

## Public Event Notification Checklist

### Enhance community relationships and minimize neighborhood complaints!

It is critically important for all public events held on public property to notify all impacted residents, businesses, community centers, etc. about event details approximately **60 days**, but at least **45 days** prior to the event. It is also important to notify them again, **within a week or two** of the event date.

Use this checklist (and the attached sample) to develop and implement a comprehensive notification plan. Contact Jill Lis, OSE Communications and Outreach Specialist at [jill.lis@denvergov.org](mailto:jill.lis@denvergov.org) or at 720.913.1517 if you have questions or you'd like her to review your notification materials.

- Create an event notification flyer** that clearly outlines all relevant details and includes an area and/or route map. See attached sample. Send a copy of the final flyer to [jill.lis@denvergov.org](mailto:jill.lis@denvergov.org).
- Distribute the flyer by email** as extensively as possible with a clear and direct request for recipients to post and share the flyer with their communities via newsletters, websites, social media, Next Door, etc. The most important recipients are listed below.
  - Inter-Neighborhood Cooperation (INC) [excomm@denverinc.org](mailto:excomm@denverinc.org).
  - Registered Neighborhood Organizations (RNO's) and Business Improvement Districts (BIDs) within the vicinity of your event. Identify the impacted RNOs and BIDs and their contact information at [www.denvergov.org/RNO](http://www.denvergov.org/RNO).
  - City Council offices in the district(s) affected by your event. For a City Council district map and contact information, visit [www.denvergov.org/citycouncil](http://www.denvergov.org/citycouncil).
  - Two At-Large City Councilmembers' offices:
    - Robin Kniech, [kniechatlarge@denvergov.org](mailto:kniechatlarge@denvergov.org)
    - Debbie Ortega, [ortegaatlarge@denvergov.org](mailto:ortegaatlarge@denvergov.org)
  - Denver Police Department District(s) that cover the event area  
<https://www.denvergov.org/content/denvergov/en/police-department/police-stations.html>
- Distribute the flyer via direct mail and/or hand delivery** throughout affected communities – at homes, apartments, businesses, schools, churches, parking garages, etc. Directly request that the flyers be posted and shared widely. Provide large businesses and apartment complexes plenty of copies so they can be distributed to individuals and posted in multiple locations.



# DENVER

## OFFICE OF SPECIAL EVENTS

- **Attend and present at RNO and BID meetings** representing the communities impacted by your event. Identify the RNOs and BIDs in and around the event venue ([www.denvergov.org/RNO](http://www.denvergov.org/RNO)) and request an opportunity to attend upcoming meetings to share information and answer questions. Many of these groups meet monthly – reach out early!
  
- **Develop and distribute a press release, traffic advisory or news tip** with local media outlets if your event includes significant road closures and/or community impacts.
  - Channels 2 and 31 [tips@kdvr.com](mailto:tips@kdvr.com)
  - Channel 4 [newstips@cbs4denver.com](mailto:newstips@cbs4denver.com)
  - Channel 7 [newstips@thedenverchannel.com](mailto:newstips@thedenverchannel.com)
  - Channel 8 [MediaServices@DenverGov.org](mailto:MediaServices@DenverGov.org)
  - Channel 9 <https://www.9news.com/contact-us>
  - Telemundo <https://www.telemundodenver.com/envia-tus-comentarios>
  - Denver Post <https://www.denverpost.com/news-tips/>
  - Denverite [tips@denverite.com](mailto:tips@denverite.com)
  - Colorado Sun [tips@coloradosun.com](mailto:tips@coloradosun.com)

## Public Event Notification Flyer SAMPLE

### Event Name/Logo

## IMPORTANT INFORMATION! UPCOMING EVENT IMPACTING YOUR NEIGHBORHOOD!

### Dates and Times

Provide detailed information — include the load-in and load-out dates and hours.

### Location, Closures, Transportation and Parking Details

Provide specific and comprehensive information about street, sidewalk, park and other closures, detours as well as parking recommendations.

### Special Features

Include event programming information that may be of interest to the community including targeted age groups (21+ or family focused), food and drink offerings, entertainment schedule (especially if there will be amplified sound), anticipated crowd size, etc.

Use a respectful and friendly tone and make this information fun and compelling! This notification is a great way to promote the event to neighbors and businesses.

### Contact Information

Provide a way for the community to contact you before, during and after the event. Consider implementing and promoting a “hotline” for day-of concerns.

### Website Address

Provide the event/organization website address where the community can find event updates.

### Area Map or Parade/Race Route Map

