

Community Focus Statement E: Improve open space and recreational opportunities for Helendale residents.

Action Statement E.5: Establish more family-friendly programming such as “Movies in the Park”.

E.5

Benchmark: Ongoing and successful event program in Helendale for families and residents of all ages and abilities.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: Unknown



Family movies in the park. Photo source: Flickr, Waferboard

Community events and programs are a way for residents to connect with neighbors, facilitate a sense of belonging and investment, and provide youth and families with safe and positive entertainment. Helendale currently has few family events held locally, and such entertainment would greatly benefit the community. Public events are generally hosted and organized either by local jurisdictions such as a county recreation department or by organizations and residents of the community. Local organizations can form partnerships to organize low-cost recurring events such as movie or music nights, family festivals, or local fairs. These events can be held at a park, school, or

community center. The events may be subject to permitting requirements by the County and should be coordinated with the appropriate department.

The Helendale Community Services District (CSD) can work with the community, including local schools, churches, and community groups, to organize and host recurring programs that benefit residents and visitors of all ages and abilities. These events would allow people to be engaged in the community, provide schools and churches with community involvement opportunities, and could even generate some revenue for the Helendale CSD. The CSD can work with these partners to create an event program, identify volunteers and resources, and conduct outreach and marketing on a community-wide scale.



Action	Action Leader	Timeline	Resources
1. Create a Recreation Committee made up of local volunteers.	Champion	Month 1	Active Network, Sample Event Planning Checklist
2. Survey the residents of Helendale on activities they would like to see in a community event program.	Recreation Committee	Months 1–3	http://www.activenetwork.sg/event-management-resources/articles/sample-event-planning-checklist.htm
3. Identify and meet with potential partners for events, such as local churches, schools, and community groups.	Recreation Committee	Months 1–3	Wild Apricot, Event Planning Guide
4. Establish an event plan for each finalized event that includes locations, dates and times, funding mechanisms, safety, and event organization and management.	Recreation Committee	Months 3–6	http://www.wildapricot.com/articles/eg-how-to-plan-an-event
5. Conduct extensive outreach and marketing for each event using social media, local businesses and organizations, and media ads.	Recreation Committee with support from Helendale Community Services District	Month 6–ongoing	
6. Evaluate each event to determine the rate of success and additional needs.	Recreation Committee	Ongoing	