

# Special Events



**Sierra Vista**  
ARIZONA



# Signature Special Events

- West Fest – April
- Wine, Beer, & Spirits Festival – May
- Summit Challenge – May (simultaneous with WBS)
- Hummingbird Triathlon - August
- Oktoberfest – September
- Veterans Day Parade - November
- Annual Tree Lighting and Holiday Market – December
- Ice Skating in the Park – Month of December





# City Supported Special Events



➤ Annual 4<sup>th</sup> of July Celebration (Rotary) – July

➤ Thunderbolt Youth Triathlon (Bolt Multisport) – October

➤ Vineyards in the Park (Huachuca Art Association) – October

➤ Halloween Event @ VMP – (run by volunteers and local businesses) - October

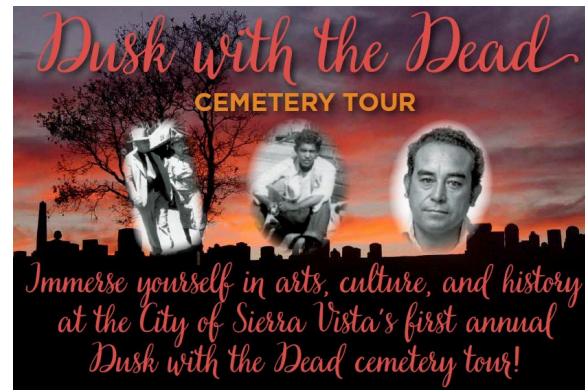
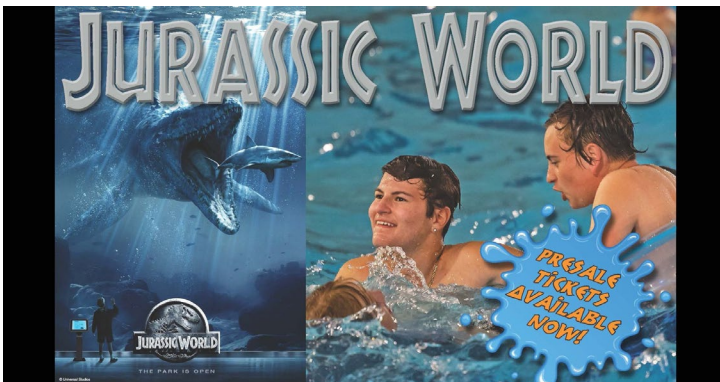
➤ Christmas Parade (SV Chamber of Commerce) - December





# Smaller Format Events (Outreach/Programs & Series)

- ✦ Tsunami Nights @ the Cove
- ✦ Dive-in Movies
- ✦ Summer Concert Series
- ✦ Movies in the Park
- ✦ Rec & Roll's
- ✦ Bazaar's (Christmas in July, Spring, & Yuletide Market & Holiday)
- ✦ Trips/Excursions (Wine Tours, Gaslight Theater, Diamondbacks, etc.)
- ✦ Structured Programming (Art Studio, End of Summer Reading, Dusk with the Dead, etc.)



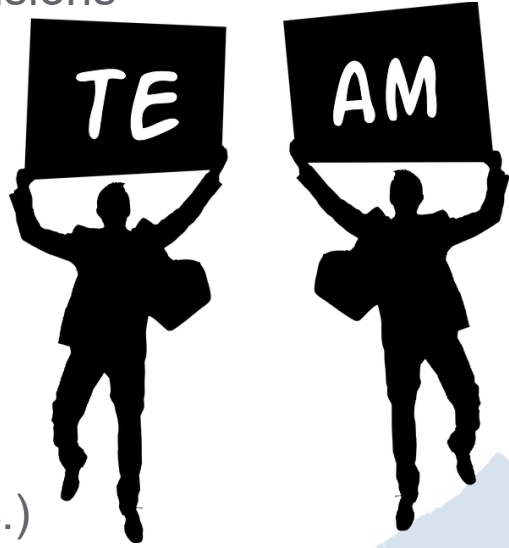
- Large events begin planning & coordination 8 – 12 months prior to event
  - Securing vendors (craft, food, wineries, beer, etc.)
  - Ordering supplies/securing contracts & permits (alcohol, health department, bands, hotels, etc.)
  - Coordinating logistics/Advertising with other departments
    - Public Works
    - Police
    - Fire
    - PAO
    - Marketing/Tourism/Economic Development
- Smaller events & programming takes 4-6 months
- 20 – 50 professional staff, volunteers, and security are needed at any given time depending on event size/crowd
- Setup/staging begin several days prior to event opening
- Tearing down/recovery takes 1 – 3 days





# Special Events Staff

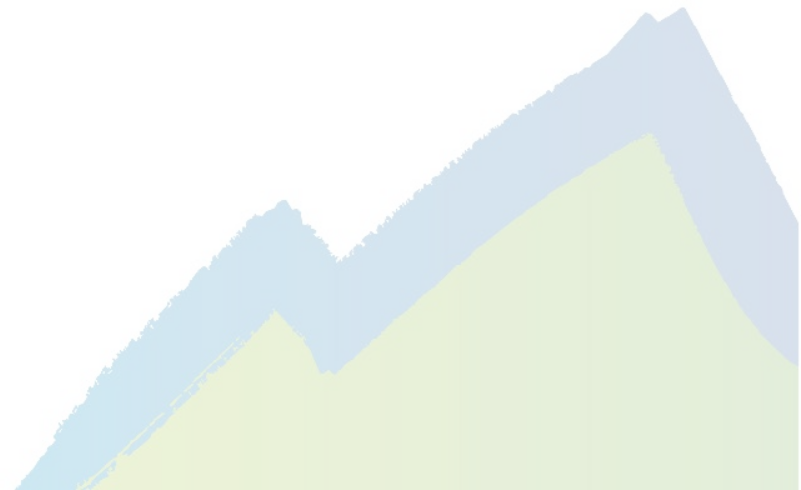
- Number of departmental special events staff: 1 Special Events Coordinator (currently vacant)
  - Coordinates all City special events
  - Shepherd's Special Event Permitting Process with outside organizations and internal stakeholders
  - Coordinates staffing with other departmental divisions
- Staffing for special events are your:
  - Lifeguards
  - Sports
  - Library/Museum/Art Studio
  - Parks Maintenance Team
  - Customer Service Representatives
  - Adult Programming
  - Child/Family Programming
  - Supported by Public Works (Refuse, Streets, Etc.)
- City Special Events require the closure of facilities and avoiding scheduling competing activities
- Total active departmental employees during the pay period ending 9/10/23 was 94. Currently evaluating staffing needs as demand for departmental support has increased significantly





## ➤ Purpose/Objectives

- Raise awareness that Sierra Vista is the Hummingbird Capital of Arizona (and the universe!)
- Compliment the efforts of organizations who are already doing the work to protect and appreciate birding in our community
- Promote tourism
- Stimulate the local economy
- Foster community engagement
- Celebrate our region's natural beauty and wildlife







- ✎ Met with local stakeholders
- ✎ Attended the 2023 SW Wings Gala
- ✎ Conducted research on current activities in the area
- ✎ Explored feasibility of an August large-scale event vs. monthlong activities
- ✎ Learned that the month of August is peak hummingbird migration month in Sierra Vista
  - ✎ 13 Species visit our area every year during the month of August
- ✎ Learned that several community organizations conduct hummingbird related activities in the month of August
- ✎ Spoke to staff about different ideas to support hummingbird education and awareness





- ✎ The month of August is less than ideal for hosting large format, outdoor events due to the heat and unpredictable monsoon rains.
- ✎ August is an ideal month for a hummingbird celebration due to the timing with migration and established activities in the community
- ✎ Staffing a large August event would be difficult for the city due to scheduled series activities and many staff returning to school
  - ✎ Concerts in the Park
  - ✎ Movies in the Park
  - ✎ Ramping up for Oktoberfest
  - ✎ Peak staff turnover month for parttime staff who are also students in High School and/or College
- ✎ Capital outlay for a large-scale event is roughly \$50K plus staffing (Oktoberfest)



# Potential Partners

- ✈ Madrean Archipelago Wildlife Center
- ✈ Southwest Wings
- ✈ Southeastern Arizona Bird Observatory (SABO)
- ✈ San Pedro House
- ✈ The Nature Conservancy Ramsey Canyon Preserve



## Hummingbird Banding at Casa de San Pedro B&B

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Hummingbird banding sessions at Casa de San Pedro Bed & Breakfast are open to members of SABO and guests of the B&B at no charge, though donations are appreciated. **Only two (2) parking spaces are available for visitors who are not guests of Casa de San Pedro B&B, and registration is required.**

Casa de San Pedro Bed & Breakfast is located at 8933 S. Yell Lane, Hereford, AZ, off Hereford Road north of Palominas, approximately 25 minutes from Bisbee. [Click for interactive map](#).

Capture rates and species diversity can vary dramatically through the season, but up to 30 hummingbirds of 7 species may be banded in a 2-hour session.



## SOUTHWEST WINGS



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### 2024 DATES

**SPRING FLING: Wednesday May 1 to Saturday May 4, 2024**

**SUMMER FESTIVAL: Wednesday July 31 to Saturday August 3, 2024**

[2023 SPRING FLING trip report here](#)  
[2023 SUMMER FESTIVAL trip report here](#)



## Recommendation

- Proclaim the month of August as Hummingbird Celebration Month annually
- Create partnerships for a robust calendar of August activities
  - Local businesses (promotions, etc.)
  - Shared advertising/activity calendar with organizational activities
- Program hummingbird themed activities throughout department for entire month vs. large-scale, one-time event in park
  - Library story times & programs
  - Day trips to birding activities; join already planned activities with other organizations
  - Arts & Crafts in Art Studio
  - Museum displays guest lectures
  - Hummingbird Themed Rec & Roll
  - Sparks Program Integration
  - Hummingbird Feeders in Library Garden
  - Incorporate Hummingbirds in Summer Concert Series







Questions so far?



- Several requests are made by organizations for fee waivers/reductions/co-sponsorship every year.
- Defines eligibility for consideration
- Ensures compliance with Article 9, §7 of the Arizona Constitution, commonly referred to as the Gift Clause
- Applicants must submit requests through the Director of Parks, Library and Recreation for consideration and approval.
- Waivers and reductions will be limited to facility use, event permit fees, and potentially street closures.
- Waivers and reductions do not include staff costs, security deposits, outdoor use of city equipment, and/or liability insurance
- The city will receive recognition as a co-sponsor or contributor to the events/activities that are approved.





- ✎ Non-profit or community service organization based with the City of Sierra Vista
- ✎ Must be in good standing with the City.
- ✎ The event must be free and open to the public.
- ✎ Must demonstrate that the event will be of significant value to the community
- ✎ Must assist with tourism, sports tourism, economic development, recreational, and/or Strategic Plan Goals
- ✎ Must not have a religious or political purpose
  - ✎ Note: Religious organizations may be considered if event neither promotes religious messages nor advocates for or promotes religious beliefs
- ✎ May not be for the purpose of enhancing private business



- ✦ Article 9, §7 of the Arizona Constitution, commonly referred to as the Gift Clause States:

*Neither the state, nor any county, city, town, municipality, or other subdivision of the state shall ever give or loan its credit in the aid of, or make any donation or grant, by subsidy or otherwise, to any individual, association, or corporation[.]*

- ✦ Arizona Supreme Court set a two-pronged test for Gift Clause Compliance in *Wisturber v. Paradise Valley Unified School District*, 141 Ariz. 346, 687 P.2d 354 (1984)
  - ✦ The expenditure must have a public purpose
  - ✦ The consideration received by the governmental entity can't be so inequitable that it would amount to an abuse of discretion which would provide a subsidy to the private entity
- ✦ Program requirements is aligned with the AZ Gift Clause and has received legal review by our City Attorney



# Procedure for Applicants

- Applicant will fill out a Special Event Packet, Resource Request, and/or Facility Reservation Form
- Applicant will submit all required justifications.
- Completed requests will be reviewed and approved by the Director of Parks, Recreation and Library after consulting with any other potentially affected departments.
- Applicants will receive decision within two weeks of submittal.



