



Event Planning Checklist

1. Is this a(n) _____ existing event
 _____ change to an event
 _____ replacement event
 _____ new event

 2. The projected cost for this event will be \$ _____
 Paid for by _____ budget account # _____
 _____ sponsorship _____ grants
 _____ vendor fees
 _____ participant fees _____ estimated attendance
 Total projected revenue for this event will be \$ _____

 3. Justify purpose for this event using feedback data, strategic plan, department goals, city mission, history of event, etc. How will this event add value to the services the city provides to the citizens of Montgomery?

 4. Date of event _____
 Conflicts with other city or local events _____yes _____no
 If yes: please justify date

 Is this event similar to an event already in place? If yes: please justify the duplication of such an event: _____

 5. People to be involved(please indicate numbers of people involved from each):
 _____ commissions _____ service department
 _____ police department _____ fire department
 _____ admin department _____ volunteers
 _____ partnerships with business\ commissions \ civic groups
- *cover all aspects such as setup, parking, operation, decoration, service at event, security, inspections, permits, cleanup, marketing, etc.
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6. Location of event: park reserved shelter or lodge
 rented venue city building
 annex other _____

7. Big Picture Issues liability contracts
 risk management cancellation option
 traffic control setup/cleanup
 notice to residents crowd control
 policies, city code or ordinances
 legal considerations with law director
 recycling containers

8. Outside documents permits (electrical, signage, tents, liquor)
 inspections (health or fire departments)
 workers compensation certificates
 licensing insurance certificates
 rental paperwork purchase orders

9. Promotions city website magazines
 city bulletin radio\TV
 local papers bulletin boards
 mailer flyers
 posters email
 blue signs other signs
 other _____

*consider deadlines for each of these options as well as costs and effectiveness in reaching target market

10. Feedback method: _____

*include information from guests, vendors, staff, volunteers, participants

11. Conclusion: thank you notes bulletin article
 Friday update intranet
 sponsor kits other _____

12. Suggestions for next year :

Prepared by: _____ Date: _____

Return completed form to the City Recreation Director for review and file record.

Keep a copy of form for your reference. Standard evaluation form attached for your use.

City of Montgomery Evaluation Form

Event: _____ Date: _____
Name _____ ph # _____
Email address: _____

Rank between 1 being the worst and 5 being the best:

Organization	1	2	3	4	5	NA
Location	1	2	3	4	5	NA
Time of event\class	1	2	3	4	5	NA
Length of event\class	1	2	3	4	5	NA
Amenities (restrooms, parking, lighting, seating, equipment, etc.)	1	2	3	4	5	NA
Cost\Value	1	2	3	4	5	NA
Registration Process	1	2	3	4	5	NA
Advertising\Information	1	2	3	4	5	NA
Instructor\Presenter	1	2	3	4	5	NA

Comments to explain: _____

How did you hear about this event? Circle all that apply.

Bulletin Flyer Park Posting Newspaper Kroger Board
 Website Television Radio Other: _____

What are we doing well with this event? _____

Where can we improve with this event? _____

Suggestions? _____

Return to: City of Montgomery Attn: _____
10101 Montgomery Road, Montgomery, OH 45242 PH#513-891-2424 Fax# 513-891-2994
www.montgomeryohio.org