

San Luis Obispo Parks and Recreation

**Halloween Boo Bash**

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## **Executive Summary**

On October 26, 2018, San Luis Obispo's Parks and Recreation Department and many volunteers will be putting on the annual Boo Bash event which is a family friendly Halloween celebration within the community. The ultimate goal of this event is to foster intrinsic motivation through bringing the community together and creating a safe space to meet new people and make connections within the community. Many families from all around San Luis Obispo attend this event, which makes it an ideal occasion for social interaction. The Boo Bash wants community members to feel a sense of belongingness within the city and to other fellow residents. SLO Parks and Recreation Department provides carnival games at a variety of skill levels that strive to create competence. These are specifically designed to create flow for children where no game is too challenging while appealing to a range of younger ages. Families can dress up together in group costumes which will bring them together and create relatedness. There are also other activities such as a gymnastic course, food trucks, coloring stations, and a kid friendly haunted house that give the attendees a sense of autonomy and a safe space to create everlasting memorabilia.

## Agency Mission, Vision, and Values



San Luis Obispo's Parks and Recreation Department's goal is to "Inspire Happiness by creating Community through People, Parks, Programs, and Open Space" (San Luis Obispo City Parks and Recreation). As an agency, SLO Parks and Recreation tries to produce events which bring the community together and creates a positive atmosphere for everyone to partake in and enjoy. The Parks and Recreation agency is all inclusive and creates events which welcomes people of all different genders and ages to come and participate. In general, Parks and Recreation services are often cited as one of the most important factors in surveys of how livable communities are. Parks provide gathering places for families and social groups, as well as for individuals of all ages and economic status, regardless of their ability to pay for access. Through SLO Parks and Recreation, the community is brought together through non-profit events, which allow for personal growth, family growth, and future growth.

## **Need for the Program**

Boo Bash is designed and brought together with the primary goals of entertainment and community building. All people have a need to participate in activities that are intrinsically motivating and rewarding and that will stimulation arousal. Fulfilling these needs should be a programmers main goal. In order to accomplish these goals and to foster enjoyment and amusement, the event will have numerous games and activities for attendees to participate in. There will also be food trucks at the event, which ultimately provides guests will all their primary needs for food and drinks. These elements of entertainment will also help to reach the bigger goal of community building. Adults will be given the opportunity to create significant relationships with other parents and also will be giving support to the community by just showing up at the event. The children at the event will be given the opportunity to socialize with their peers and they will be rewarded with new friends. They will be motivated and will gain confidence to do this through the ease and fun of the games. Overall, this program is needed to provide entertainment, stimulation, and an opportunity to feel intrinsically rewarded by contributing to the bettering of the community.

## Target Audience

SLO Parks and Recreation department provides services for people of all ages who live in the San Luis Obispo community. Boo Bash is specifically targeted towards parents in the area who have younger children and who would be interested in attending a community event. The parents' main motivation would be that they could come with their kids and enjoy the entertainment and fun filled Halloween carnival. The games included are at a variety of skill levels and are designed to be fun for families of all ages to experience together. The activities such as the games, food trucks, haunted house and movie are all ways for families to form long lasting memories. The parents will be able to later reflect on this day and the joy they felt watching their children interact with the games and their peers. The recurrence of this event, with proper marketing done, will be able to bring back parents who have previously attended as well as drawing in new families who have similar community and family ties.



## **Leisure Benefits**

Boo Bash is designed for younger children and their families, so there are two different groups to account for when thinking of leisure needs. Structuring this event should provide opportunities for participants to feel engaged. The games, activities, and movie are provided mainly for the children to fulfill their needs for play, games, and sport. They need the unseriousness of the theme of Halloween so they can dress up and forget about the worries of school. The games and sports will provide them with the control of skill and chance while also giving them a platform for positive physical exertion. As for the parents that will be attending the event, they will be benefited in the leisure realms of recreation, events, and play. Being at an event that is so greatly benefiting the community and where they have platform to meet new friends will give them a sense of social purpose. Along with this, having a place where they can take their kids on this one day a year that is different and special will go beyond their everyday experiences. Lastly, parents will also be given the opportunity to engage in the activities, haunted house, and movie with their kids which will let them escape from the seriousness of their normal life. Have the guests feel positively affected by the Boo Bash that they can take with them for their everyday life and future gatherings.

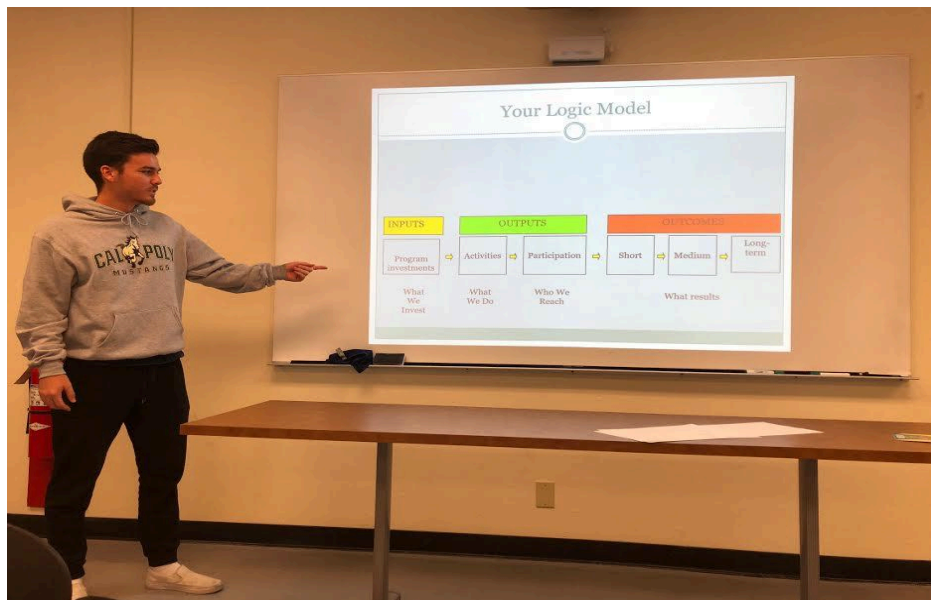
## **Experience Engineering**

Boo Bash engineers the optimal Halloween experience by incorporating the four E's into this event: entertainment, educational, esthetic, and escapist. The variety of activities offered allows guests to participate both actively and passively, and these activities can appeal to a wide range of people. Boo Bash offers games such as cornhole and limbo that attendees can actively participate in and learn to play if they do not already know. There is also a showing of the movie "Curious George: A Boo Fest" which addresses the entertainment factor of this experience by providing something that attendees can watch and understand. In addition, children are able to walk through a kid friendly haunted house where they can escape their realities and be immersed inside a Halloween atmosphere filled with decorations. Children are also given goodie bags which give educational tips including "look for cars before crossing the street and do not not trick or treat in dark areas." This educates the kids and reminds them to stay safe on Halloween. The overall theme of Halloween throughout the park and in the games and costumes provides an esthetic through the entire event.



## Logic Model

INPUTS	OUTPUTS		OUTCOMES		
	Activities	Participants	Short-term	Medium-term	Long-term
<ul style="list-style-type: none"> <li>• Staff</li> <li>• Volunteers</li> <li>• Time</li> <li>• Money</li> <li>• Vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Games</li> <li>• Haunted House</li> <li>• Movie</li> <li>• Food Trucks</li> </ul>	<ul style="list-style-type: none"> <li>• Children</li> <li>• Families</li> <li>• SLO community</li> <li>• Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Fun</li> <li>• Elation</li> </ul>	<ul style="list-style-type: none"> <li>• New friends</li> <li>• Family connection</li> </ul>	<ul style="list-style-type: none"> <li>• Returning</li> <li>• Close community</li> <li>• Expansion</li> <li>• Tradition</li> </ul>



## **Goals and Objectives**

Boo bash has many goals and objectives that are outlined in the logic model. One goal of Boo Bash is to set up the event held in October by 3 PM and end the event by 8 PM; this will be achieved by staying organized with planning and volunteers. Boo Bash event planners do this by recruiting thirty volunteers leading up to the event and giving them tasks to do such as helping set up or clean up after the event. The volunteers arrive two hours early in order to set up the decorations and activities by 3 P.M. In addition, all planning of the activities, games, and food vendors must be completed before the event to ensure that everything is ready for the day of. The volunteers and staff make sure everything is running smoothly and keep track of time during the activities in order for the movie to start by 7 P.M. Another goal of Boo Bash is to create a fun and memorable experience for families during the five hour event, and make them want to return the next year. Boo Bash achieves this by sending out flyers and advertising the event one month beforehand in order to get the community to come together and enjoy the experience with each other. In addition, Boo Bash creates memorable activities, such as showing the movie “Curious George: A Boo Fest” every year, which leaves guests excited to come back the next year and enjoy it again. Boo Bash should have food vendors that will keep guests satisfied during the night and plan activities that will leave kids wanting to attend Boo Bash every year.

## Venue

San Luis Obispo City Parks and Recreation host Boo Bash at Meadow Park in San Luis Obispo. The park is centrally located which makes it easy for everyone in the community to attend. Meadow Park is a facility that SLO City Parks and Recreation manages so they have easy access to it. It is a very big park so there is plenty of room for all the people that choose to attend. There is also a parking lot which is a good spot for the food trucks. There is plenty of space around Meadow park for the attendees to park. While they provide games, activities, and a movie, there is also a play structure for anyone who isn't interested in those provided. SLO City Parks and Recreation held the event there the last few years and has worked out really well so they wanted to keep it at Meadow Park. Although Meadow Park is the annual venue in San Luis Obispo, any park with open space, power sources, has restrooms, and parking is a good tenant for planning this event. As long as it is open to the public, any park with these crucial sources will make a great fit for the Boo Bash event.



## Equipment

When considering which types of physical, social, and symbolic objects to include in the Boo Bash, it is important to remember the purpose of the event, the audience, and the time of year. The symbolic objects that will be included are those related to Halloween, such as pumpkins, ghosts, and black cats. Hang up decorations on trees and around the park. Because there are many young kids there, no physical object in the haunted house should be too scary-looking. SLO Parks and Recreation provide goodie bags filled with a spider ring for the spirit of the season, toothbrushes to promote healthy living, and SLO Blues tickets to continue to encourage community after the event. These kinds of physical objects are not necessarily needed, but highly advised. Also, make sure there's a few pairs of scissors and tape to put up and take down decorations. Every year, the movie *Curious George* is played, and has been an ongoing tradition. A movie screen is needed to make this annual showing possible. In line with the theme, the main social object is the community and togetherness that should be created throughout and beyond the event. There will be many opportunities through the games and hanging out on the grass to make new friends and form a stronger bond in the community.



## **Structure**

The Boo Bash is an event designed for the freedom of choice for participants to have for most of the event. The first half of the event will be more on the side of individual provision because there are different games to play and the food trucks will be available. Participants will be able to choose which games they want to play, if they wish to enter the haunted house, and when to eat. Strict rules, or complete agency provision, would take away the feeling of leisure where no decisions can be made by the families attending. Forcing participants to eat and play at a specific time would ruin the flow of the event. However, complete freedom might be chaotic. A balance between the two is the best decision. That is why the movie will be starting as soon as the sun sets, so the screen can be seen. When the movie starts, everyone must go to the designated viewing area to observe. The best possible interactions will be made where patrons of the event are able to decide what to do and when. When deciding the structure of the Boo Bash, keep in mind that one of the goals is to encourage engaging interactions. These interactions are from parents to other parents, kids to other kids, and staff members and volunteers to those families.

## Program Promotion

The Boo Bash flyer appeals to both kids and parents, and it informs and persuades both groups. The fun fonts and cute clip art attracts the interest of children and reminds them of Halloween, without them even needing to read the words. It also has a limited amount of words which makes it stand out to kids gets the point of the event across without overexplaining. This flyer states the date, time, and place of the event, while also explaining what will be going on at the event. The design and simplicity is persuasive to the targeted demographics. The SLO Parks and Recreation instagram also promotes the event by reminding people that the event is coming up. This screenshot was posted three days before Boo Bash to inform and persuade those who are unaware of the event, and to remind those who are already attending that it is coming up.



## Marketing

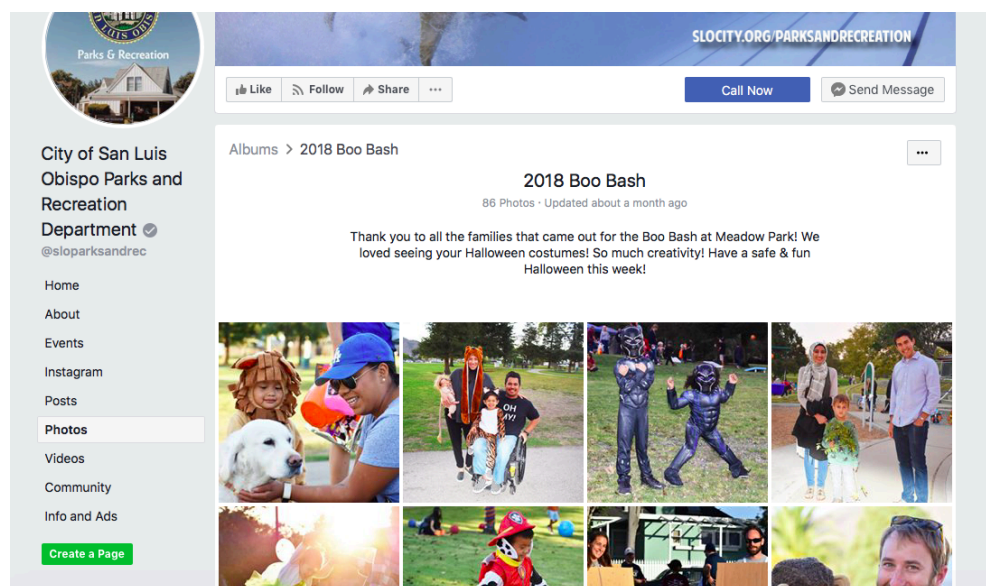
SLO Parks and Recreation has almost no budget for marketing, so Boo Bash is primarily marketed through social media. A Facebook page is created and people can click interested, which gives an idea of how many people will be attending. While this event is primarily designed for kids, it is marketed towards parents because they are who hear about the event and makes the decision to attend. This helps get the word out and make sure parents understand what will take place at this event. If it doesn't seem like as many people as desired are interested, a good idea could be reaching out to the local elementary schools. Try to reach out to the Principals and see if they would be willing to send an email to parents or include the Boo Bash in their calendars.



## Anticipation and Reflection

Boo Bash was advertised with flyers and a Facebook page. This helped the many people interested to see what was going to be involved in order for them to know what to expect.

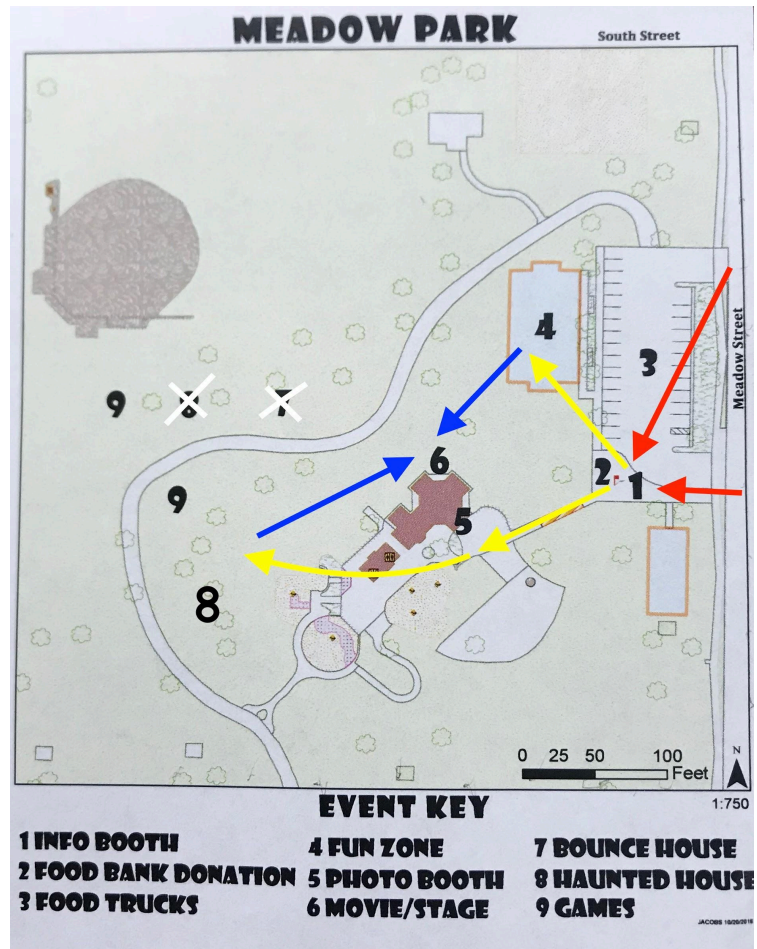
Around 1300 people were interested in the event on Facebook, this allowed families to be anticipated and to look forward to all the exciting events that would take place. Before the event, kids and parents get to pick out their Halloween costumes which also builds excitement in the anticipation stage. After the event, on the Facebook Page they posted pictures of the event so that the families could look back and see themselves and/or friends in the pictures. This was also a way to see all the costumes and a way to always remember what took place. This is a successful way for reflection in any event because it is a way to show people who could not attend what took place. Not only does it show people who could not attend what took place, it also allows the families who did get the opportunity to attend look back and remember how exciting this event was for everyone.





## Floor Plan

This is a floor plan of Meadow Park, where Boo Bash is held every year. The red arrows pointing to number 1 and 2 indicate where guests should enter the event and which way they should go first, which is all stated at the information booth. After entering Meadow Park, attendees can buy food from the food trucks in the parking lot which is located at number 3 in the parking lot. Attendees can also enjoy activities in the fun zone, the



gymnastics course, at zone number 4. Zone number 8 is the haunted house and 9 is where the games are located. Zone 5 is where the photo booth is, where attendees can go inside the building and take photos for free at the decorated photo stand. The blue arrows on the map indicate where the movie is shown, by number 6, which attendees will go to after participating in the previous activities and when the sun is set.

## **Experience Design & Animation Plan**

Boo Bash's experience design and animation plan is very similar to the experience engineering, stated above. The main focus of this event is on the experience design. The kids and parents are to be fully immersed and experience only positive cues that also incorporate the realms of education, esthetic, entertainment and escapist. This also includes things such as the goodie bags handed to the children as they arrive to the event, used as memorabilia. When putting on this event, kids should be able to take something home that reminds them of the super fun event they just attended. When creating the experience design, eliminate all negative cues that could possibly occur. This would include making sure each child gets a goodie bag, each child gets a try at every game, they each get to go into the haunted house and so on. This also includes making sure the Maslow's hierarchy of needs is met right away. This means making sure food and water are easily accessible, that the attendees feel safe, being able to feel a sense of belonging like seeing all the other kids dressed up too, being able to achieve winning a game at the game stations for self-esteem which then leads them to self-actualization. Other things that could be included to make sure the experience design and animation plan is on point would be to maybe add some live music or live entertainment, such as a magician or clown. It would also be super fun to have a pumpkin carving contest or costume contest to get the attendees and kids more involved in the event.

### Haunted House Sequence:

Entrance	Transition 1	Walking Through	Transition 2	Exit
<ul style="list-style-type: none"> <li>Staff members will greet the attendees and make sure not everyone is just running in</li> <li>Festive decorations will be at the entrance</li> </ul>	<ul style="list-style-type: none"> <li>A tarp “curtain” in which people decide whether to enter or not</li> </ul>	<ul style="list-style-type: none"> <li>Have creepy and scary decorations</li> <li>Music plays in the background</li> <li>Lights flashing</li> <li>People hiding throughout to jump out</li> </ul>	<ul style="list-style-type: none"> <li>It starts to get a little more calm, not as many decorations, knowing they are coming to an end</li> </ul>	<ul style="list-style-type: none"> <li>Finally, finish it off with a final person jumping out at guests</li> </ul>

### Games to Movie Sequence:

Games	Transition 1	Movie
<ul style="list-style-type: none"> <li>Set up lots of different games for all the kids to participate in</li> <li>Place a volunteer at each game to facilitate</li> <li>Include supplies that each game needs</li> <li>Background music playing</li> </ul>	<ul style="list-style-type: none"> <li>Continue with music playing and start a dance party to try and get everyone over to the movie area</li> </ul>	<ul style="list-style-type: none"> <li>Set up a big screen and projector</li> <li>Prepare the Curious George halloween movie</li> <li>Gather families to the movie station</li> </ul>

### Gymnastics Course to Food Trucks Sequence:

Gymnastics Course	Transition 1	Food Trucks
<ul style="list-style-type: none"> <li>A local gymnastics gym will come and assemble their course</li> <li>Assign volunteers to regulate and make sure kids stay safe</li> <li>Include many different gymnastics supplies</li> </ul>	<ul style="list-style-type: none"> <li>The course is directly behind the food trucks</li> <li>This way kids could burn off some energy, and then once they were hungry for dinner, it was easily accessible</li> </ul>	<ul style="list-style-type: none"> <li>Have three different food vendors for attendees to choose from</li> <li>Since the event is around dinner time, it is crucial that food is available</li> <li>Designate staff or volunteers to monitor area</li> </ul>

## Registration

Registration is not required for this event because it is a free event and open to the public. Attendees can express their interest through liking the official Boo Bash Facebook page, and are able to go to the information booth to get a goodie bag when they first enter the event. However, there is no official registration process for the Boo Bash event. Having a booth and information on the Facebook page allows people to get their questions answered before attending this event. If this event were to become larger, the best way to register would be online through the parks and recreation website because most of the attendees have access to a computer if they saw the Facebook post.



## Staffing and Supervision

This event is staffed and planned by employees of the SLO Parks and Recreation Department. Some of the duties of the staff prior to the event include finding companies that are willing to donate objects for goodie bags, creating games tailored for



younger kids including a list of supplies that will be needed for each game, recruiting volunteers (about 30) to help throughout the event, and reaching out to food truck vendors who could serve food. Having goals for each weekly meeting in preparation of the event is crucial. During the event, the staff's main responsibility is keeping guests satisfied and making sure everything is running smoothly. Some members will greet participants at the entrance, some will be in the haunted house, one or two will be in the photo booth section, and others will be walking around the game area. One big task is managing the volunteers. Have jobs for volunteers during the set-up phase and in the midst of the event. Without direction, they won't feel needed and might stand around and do nothing. Utilize them! Tell them what kind of decorations need to be put up and assign them to different games and activities. Also, be sure to keep in mind when certain volunteers have to leave early, because there may be a good amount that can only stay for an hour or two. It's important to know how to move volunteers around when they come and go. Remember that all of the staff and volunteers should have smiles and make the guests feel welcomed and comfortable.

## Risk Management

The best strategy to minimize any potential injuries or inconveniences during Boo Bash is to consider every little factor around the entire event. Are the games too physical where a child could get hurt? Is there any type of allergy that a child or family member might have when it comes to food or even the latex in balloons? Is the movie appropriate for young kids? Will the weather be permitting to allow for a nice event? The more details known about the event, the better control of risk management there will be. Just in case, have a small first aid kit on site and ready to be used if an accident were to happen. Be prepared for anything!



## Pricing & Costs

Boo Bash is a free event to attend, and the San Luis Obispo Parks and Recreation Department works with little to no budget for this event, so it is important to reach out to businesses in the community for donations. This event relies on donations for the majority of the goodie bag items, such as the bags, Blue's tickets, toothbrushes, and more. Food trucks will come free of cost because they are able to profit from the sales during the event. These donations allow businesses to get their name out in San Luis Obispo and improve their business, while also giving back to the community. For the decorations and games, the Parks and Recreation department can use what is have left over from previous years and events, including streamers, paper characters, balloons, ring toss, soccer balls, ect. One thing that needs to be bought each year is small toys and items to give out to each kid as they check in. This can include little spider rings, bouncy balls, or even pencils.



## **Day of Timeline**

- 1:00 pm- Staff from Parks and Recreation department and RPTA students arrive at Meadow Park to discuss how the day will run.
- 1:30 pm- Staff begins unloading cars and storage room, and moving tables and easy ups into their places.
- 2:00 pm- Staff begins taking inventory of games and decorations. Begin work on the haunted house.
- 2:30 pm- RPTA students begin mapping out and setting up games while other staff works on haunted house.
- 3:00 pm- First round of volunteers arrive and are delegated tasks; decorations, games, coloring station.
- 4:00 pm- Volunteers aided by staff continue putting up decorations around the entire park and finalizing the games.
- 4:30 pm- First few guests will start arriving; finalize games and decorations and haunted house.
- 5:00 pm- Guests will start to come in rapidly; prepare the welcome booth and photo booth. Make sure there is a staff member or event volunteer at every station.
- 5:30 pm- Event is in full swing. Attendees are steadily still arriving.
- 6:00 pm- Most of the attendees have arrived, some still trickling in. Get prepared for the movie.
- 6:30 pm- Start getting guest to find their way over to the movie location.
- 7:00 pm- Get everyone seated and ready for movie, then start movie. Volunteers start to clean up all the games.
- 7:30 pm- Shut down Haunted House and clean up.
- 8:00 pm- Movie ends. Clean up everything. Release Volunteers.



## Appendices

GAMES	SUPPLIES	VOLUNTEERS	LOCATION, EXTRA INFO
Pin the Tail on the Black Cat	Poster paper, tape/tacky, bandanas	1-2	Tree or back of main building
Corn Hole	Wooden "goals," bean bags	1-2	
Smashball	Paddles, ball	1	
Ring Toss	Rings, cones/bottles, table (preferred)	1-2	Flat ground
Pumpkin Bowling	Pumpkin, pins	2	Flat ground
Limbo	Any kind of poles / sticks / broom	2-3	Flat ground, no holes
Water Cup Toss	2-3 dozen cups, table, ping pong balls	2	
Basketball	Hoop, basketballs	1-2	
Can Knock Down	(Foam) softballs, cans, table	2	
Cat Walk	None	As many as possible	Main sidewalk, before movie
Face Paint	Paint, brushes, chairs, tables, water	2-5	Would need painters
Coloring Station	Paper, table, chairs, markers/crayons	2-3	
Spider Web Walk	Tape, pic of spider	1-2	
Guess How Many in the Jar	Any little object, jar, paper, pens	1	
Donuts on a String	Donuts, string or stronger material	2-3	Find small tree to hang from
Parachute Games	Parachute, beach (or any light) ball	3	Needs the most open space
Hula Hoop Throw	Hula hoops, football, foam rockets	2-3	Find small tree to hang from
Bean Bag Tic Tac Toe	Cardboard, paper, tape	1-2	

