



City of Virginia Beach

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May 17, 2019

The Honorable Robert “Bobby” M. Dyer, Mayor
Members of City Council

Subject: Something in the Water Festival After Action Items

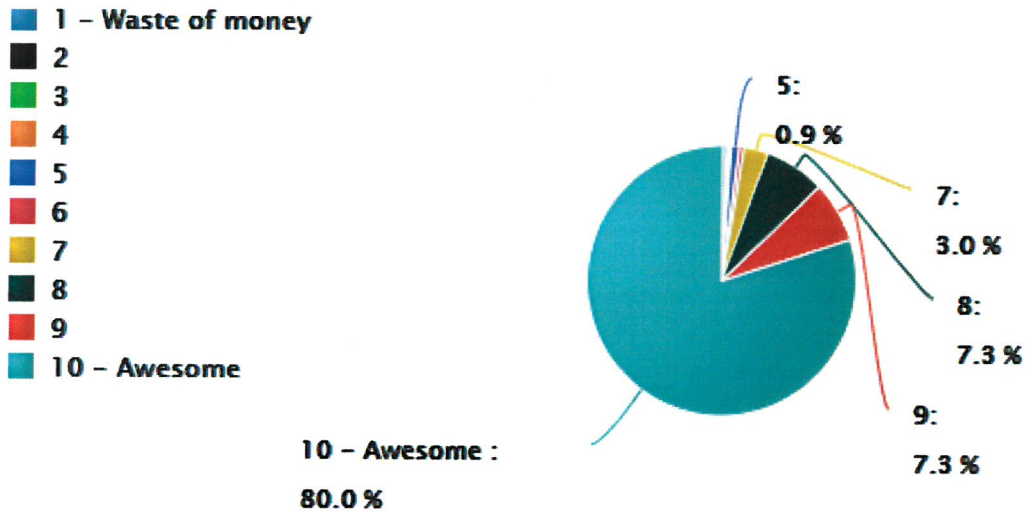
Dear Mayor and Members of Council:

The overall response to the inaugural Something in the Water Festival not only during College Beach Weekend but during the week of, and ever since, has been overwhelmingly positive by visitors and residents alike. While the future of the Something in the Water Festival will be driven by a private team of partners led by Mr. Pharrell Williams, City staff stands ready to proactively support the planning for next year’s Festival. In order to further improve upon that City support, staff has created a comprehensive process to assess and learn from the inaugural Festival experience by facilitating and listening to external stakeholder feedback; documenting and evaluating all departmental and other government agency internal after-action reporting; and, by performing an economic impact analysis similar to other large scale special events held in Virginia Beach.

The after-action feedback process started with an initial City-facilitated text poll. During the Festival, the City’s Emergency Communications & Citizen Services and Communications departments managed a text alert program that kept 9,322 users, at its peak use, informed throughout the Festival weekend. Immediately following the Festival, users were asked: “How was their visit to Something in the Water 2019?”. They were provided text response choices on a scale of a “1” for “Waste of Money” to a “10” for “Awesome”. Out of the 9,114 people who received the poll, 1,611 or approximately 18% responded. Of the respondents, 80% rated the Festival a “10”, with close to 95% rating it an “8” or higher. The chart on page 2 shows the distribution of responses.

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Poll Question: How was your visit to Something in the Water 2019?
Poll Duration: Apr 29, 2019 05:59:05 PM - Apr 29, 2019 11:59:05 PM



External Stakeholder Feedback

Feedback from area residents and businesses has already come into the City through various ways since the Festival ended. Over the next two weeks, City staff will conduct more formal external stakeholder feedback sessions, including interviews and facilitated meetings with the:

- Human Rights Commission Chair and staff liaisons regarding the Human Rights Commission Observers' surveys conducted by those who volunteered to observe throughout the Oceanfront during the Festival weekend
- Resort Beach Civic League, Seatack Community Civic League and Shadowlawn Civic League leadership
- Atlantic Avenue Association, Resort Advisory Commission, ViBe Creative District, Virginia Beach Hotel Association and Virginia Beach Restaurant Association leadership

The feedback will be used to learn from and to consider for future planning purposes with the Festival After Action Report.

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Internal After-Action Reporting

Numerous City departments as well as partner state and federal agencies planned for and supported the Festival. All those agencies have been requested to meet and comprehensively gather information internally from their work on the Festival. That information will be advanced and presented in a meeting with Office of Emergency Management and City Manager’s Office on June 10th.

The City’s Something in the Water Festival After Action Report will be complete by the end of June 2019.

Economic Impact Analysis

Lastly, the City of Virginia Beach’s Ron Berkebile is the Something in the Water analytical team lead and is working jointly with ODU’s Dr. Vinod Agarwal, Dr. Robert Case , and festival organizers to develop an economic analysis. Surveying by Dr. Case’s intercept team exceeded expectations. With a goal of 1,100 in-person and electronic intercepts, the survey team collected 8,000 surveys. The economic impact analysis is expected to be complete no later than early August of this year.

Once completed, you will be briefed about the Festival After Action Report as well as the Economic Impact Analysis.

If you have any questions in the meantime, please feel free to contact me or Brian Solis. Brian can be reached at 385-2907.

Respectfully,



David L. Hansen
City Manager

DLH:BSS:pam

cc: Management Leadership Team