

1st annual Adult Spring Palooza

Mission: To provide an opportunity for adults to participate in an event that is specific to their age and demographic. Provide fun and entertainment in a safe and awesome environment.

Participant Input Strategy – Needs Assessment Survey

I would put together a simple survey that would go out to the community asking about the need for more adult recreation activities. Email and Facebook Distribution over a 4-week period.

Activity	Definitely Not	Probably Not	Unsure	Probably Yes	Definitely Yes
Adult Travel Club					
Adult Easter Egg Hunt					
Adult Craft Classes					
Beginning Archery					
Indoor Airsoft League					



Program Goals

SMART

Objective: Create, plan and execute an adult Easter egg hunt for Hurricane City

Goal: Friday, April 2, 2021 from 6pm-9pm at Sleepy Hollow

Objective: Plan 5 different activities for the event

Goal:

Activity 1: - "Kill the Wabbit" – participants use a slingshot and try to hit a moving targets and standing targets, for prizes.

Activity 2: - Bunny Love - Photo Booth with a "not your mom's" Easter bunny. Participants will be able to have their picture taken with an Easter bunny and props.

Activity 3: - Egg Scramble - 3 waves of Easter egg hunts. Participants will have different color wristbands that will signify which hunt they will participate in. Each hunt will have a minimum of 100 people in each event. \$2000 in prizes. Guaranteed payout of \$15.

Activity 4: - "Peep Show" – Peep eating contest (chubby Bunny)

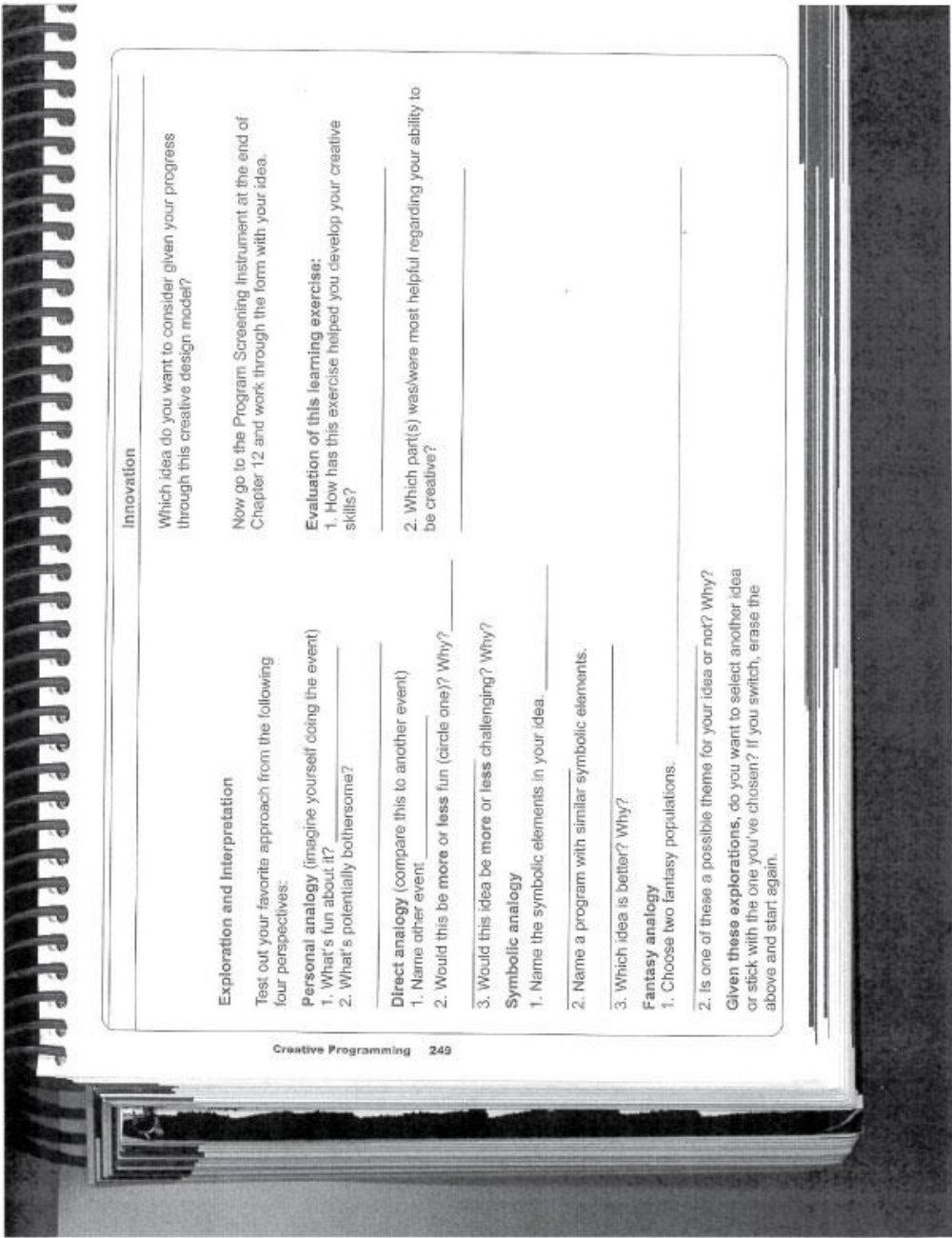
Activity 5: - Live and Let Dye - Easter Egg Decorating

Objective: Fundraise over \$1500 in prizes, 100 prizes

Goal: Contact at least 100 businesses/private donors in Hurricane, Washington, St George for prizes. Ask each business to donate a minimum of \$15 of prizes. Each prize would be recognized by each donor on several banners as participants enter the Sleepy Hollow Egg Pasture. Each business would be recognized on the TV marketing screens we have in town. In my promo section of the budget I would like to try to BYGO concept, that if a business donates a gift card then I will buy a gift card from them.

Program Design

Program Inputs – See below



Innovation

Which idea do you want to consider given your progress through this creative design model?

Now go to the Program Screening Instrument at the end of Chapter 12 and work through the form with your idea.

Evaluation of this learning exercise:

1. How has this exercise helped you develop your creative skills?
2. Which part(s) was/were most helpful regarding your ability to be creative?

Exploration and Interpretation

Test out your favorite approach from the following four perspectives:

Personal analogy (imagine yourself doing the event)

1. What's fun about it?
2. What's potentially bothersome?

Direct analogy (compare this to another event)

1. Name other event.
2. Would this be more or less fun (circle one)? Why?
3. Would this idea be more or less challenging? Why?

Symbolic analogy

1. Name the symbolic elements in your idea.
2. Name a program with similar symbolic elements.
3. Which idea is better? Why?

Fantasy analogy

1. Choose two fantasy populations.
2. Is one of these a possible theme for your idea or not? Why? Given these explorations, do you want to select another idea or stick with the one you've chosen? If you switch, erase the above and start again.

Program Plan

Program Title – 1st annual Adult Spring Palooza

Mission: To provide an opportunity for adults to participate in an event that is specific to their age and demographic. Provide fun and entertainment in a safe and awesome environment.

Need for the Program – See Above

Design Goals for the Program – See Above

Operational Details

Venue Arrangements – Sleepy Hollow Farm, 1600 S 160 W, Hurricane, UT 84737. I'm estimating the venue rental cost would be about \$2000. Alternative location is Sand Hollow Resort.

Inclusion Plan – Wagon rides will be available for those that need assistance through the dirt road. The only exclusion will be age, this is an 18 and older event.

Equipment

Kill the Wabbitt – Catapult (to be built by Riley)

Bunny Love Photo Booth – Construction of the Booth, contact Dennis Wilson about design

Egg Scramble – open field, barricades

Peep Show – tables, chairs

Live and Let Dye - Easter Egg Decorating – tables, chairs

Band – Stage, sound equipment

Lights – Light Plant, maybe one other

Supplies

Kill the Wabbitt – dodgeballs, adult bunny costumes

Bunny Love Photo Booth – Construction of Face Booth

Egg Scramble – plastic eggs, candy, prizes, caution tape, signage

Peep Show – Find donator for peeps, bottle water

Live and Let Dye - Easter Egg Decorating – Decorative Plastic Eggs, paint, markers, glitter, craft supplies

Misc. Supplies – Bottle Water, gift cards for volunteers

Promotion Plan

Social Media – Facebook Poll, 3 Boosts on Social Media

Email Blast – 3 email blasts

Event Poster – Create event poster in Canva, distribute electronically and to businesses in Washington County.

Dixie Direct Green Pages – Spring Green Pages



ADULT SPRING PALOOZA APRIL 2, 2020

April 2, 2021, Sleepy Hollow - 1600 S 160 W, Hurricane, UT 84737



Food, Egg Hunt, & Music



\$40 p/person \$65 p/couple – Includes
Dinner (entrée&drink) at one of the 3 Food Trucks, Entertainment
Games, and a guaranteed minimum \$15 prize.



Adults Only. Must be 18 years of Age to Participate

Budget/Pricing Information

\$40 p/person – Includes Dinner (entrée/drink) at one of the Food Trucks, Games, and a guaranteed minimum \$15 prize.

\$65 p/couple - Includes Dinner (entrée/drink) at one of the Food Trucks, Games, and a guaranteed minimum \$15 prize.

Program Analysis			
Program Name	Adult Spring Palooza		
Date Submitted	4/20/2021		
Registration Deadline	Feb 1 - March 30		
Program Start Date	4/2/2021		
Projected			
Revenues			
# of Participants	Fee	Total	
50 (Individuals)	\$40.00	\$4,000.00	
150 (Couples)	\$65.00	\$9,750.00	
5 Sponsors	\$200.00	\$1,000.00	
	Total	\$14,750.00	
Expenses			
Item Description	# of Items	Cost Per Item	Total
Prizes	40	\$15.00	\$600.00
Signage	25	\$10.00	\$250.00

Staffing/Orientation Plan

Volunteers

Bunny Targets – 5 Bunny's

Master of Ceremonies – Ramona

Rattlin D School Kids - 12 students

Prize Seekers – 5 Volunteers

Staff

2 Staff – Ticket Booth

2 Staff – Kill the Wabbitt

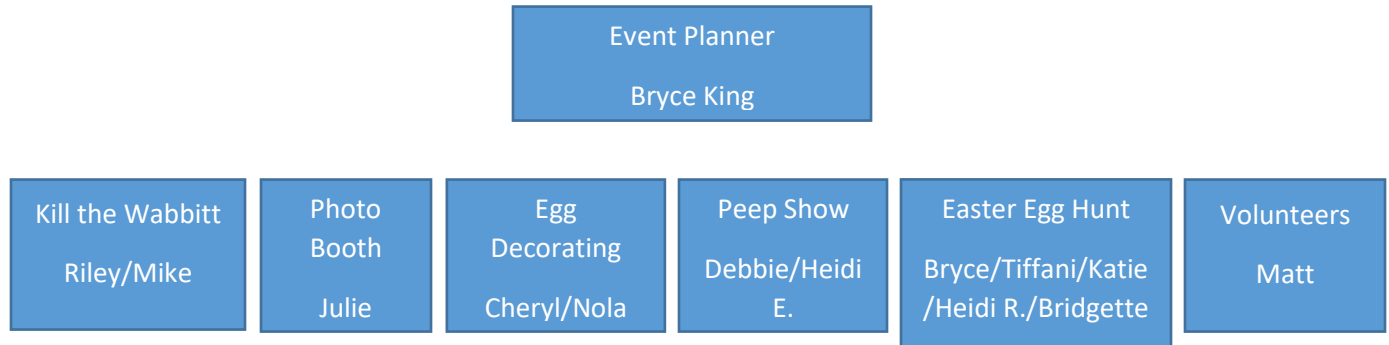
1 Staff – Bunny Love Photo Booth

2 Staff – Peep Show

6 Staff – Egg Scramble

2 Staff – Live and Let Dye

Management Plan



Event Set Up Timeline

12pm – 4pm – Set up Picnic Tables, Chairs, set up each activity's equipment and supplies, set up stage

4pm - 5pm – Dry run with all volunteers for the events activities, food trucks set up,

5pm – 5:30pm – Dinner for all volunteers and staff/Final Speech

6:00pm – 9:30pm – Event Starts

6:30 pm – 8:30pm – First Easter Egg Hunt (Variable times depends on how many people sign up)

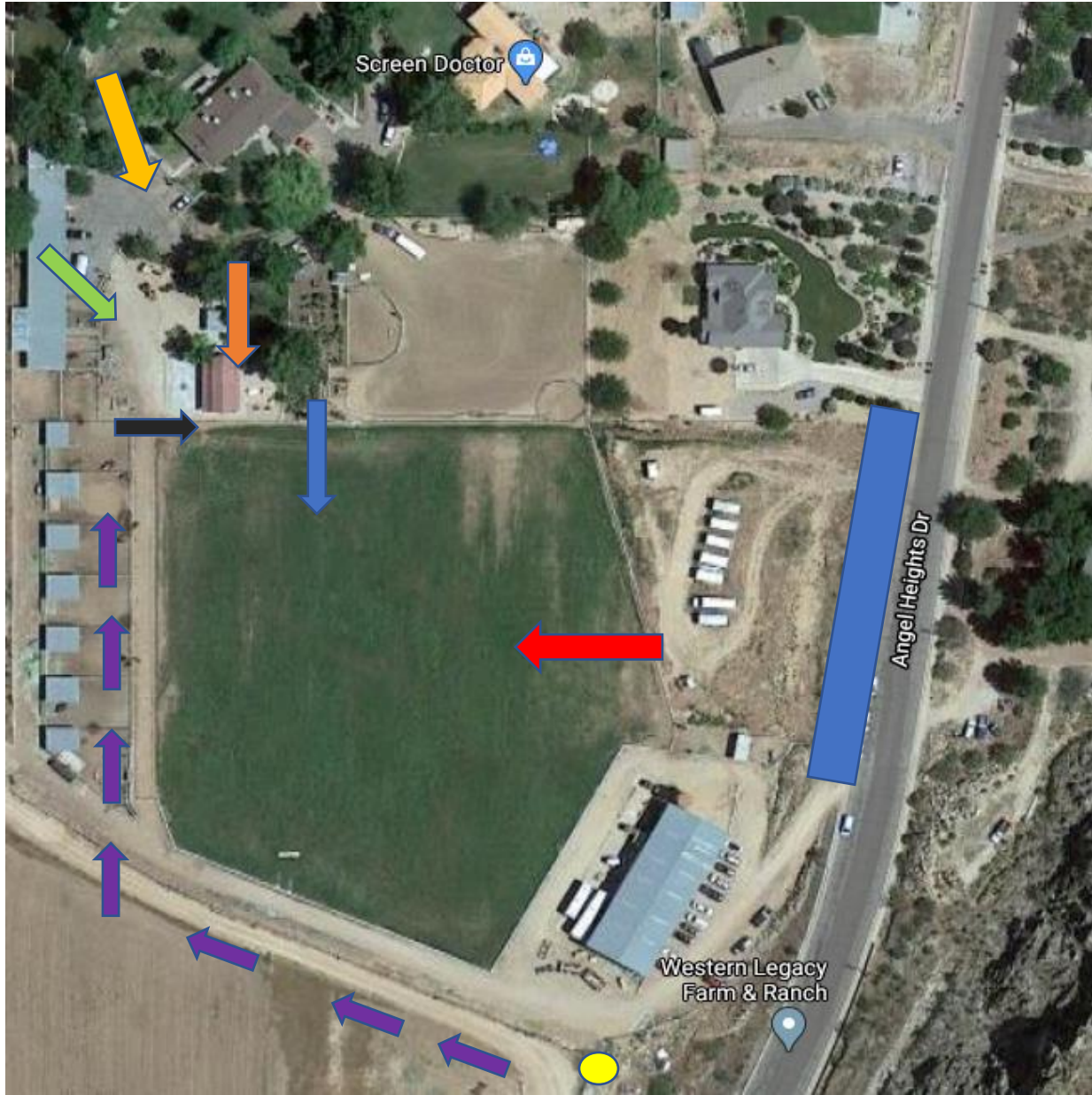
Cancelation Plan

There needs to be a minimum of 100 participants. In case of inclement weather, the alternative location will be the Grafton Building at the county fairgrounds.

Risk Management Plan

Participants will sign a waiver for the event, they will also sign a waiver for the Sleepy Hollow venue. We will have portable lights to help mark the way. There will be reflective tape on areas to direct people to certain activity areas.

Animation Plan



- | | | | | | |
|--|--------------------------|--|-------------|--|----------------|
| | Egg Scramble | | Bunny Love | | Street Parking |
| | Live or Let Dye Activity | | Peep Show | | Traffic |
| | Kill the Wabbit | | Food Trucks | | Ticket Booth |

Program Wrap Up

After the end of the event we will have our standard recap meeting onsite.

Program Evaluation

We will use the texting app [pidj](#) for a text to be sent out to all participants asking their feedback on how the event is going and went. We will also use [Sched](#) app to help direct people when events are happening and get feedback on specific activities people attend.

Disposition Decision Plan

A program life cycle would be completed every three years determining if the program is worth the time, money and staffing to run it. There could be point when the program matures and will not grow any longer, a 3-year evaluation would be a good measuring tool.