



COMMUNITY PARTNER HANDBOOK

Summer Free For All Cultural Events builds community through free, inclusive, and family-friendly activities that celebrate Portland's diverse cultures and local artists

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Program Overview

Summer Free For All is a program of Portland Parks & Recreation and the City of Portland. It comprises of Cultural Events, Free Lunch + Play, and Free Open Play Swimming. For Summer Free For All's Cultural Events, we partner each summer with community groups, artists, nonprofits, culturally-specific groups, and more to produce free outdoor concerts, movies, festivals, and cultural events throughout the city of Portland.

Program Goals & Guidelines

The Summer Free For All (SFFA) Cultural Events program is guided by Portland Parks & Recreation's mission, goals, and priorities. Additionally, all events and activities must comply with the City of Portland's policies and rules. To ensure a successful partnership, it is important that partners understand, accept, and align with the following guidelines:

- SFFA's core mission is to "build community through free, inclusive, and family-friendly activities that celebrate Portland's diverse cultures and local artists." The program is primarily focused on community service and public benefit.
- We are guided by the City of Portland's Core Values of anti-racism, equity, transparency, communication, collaboration, and fiscal responsibility.
- The SFFA program is committed to fulfilling the following goal from the voter-approved [2020 Parks Levy](#):
 - Provide park and recreation services to diverse populations including communities of color, seniors, teens, households experiencing poverty, immigrants and refugees, and people living with disabilities.
- We strive to build an inclusive, welcoming, and collaborative culture. Respectful and professional communication is expected of everyone, including our staff, partners, and collaborators.
- Safety is a top priority. The SFFA team's operations and decisions are informed by laws, rules, policies, and procedures to support public safety.

Types of Events

SFFA produces three types of events:

Concert/Performance Events

- Traditionally known as “Concerts in the Park”, these events feature a local band, artist, or performer
- Concert/Performance Events **start at 6:30pm and end at 8:30pm**

Movie Events

- Traditionally known as “Movies in the Park”, these events feature a screening of a movie
- Movie Events start at **7:30pm. Movie screenings begin at dusk and/or when it is dark enough to see the movie onscreen.**

Special Events

- Special Events are events that may be a little more involved or robust than a standard concert or movie. These types of events can include dance, theater, comedy, spoken word, mini-festivals, and community gatherings.

If you have an idea for an event and are unclear which category it fits into, please get in touch.

Programming Decisions

Partners provide their preferences for the following:

Band/Artist/Performer

- For concert/performance events, groups will provide their **top three music genres and/or performance types.**

Movie Title

- For movie events, groups will provide their **top three movie choices**

Special Events

- For Special Events, groups will need to provide a **detailed proposal of the event** in the application

Location and Date

- For all events, groups will provide their **top three park locations and dates**

Tablers and Activities

- For all events, onsite tablers and activities will need to be approved by SFFA

Please note: when requesting programming preferences (music genre/performance type, movie title, location/date), groups are required to indicate **three different choices**. This provides SFFA with flexibility in designing the summer schedule.

All programming requests for events are made in consultation with SFFA and are subject to final approval by the SFFA team. This is to ensure that partners’ programming requests are available, logistically feasible, meet safety guidelines, and are in compliance with City rules and regulations.

Roles and Responsibilities

What to Expect of Summer Free For All

For most of our events, we provide the following services. However, depending on the type of event, responsibility for these services can be shared between SFFA and the partner hosting the event.

Permits

- Park Permit
- Noise Variance
- Movie license (movie events only)

Event Production

- Onsite staff/crew to setup, produce, and break down the event
- Port-a-potties (standard and ADA-accessible bathrooms)
- Trash collection and removal
- Movie screen and sound system (movie events only)
- Stage and/or performance area (concert/performance and special events only)
- Sound system and sound engineering (concert/performance and special events only)

Food Vendors

- Booking of onsite food vendor(s)

Marketing

- Event-specific banners
- Day-of onsite signage
- Promotion of the overall Summer Free For All Cultural Events program via website, social media, radio and TV ads, and printed materials

Performers

- Payment of band, artist, and performer fees (depending on type of event)

Partner Expectations

Community partners play a critical role in the success of every SFFA event. Your key roles and responsibilities are as follows:

Event Planning

- Partners are required to have **two designated representatives** who work directly with the SFFA Event Producer to coordinate communications, planning, meetings, and decision-making for the event
- Partners and their representatives are expected to meet deadlines for information requests, community contribution payments, and all other event-related needs

Onsite Activities and Services

- Partners are encouraged to offer onsite activities and services that help to enhance the event
- Examples include: arts and crafts area, face painter, free haircuts, bouncy house, goat party, balloon animals, field games for adults and kids, and activities that tie into the theme of your event

Marketing and Promotion

- Partners will promote the event to their local community in ways that are most effective for the partner. This can include social media and other online networks, printed materials, community events, and in-person gatherings.
- All partner-produced promotional materials for the event will be approved by the SFFA Event Producer prior to distribution and/or posting.
- Summer Free For All Cultural Events will be identified as the featured partner of the event on all group-produced marketing and communications. In addition, the SFFA name/logo will be on all partner-produced printed and online promotional materials. With the exception of the name/logo of the partner hosting the event, the SFFA name/logo will be larger than any other organization associated with the event.
- Partners are required to have an onsite presence (ex: tabling, opening remarks) at the event itself.

Tabling

- Partners will have **two tabling slots available**. These two slots are intended to showcase social service groups, nonprofits, volunteer organizations, or other groups that serve and support your neighborhood and community. Organizations that are primarily commercial or promotional in nature are not eligible for these slots.
 - Additional organizations interested in tabling, and/or organizations that are primarily commercial or promotional in nature, are required to come on board as financial sponsors of the SFFA program. For more information on sponsorship fees and policies, please contact us at sffa@portlandoregon.gov.
- **Selling of products onsite is not allowed**. Restrictions also apply to free food items and other types of handouts. If you are unsure about what is/is not allowed, contact SFFA.
- SFFA may also arrange for “program-wide” tablers to be onsite at any event. These tablers can include other programs and services offered by Portland Parks and Recreation, representatives from governmental groups (ex: City of Portland, Multnomah County, Metro), and financial sponsors of SFFA.

How Much Does It Cost?

Community Contribution

The Community Contribution for all partners hosting SFFA events **begins at \$1000**. Factors that could increase the community contribution amount include, but are not limited to:

- Type of event
- Length of event
- Amount and type of bands/artists/performers
- Amount and type of onsite activities and services
- Event infrastructure needs (staging, sound support, trash collection and removal, bathrooms, etc.)

Community contributions are nonrefundable. In the event of cancellation, decisions to reschedule an event will be evaluated on a case-by-case basis.

Onsite Fundraising

Direct onsite fundraising is permitted at the hosting partner's onsite table **ONLY**. This can include raffles, collecting cash, digital donations (Venmo, PayPal, etc.), or other methods of collecting funds onsite.

Please note: fundraising requests are **not allowed** via announcements over the microphone, direct audience engagement (i.e. walking through the crowd), or other public appeals

Event Cancellation

Decisions to cancel an event will be based on the policies and guidance of Portland Parks and Recreation's Safety and Security Team. Cancellations may include, but are not limited to, the following circumstances:

- Inclement weather such as high temperatures, rain, thunder/lightning, smoke, and air quality
- Public demonstrations and/or protests
- Public safety concerns at or near public parks

In the event of a cancellation, groups will be contacted as soon as possible. Decisions to reschedule an event will be evaluated on a case-by-case basis.