

# CITY OF MIAMI GARDENS

## COUNCIL EVENTS STANDARD OPERATING PROCEDURES (SOP)



**PROCESS**



**SERVICES**



**ROLES**



**RESOURCES**



# OVERVIEW

As at 02/16/21

The City of Miami Gardens hosts several 'City Events' focused on community engagement and entertainment for Miami Gardens residents throughout the year. These activities foster community pride, while enhancing quality of life and providing opportunities and places for people to connect and celebrate local culture, heritage and talent.

As a result of the current global pandemic (COVID-19), all in-person 'City Events' are cancelled until further notice.

However, City Councilmembers have continued to plan and host pop-up events as needed to serve the community.

*This guide refers to the standard operating procedure for the planning and execution of pop-up events.*



# ROLES & RESPONSIBILITIES

## COUNCIL POP-UP EVENTS

### Office of the Councilmember

- Plan and execute Council pop-up events
- Submission of the required forms to request City staff support and resources
- Secure event needs and manage budget
- Day-of event management and follow-up

### Public Affairs

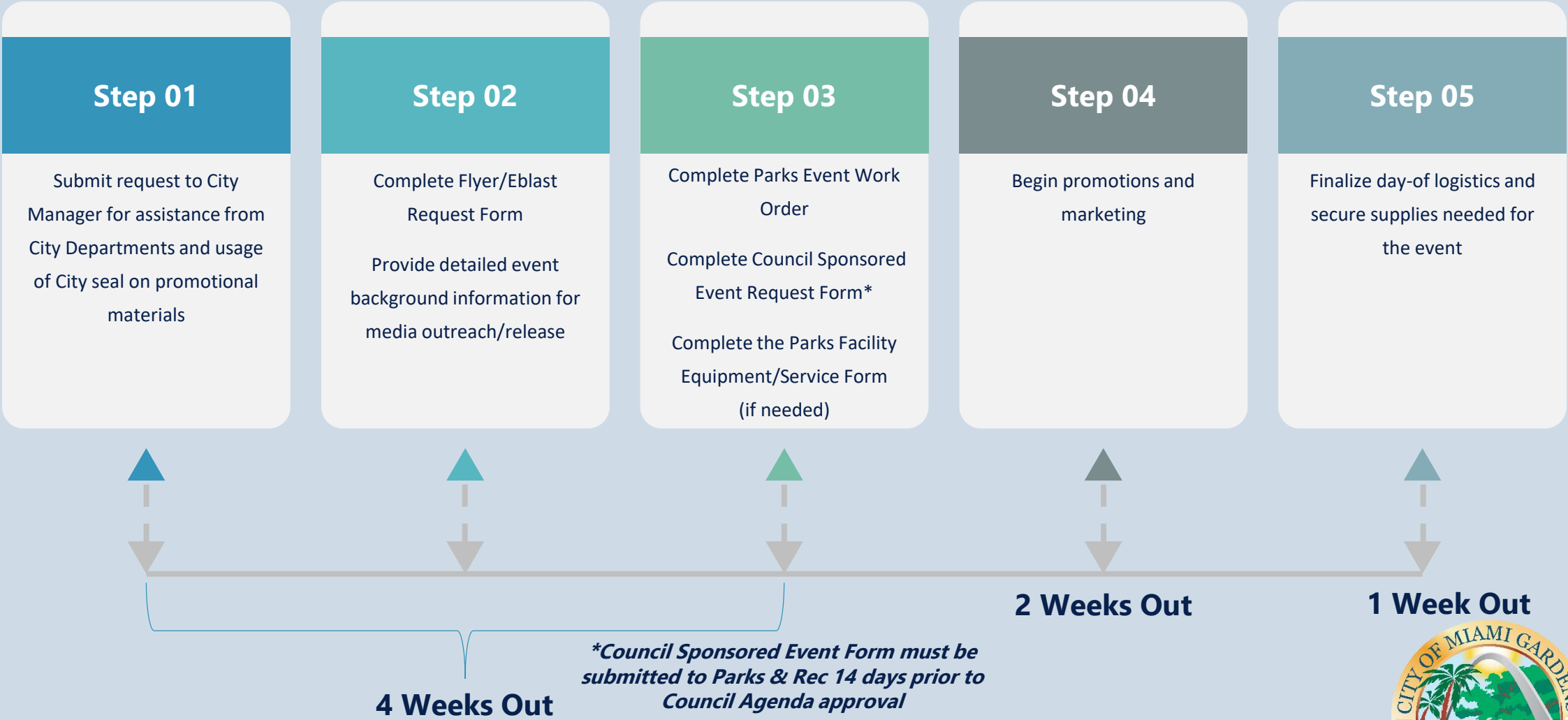
- Coordinate request to City Manager's Office for City resources:
  - City Departments' support/presence
  - MGPD presence
- Flyer Creation
- Marketing and Promotion on City platforms/Assist with coordinating paid spots, where needed.
- Media outreach

### Parks & Recreation

- Reservation of park facility, if needed
- Assistance with set up if the event is at a City facility
- Provision of tables/chairs/tent from the City's inventory
- Usage of City vehicle to transport items in certain instances



# PROCESS



**quickbase**

My Apps | Pipelines | CMG Council Event Resource Reque... | CONTRACT MANAGEMENT | New

Home | Users | REQUESTS | Event Sponsored By | Parks Facilities | New Table

REQUESTS > Add City Resource Request  
▸ Reports & Charts

Submitter's Name \*

Submitter's Email Address \*

Event Name \*

Event Date \*

Event Start Time \*  Event End Time \*

Event Location

Event Sponsored By \*

Comments

**Please select at least one service option or all that apply**

☐ CODE COMPLIANCE

☐ MGPD

☐ PARKS & RECREATION

☐ PUBLIC AFFAIRS

# FLYER/EBLAST REQUEST

- Please complete and submit at least two (2) weeks (8 WORKING days) prior to the desired **start date for marketing**.
- <https://miamigardens.quickbase.com/db/bq5k jy4gb?a=nwr>



# OTHER CONSIDERATIONS

- Usage of the City Seal on any collateral must be approved by the City Manager or the City Council.
- The City Seal should not be altered.
- All materials bearing the City Seal must be reviewed by the Office of Public Affairs before circulation to the public.
- City-wide messages and greetings are generated through the Office of the Mayor.
- City-wide media initiatives are coordinated with the Office of the Mayor.
- MGPD Services – Request for Police Services for non-Councilmembers events must be submitted to Chery Whyne - [cheryl.whyne@mgpdfi.org](mailto:cheryl.whyne@mgpdfi.org) for paperwork and payment of fees.



# CONTACTS

For additional information please contact:

## REQUESTS THROUGH THE CITY MANAGER'S OFFICE

Tamara Wadley, Assistant to the City Manager – Communications

[Twadley@miamigardens-fl.gov](mailto:Twadley@miamigardens-fl.gov)

