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Community Events Purpose

- Reactivate the community post-pandemic
- Engage Historic Sandy and underserved communities
- Grow event awareness
- Connect residents with the city
 - Communication foundation
 - Establish access and trust
 - Emergency preparedness
 - Neighborhood wellness (Nextdoor, Neighborhood Watch, etc.)
- Economic Impact (attract businesses/vendors, artists, employees, newcomers)
- Create a sense a place, civic pride, culture building, ownership and belonging



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5K Race Series

- Fiesta 5K
- 4th of July
- Balloon Festival
- Turkey Trot



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Historic Sandy BBQ

- 1st Annual
- For Historic Sandy only
- Dinner for 300
- Local band DeNovo played
- Yard games
- Mayor's horses



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Movies in the Park

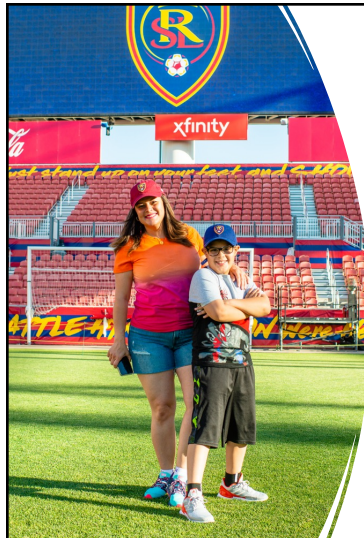
- Overall estimated attendance: 1,500 people (at all Movies in the Park)
- Largest turnout at REAL Stadium: 500 people
- Movie Lineup:
 - Spider Man: No Way Home @ REAL Stadium
 - Sing 2 @ Flat Iron Park
 - Luca @ Lone Peak Park
 - The Incredibles 2 @ Flat Iron Park
 - Harry Potter & the Sorcerer's Stone @ Alta Canyon Park



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Movies in the Park Sponsors

- REAL Salt Lake
 - Location for first movie
- Sparrow Electric
 - Free snow cones for 3 movies
- B 98.7
 - Radio advertisement
 - Activities
 - Free ice cream



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4th of July Celebration

- Attendance: 35,000-50,000 throughout the day
- Parade
- Fireworks Show
- Premiere Concert Event
- 8 Local Bands Featured
- 5K
- BMX Show
- K9 Show
- Fire Hose Spray
- Life Flight
- Spike Ball Tournament
- Vendors
- Youth activities

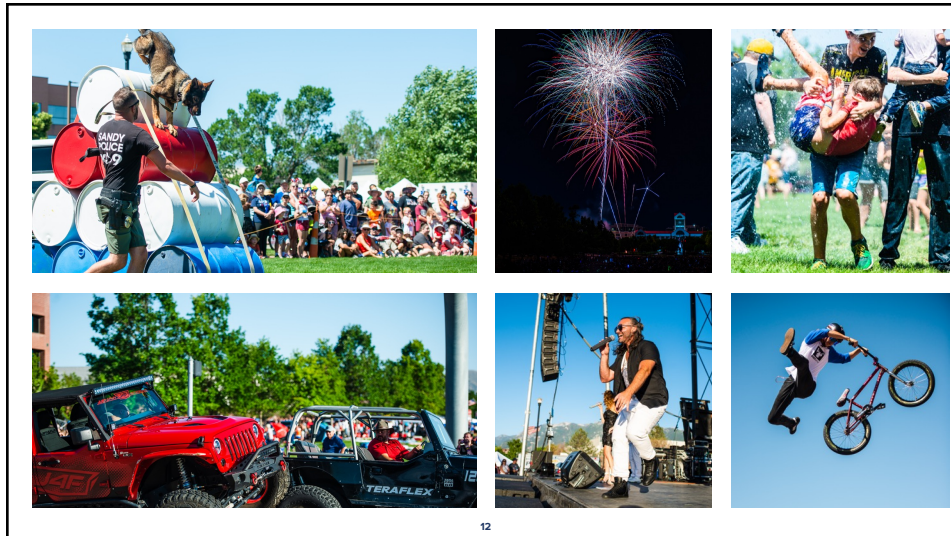
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4th of July Survey Highlights

Things Citizens Liked	Suggestions
People loved The Salamanders	More food options including some healthier food options
Firework show was great	Turn music down and synchronize better with fireworks
"Continue the fire truck spray. So fun and amazing!"	Move 5k back to 7:00 AM to make the weather as cool as possible
Day bands were great to listen to	Move parade to earlier in the day/morning
"We loved watching the BMX and the K9 unit!"	Turn firework show into a drone show instead
"The music was great, easy to get to the bathrooms and the fireworks were perfect!"	More activities throughout the day. The morning and night are full of events, but people would like more mid day activities to keep them there
"We did bounce houses for 3 hours. Keep the bounce houses!"	New music to go with firework show
"Overall, fantastic event. Well done to the organizers!"	Car show

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Balloon Festival

- Attendance Estimates:
 - 3,000 Fri. Morning
 - 5,000 Sat. Morning
 - 15,000 Sat. Evening
- 15 balloons launched Fri. morning
- 11 balloons launched Sat. morning



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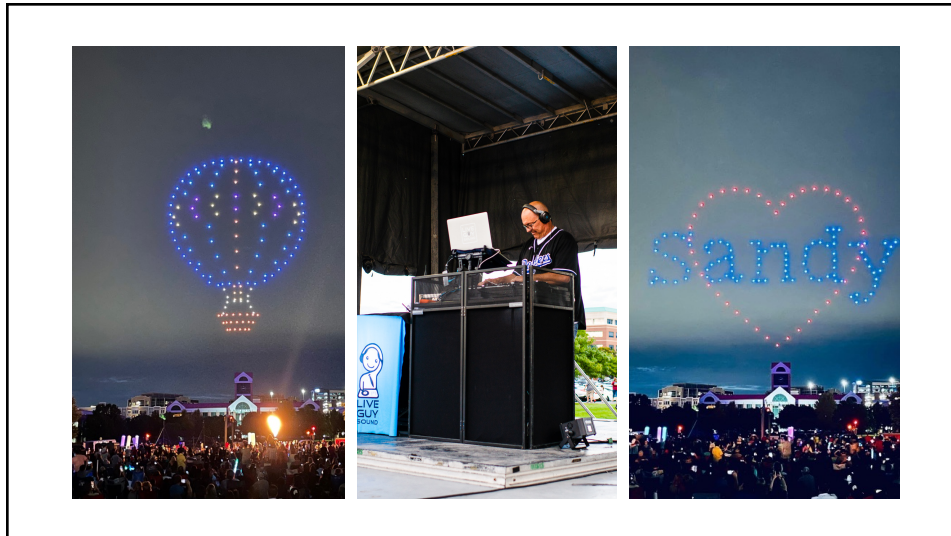


Balloon Glow & Drone Show

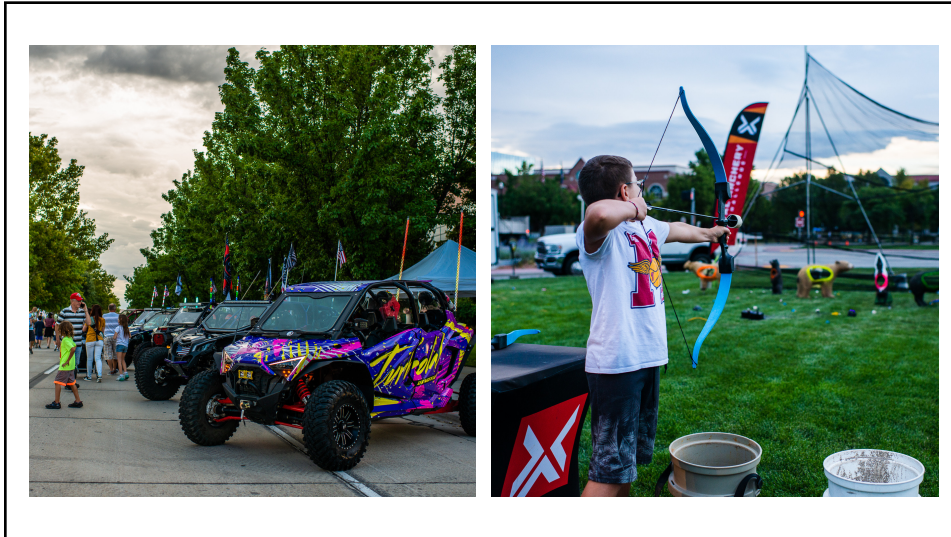
- Sat. Night Balloon Glow Activities:
 - First Ever Drone Show Spectacle
 - Meeting Balloon teams and pilots
 - 5k race through REAL stadium
 - DJ Live Guy Sound
 - Youth activities
 - Food Truck Vendors
 - UTV Utah Lighted UTV's



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Balloon Festival Survey Highlights	
Things Citizens Liked	Suggestions
"Drone show was amazing!"	Event specific merchandise for sale
"The balloon launches were beautiful both mornings. Love it every year!"	Notifications if there is a change in event schedule
"We love the bounce houses every year!"	Maps included in event promotion
"The event is great as is."	Additional tethered balloon rides to make the line shorter
"We loved the food truck options especially the Iceberg Shake truck. Maybe add one more next year to help with the line!"	Clarity on where to park for the glow and morning launches
"Great job bringing lots of folks together!"	Music in the background at the launches
"Love the event! Keep it the way it is."	Better sound distribution for the music during the drone show

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Heritage Festival and Horse Parade

- Highest attended Heritage Festival
 - Estimated 1,500 people throughout the day
- First Annual Horse Parade
- Featured 2 local bands
- Community resources booths
- Vendors
- Food trucks
- Youth activities
- Historic Car Show



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Trunk or Treat

- 4th Annual Trunk or Treat
- Largest attendance ever - approximately 6,000 participants
- Car Show
- DJ Live Guy Sound
- Free face painting
- Zombie Zumba class (Alta Canyon)



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Light up the Cairns

- Christmas lighting ceremony
- Drone show
- Glacier Hills Elementary School Choir
- Jordan High School Madrigals
- Photos with Santa
- Hot chocolate and food trucks
- Youth Council scavenger hunt
- Free face painting



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2023 Goals

- Build out event staff
- Create neighborhood/district experiences
 - Celebrate unique community areas (The Bluff, Crescent Neighborhood, Flat Iron, etc.)
- Expand and add more events



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Special Thanks

Community events take a team effort!

- People of Sandy
- Community Events Coordinator
- City Council and Administration
- Parks & Recreation
- Police and Fire
- Communications
- Public Works
- Public Utilities
- Facilities Division



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Questions?

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