>Financial loss</li> </ul>	<ul style="list-style-type: none"> <li>4B</li> </ul>	<ul style="list-style-type: none"> <li>Reduce; security will be in place keeping an eye them</li> </ul>
<ul style="list-style-type: none"> <li>Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Personal injuries</li> </ul>	<ul style="list-style-type: none"> <li>5B</li> </ul>	<ul style="list-style-type: none"> <li>Retain; there is</li> </ul>

<p>malfunction causing injuries to participants (i.e. fire)</p>	<p>and financial injuries</p> <ul style="list-style-type: none"> <li>• Follow JCC fire and emergency codes</li> </ul>		<p>always a chance of unforeseen events</p> <ul style="list-style-type: none"> <li>• Reduce; pre-inspections will be done on all equipment</li> </ul>
<ul style="list-style-type: none"> <li>• Accidents in the parking lot area resulting in personal and property injuries</li> </ul>	<ul style="list-style-type: none"> <li>• Participants either get personally injured or receive damage to their car and/or personal belongings</li> </ul>	<ul style="list-style-type: none"> <li>• 3B</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce; put an event staff member in lot to direct people</li> </ul>
<ul style="list-style-type: none"> <li>• DVD, other A/V equipment malfunctions (causing event disruption)</li> </ul>	<ul style="list-style-type: none"> <li>• Delay in the event; participants need to be reassured and entertained</li> <li>• Contingency plan possibly needed</li> </ul>	<ul style="list-style-type: none"> <li>• 4A</li> </ul>	<ul style="list-style-type: none"> <li>• Retain; it's a risk we cannot avoid completely, and is an inherent risk.</li> <li>• Reduce; have staff routinely check on equipment status</li> </ul>

## **Facilitation and Management Plan (Animation Plan)**

### **Site Selection**

Stoked to Promote will take place on December 4th, 2013 in the Social Hall at the JCC, located at 2 N Medical Dr, Salt Lake City, UT 84113. The community center is used to hold a variety of events for people in the Salt Lake valley. The Social Hall has been reserved from 2pm to 11pm, giving ample time to setup, hold the event, and clean up afterwards. This site was chosen because of its convenient location, adequate space, and use of the facility was free of charge.

This facility has been chosen because it has the necessary space needed to show a movie, house a DJ, have booths for vendors and has an in house serving and kitchen area. The JCC's facility and risk management plan will be used, a volunteer security team will be in place, and the event will be staffed by the students in the emphasis area.

The reservations of this facility has been secured through Toba Essig, who is the Event Coordinator for the JCC. She can be contacted at (801) 851-0098 ext 129 or by email at [tessig@slcjcc.org](mailto:tessig@slcjcc.org).

### **Setup Details**

Setup will begin at 2pm on December 4, 2013. Sponsors are expected to show up at 5pm to begin setting up their displays. Tables, chairs, and refrigeration for food is supplied by the facility. At 5:30 pm, the catering from Oasis Cafe will arrive and be prepared for guests to be served. Guests will begin arriving at 6pm.

**The evening schedule goes as follows:**

- 2:00 PM
  - Setup will be done by whole group; Cydney Young and Brian Essig will be overseeing the setup and ensuring that the layout of the JCC is in the correct order. The necessary materials needed to ensure a successful setup are chairs, tables, decorations, audio visual equipment, and the movie provided by Alex Schmidt from Save Our Canyons.
- 4:00 PM
  - It is anticipated that the setup will take no longer than two hours. During this time all students who are interested will go to The Pie to eat and talk over the events for the evening. All students will be expected to return to the JCC by no later than 4:45, so students will be available to assist in sponsor setup.
- 5:00 PM
  - The sponsors will be informed to show up to the event by this time. The sponsors setup and needs will be overseen by Michael Radke and Tara Woodward.
- 5:30 PM
  - The catering being provided by Oasis Cafe will be arriving at or around 5:30, and will be overseen by Dustin Houston and his team. Any special needs for the catering will be facilitated by Brian Essig and Dustin.
- 6:00 PM

- Scheduled start time for Stoked to Promote. The sales table will be run by Austin Blain, Sean Long, and Dylan Stokes. In order for the admission and ticketing process to go smoothly the financial team will need tickets, a Square Card reader for credit card transactions, and a cash box with plenty of change denominations.
- Event starts - Jake Nelson will be hosting the event, Brendon Mayberry is the coordinator, and Tara Woodward is the Participants liaison.
  - Doors open.
  - All hosting will be done by Jake in the front of the room utilizing a podium and microphone provided by the JCC.
  - Admission ticket sales will be done by Austin and Sean in front of the main doors of the Social Hall.
  - Sell opportunity drawing tickets.
- 6:50 PM
  - To gain the audience's attention, Jake will be throwing out some free donations from LABEL, Discrete, and Teton Sports. Items will be thrown by Sid Severson and Michael Radke.
- 7:00 PM
  - Presentations will be announced by Jake Nelson.
- 7:10 PM
  - Presenter 1 - Alex Schmidt from Save our Canyons will give a presentation about Save our Canyons' purpose and what has been accomplished by the organization.

- 7:30 PM
  - Presenter 2 - Howie Garber will be giving a presentation on his book “The Wasatch Range: A Four Season Refuge”
- 8:00 PM
  - Movie begins
    - Jake Nelson introduces the movie
    - Movie starts
    - Dim lights
    - Start projector
- 9:00 PM
  - Movie ends
    - Thank everybody who comes out
    - Thank sponsors
- 9:00 PM
  - Final Opportunity Drawing give away
    - Brendon Mayberry- Draw tickets
    - Jake Nelson- Announcers winner
    - Sid Severson and Tanner Boudreau- Give items out to winners
- 10:00 PM
  - Cleanup
    - Taking down chairs, tables, screens, projectors- Volunteers (students)
    - Taking down disk jockey system- Nazly Purba

- Cleaning up food- Dustin Houston, Cydney Young
  - Taking down posters- Simon Gejiang Huang
  - Assisting Vendors- Tara Woodward
  
- 11:00 PM
  - Finish Cleanup
    - JCC is cleaned up
    - Projector will be returned by Michael Radke to the Teaching and Learning Technologies in the Milton Bennion Hall by 10:30 am on December 5, 2013

**Individual Responsibilities during the event**

Michael Radke	Questions/ Helping sponsors
Erin McCarthy	Decorations
Drake Doherty	Survey/questionnaire
Brian Essig	Liaison Setup clean up
Brendon Mayberry	Questions/ Program Flow Director
Tanner Boudreau	Giveaways



Sid Severson	Giveaways
Dustin Houston	Catering
Austin Blain	Cash box/ admission
Tara Woodward	Questions for Participants/athletes
Madison Martin	Decorations/ display issues
Emily Maclin	Decorations
Sam Rice	Survey/questionnaire
Cairo Nord	Photography
Jake Flood	Errands
Allison Parrish	Questions greeting people
Dylan Stokes	Cash box/ ticket sales
Jake Nelson	Security-3/ Host
Gejiang Huang (Simon)	Decorating/ Assistance to Operations Team
Nazly Purba	Music/DJ Audio/video
Scott Eliot	Errands

Sean Long	Cash box/ Admission
Cydney Young	Setup Coordinator/Photography

### **Event Details**

Entrance will begin at 6pm through the main doors. Music will play at all times except when presenters are speaking and while the movie is playing. Guests will be able to get food from Oasis's Cafe catering, visit booths, buy opportunity drawing tickets, and socialize. People will continue to arrive until approximately 6:30 p.m. It is expected that around 6:50 p.m. arrivals will taper down, and the crowd will be gathered in front of the projection screen by having a swag throw. After gathering the crowd, the host, Jake Nelson will introduce all presenters. Presenters will be given time to speak about their companies, organizations, or causes. After all presentations have completed around 7:50 p.m., a small opportunity drawing will take place where small items that have been donated will be won. At 8 p.m. Elevated, a film by Powderwhore, will be shown. The movie will end at 9 p.m., and directly afterwards tickets will be drawn for the big prizes as a finale. To wrap it up, everyone will be thanked for their attendance and support and will be bid farewell at 9:40 p.m.

### **Take Down Details**

Take down will begin at 10 p.m., and all students from the emphasis group will be participating in breaking down tables, chairs, the projection screen, and the DJ booth. All students will also clean up the facility as the group is expected to leave the facility as clean as it

was found. The group will be done with clean up by 11 p.m., and will have the facility cleared of everything brought in.

## **Evaluation**

### **Purpose**

The evaluation team will work to see if the goals and objectives are met as projected. The evaluation team is to overlook the event and determine if the event was successful overall, based off the data and feedback received from the participants. The evaluation team will oversee all teams within the event to see that goals are being met. The purpose is to gather data before and during the event to see if the event as a whole met goals and objectives.

### **Goals**

- Attract 100 people and expect to raise \$1000 to donate to Save Our Canyons through ticket sales, opportunity drawing, and donations.
- Raise awareness about the environmental issues facing the Wasatch Front
- Get people involved in efforts to protect the Wasatch Front
- Provide ways for the community to get involved.
- \$5 entry ticket x 100 people = \$500
- \$1 opportunity drawing ticket x 500 tickets = \$500
- Minimum \$1000
- Maximum \$5000

### **Objectives**

- Increase awareness on the importance of preserving local natural resources.
- Facilitate and increase community awareness of Save Our Canyons' mission.

### **Evaluation Questions**

The event was more successful than the group had projected. The questions which the guests answered proved that the event was an overall success. The questionnaire gave the group conclusive evidence of personal experiences from each guest and their experience.

- Is the event achievable within the time frame?
- Are all members on the group contributing equally?
- Number of community members that Save Our Canyons was able to share their mission with?
- Cost analysis?
- Group member sponsor contact?

### **Procedure**

- How was leadership delegated throughout the event?
- How efficient was the group in setting up and taking down the event?
- How did each group come to a conclusion while evaluating their goals and objectives?

### **Venue**

- Jewish Community Center
- ADA accessible
- Social Hall
- Fire Safety/ Evacuation plans

- Employees
- Building/Room capacity
- Parking

### **Activities**

The activities provided to the guests determine the overall experience each guest will have at the event. Keeping the guests engaged during the event is vital to the success of the event. While going over the data that was collected, the movie choice was a large attraction to the event. 34 out of the 55 people that took the survey said that they were “very excited” for the movie. This is a good statistic for a movie that was not recently released.

- Ski Movie
- Opportunity Drawing
- Live Music/DJ
- Sponsor booths

### **Output**

The evaluation group will collect all of the data from the event to gather an overall output synopsis. This data will help the team compare the data to our event goals and objectives. This data will determine the overall success of the event.

- Raise money for Save Our Canyons

### **Outcomes and Impacts**

- More responsible recreating from people who attended the event.
- Decreasing social gap during the event.
- Educate public on preservation of the Wasatch Front.

### **Save Our Canyons Representation**

- Athletes
- Presentation
- Staff
- Members

### **Catering**

- Portions
- Quality
- Delivery
- Professionalism
- Tables and Chairs
- Setup and Takedown

### **Sponsors**

The groups goal was to receive sponsorships for the event to help raise awareness for Save Our Canyons. The sponsors were able to show their support for Save Our Canyons by showing up and talking with the guests about their products. These sponsors were all local companies, with the exception of the US Forest service which is nationwide. The US Forest service was represented by a local branch agent.

- Booths
- Donations
- Amount of representation at the event

### **Data Collection**

The goals for data collection were to receive some feedback from the events participants. The team wanted to know what their thoughts of the event were. The evaluation was to gather data from the guests to see what was done well and what could have been done differently. Through this information a better understanding of what guests expect from an event similar to this will be gained.

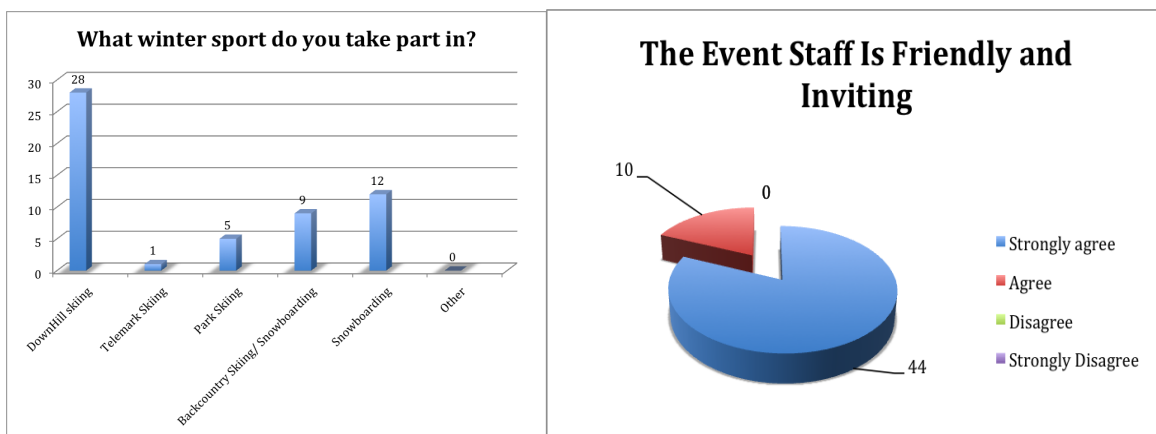
- <https://www.surveymonkey.com/s/3CCJWPD>
- Ipad Survey
- Group Observations
- Data collection and analysis of data

### **Data Analysis**

- After the event the evaluation team will be compiling all of the data gathered during the event to see what was successful and what was not successful. The success rate will depend on whether the goals were met that were set before the event. The use of Survey Monkey will be a great help to the evaluation team due to its ability to analyze the data continuously.

### **Ipad Questionnaire**

During the event the evaluation staff will be giving a survey utilizing Ipad. The survey will be asking general questions about the event and the participants thoughts of it. The survey will be done using the online program Survey Monkey. For each participant that takes the survey, they will receive one ticket for the opportunity drawing that will be put into the opportunity drawing at the end of the night.



### Data Synopsis

- 102 total guests
- \$869.81 raised for Save Our Canyons
- 21 new member contact information
- 55 Survey Participants

### Conclusion

The evaluation team was successful in receiving data from the event to evaluate the goals and objectives. As the data states, the goals were not met, however awareness and money for



Save Our Canyons and their mission was still raised. The monetary goal was not met, however Save Our Canyons is grateful for the support of the STCR group, and all donations raised. Sponsors were satisfied to be a part of the event, as they were able to showcase their products and brand to the participants and businesses, as well as being able to network within their demographic. Overall, the group was successful in executing the event.