

Safe Open Streets & Six Weeks of Fun



A Three Point Plan to Reestablish Eureka Springs as a
Primary Travel Destination while Balancing the Need
for Safety Due to Covid-19

History of Program Development - How We Got Here

- A Broad Consortium of Industry Professionals in Eureka Springs Developed a Steering Committee to Address Tourism Reopening in Eureka Springs Due to Covid-19
- An Open Brainstorming Meeting was Hosted and Facilitated by Richard Davies, Former Parks & Tourism Director & Kyle Kellams, News Director of KUAF - 85 People Attended and submitted their ideas
- A Focus Group was Formed to Narrow Down the Concepts Provided by Community
- The Steering Committee Organized the Final Plan and Presented that Back to the Focus Group
- Funding is being Sought After by the Steering Committee

History of Program Development - How We Got Here

STEERING COMMITTEE FORMED

COMMUNITY BRAINSTORM MEETING

FOCUS GROUP FILTERED IDEAS

STEERING COMMITTEE ORGANIZES IDEAS & FORMULATES PLAN

PRESENTING TO CITY COUNCIL

SCHEDULING A COMMUNITY ZOOM MEETING

STEERING COMMITTEE



Jayme Brandt

Tracy Johnson

Debbie Davis

Jacqueline Wolven

Kent Butler

Jack Moyer

Gina Rambo

Rick Rojek

“You are setting an example and doing what every city needs to do to get going.”

- Montine McNulty CEO Arkansas Hospitality Association

Engaging State Tourism



“Eureka Springs, with its abundant natural beauty and unique historic architecture, is a jewel in the crown of Arkansas’s tourism industry. It’s a destination like no other and it will continue to draw visitors young and old looking for an authentic experience.”

- Stacy Hurst, Cabinet Secretary

GINA RAMBO

Interim CAPC Director



“This process was one of the best experiences I’ve had while at the CAPC working with community members across the board. As an unexpected outcome we were able to redefine the destination to focus on what already happens in our community punctuated by events. This has reestablished our power as a major tourism destination in the state.”

Common Themes From the Community

- “Open Safely in Open Spaces with Protocols”
- “Create a Safe Outdoor Dining Environment”
- “Develop Smaller, Impactful Entertainment Throughout Downtown”
- “Make a statement that we are Open Fireworks!”
- “Spring St Traffic to Allow for Safe Walking”
- “Re-start the Entertainment District”

Three Core Elements of the Program

1: Fireworks in Wide Open Spaces

- 6 Friday Nights over Eureka
- Safe Activity Outside
- Viewing throughout Eureka Springs
- A Great Way to Announce “We are OPEN as a Primary Travel Destination”



2: Open Safe Streets - An Arts & Entertainment Corridor

- **Friday - Sunday for Six Weeks** to Study the Concept of a True Arts & Entertainment Corridor
- One Way Traffic in the Open Safe Streets Area
- Providing Signage, Staffing, Design Elements to Allow for Easy Understanding
- Removing Parking on Spring (Basin to Mountain) to Allow for a **Safe Walking Corridor** during the Day & Dining, Music During the Night
- Programming could include: Sidewalk Sales, Gallery Strolls, Music, Arts Demonstration/Display, etc.
- Reinstating the Entertainment District Within These Proposed Boundaries
- Gathering Data to During Pilot Program to Provide Informed Decision Making for the Future



Open Safe
Street
Concept
Rendering
Main Street
Arkansas

3: Six Weeks of Fun - Safe Programming

- Highlighting Attractions & Programming Currently Built Into Eureka Springs
- Adding Smaller Elements through Themed Weeks that Include:
 - Celebrating the Outdoors - Opening Marble Flats
 - Grand Illumination - Relighting Downtown Eureka Springs
 - Arts Weekend including Community Mural Painting with Main Street
 - Dirt Church - Southern Enduro Race
 - Super Soaker Weekend
 - Music Series in Basin Spring Park & Sweet Spring Buskers Stage
 - Celebrating the 40th Anniversary of Thorncrown Chapel
 - Movies at the Community Center
 - Mask-quarde - Filming a “Wear Your Mask Video” Celebration
- Handout Provided Detailing each week

Safety Protocols

Safety Protocols

Researched, Planned, Approved & Managed

- All Events will have Safety & Security Protocols
 - Guidelines will be consistent with the Arkansas Festivals Association
 - Protocols will comply with guidance provided by the Arkansas Department of Health
- Prior to requesting an event permit from the City of Eureka Springs
 - An Arkansas Dept of Health Review will be requested & approval granted

Researched, Planned, Approved & Managed Safety Protocols

- Safety Protocols will INCLUDE BUT NOT BE LIMITED TO:
 - Basin Spring Park:
 - Staffed entrances w/ One Way In/Out, Sanitation Station,
 - Quartered area with Attendance Caps managed by a Safety Patrol
 - Fireworks:
 - Signage & Roped Off Viewing Areas (Spaced & Masked), Public Bathroom Maintenance
 - Everyday Activities: To be Included Attraction Must Agree to Provide & Enforce Protocols
 - Outdoor Movie: Spaced Seating
 - Artrageous Parade:
 - Safety patrol - Limited Viewing areas - Spaced Parade Route enforced - No Candy Toss

Costs of Programming

Total Costs of Programming

This is a Public/Private Partnership to Raise Funds & Promote Eureka Springs as a Primary Travel Destination

- Fireworks: \$30,000 - \$42,000
- Open Safe Streets & Six Weeks of Fun:
 - Programming / Protocols: \$130,000
 - Advertising / Public Relations: \$175,000

Current Pledges:

- Grand Illumination: \$5,000
- Mural: \$5,000
- Fireworks: \$7,000
- Advertising: \$24,000

WORKING TOGETHER on Promotion

- Cooperative Advertising
- Shared Calendar hosted on EurekaSprings.org

Distributed by All Partner Media:

EurekaSprings.com,
EurekaSpringsOnline.com
Eureka Springs Chamber
Main Street Eureka Springs

- Shared Lead Collectors

Six Weeks of Fun in Eureka Springs!

Eureka Springs Is Open!

Turpentine Creek Wildlife Refuge • The Great Passion Play • Christ of the Ozarks Statue • Eureka Springs Historical Museum
Eureka Springs & North Arkansas Railway Excursion Train • Ozark Mountain Ziplines • Onyx Cave Park • Blue Spring Heritage Center
Intrigue Theater • Escape Room 13 • Fun Spot • Art Walks & Gallery Strolls • Live Entertainment • Second Saturday Music Series
Ghost Tours • Walking & Tram Tours • Chef Owned Chef Inspired Dining • Unique Shopping • Spas & Salons
Lakes & Rivers • Hiking, Biking & Fishing • Fun Festivals • Fireworks AND SO MUCH MORE!

So Many Things to Do! So Many Things To See!

This area is reserved for possible event sponsorship names or support organization info.

EUREKA SPRINGS ARKANSAS

EurekaSprings.org

Successes Already from Going Through this Process

1. The Engagement of Arkansas Parks & Tourism in Entire Process
2. Listening and Learning from Community & Collectors for Their Ideas & reasons Why Their Customers Love Eureka Springs
3. Developed a Shared Calendar of Events
4. Sharing Leads (CAPC, EurekaSprings.com, EurekaSpringsOnline.com, Chamber & Main Street)
5. Cooperative Advertising
6. Reenforced the work of established organizations, built relationships and used support networks to assist in the program development

Successes Already from Going Through this Process

**State Leaders Engaged
in Entire Process**

**Listened to Community
& Collectors for Their
Ideas & Their
Customers Needs**

**Developed a Shared
Calendar of Events for
the Six Weeks of
Programming**

**Sharing Leads Across
Organizations**

**Cooperative
Advertising**

**Re-Enforced the work
of established
organizations and their
support networks**

Why Support These Efforts?



Tourism is the Economic Driver for the City of Eureka Springs & Supporting their Efforts Allows for Tax Revenue to Underwrite Services of the City of Eureka Springs, City Advertising & Promotion, Parks, Police & Fire

We are all in this together.

Next Steps from City Council

We are asking tonight for:

- Fireworks Permit for July 3rd
- Bi-Monthly Evaluation by the Mayor's Office and Representatives of the Council:
 - To Begin Open Safe Streets Demo Project
 - To Begin Six Weeks of Fun Programming

DRAFT - WORKING DOCUMENT							
THEME: 4th of July and or Opening Weekend	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
SIX WEEKS OF FUN SPECIAL PROGRAMMING							
Outdoor Movie @ the Community Center			X				
Live Music in Basin Spring Park - Ambiance Music				X		X	
Open Safe Streets					X	X	X
DJ & Bubbles in Basin Spring Park					X		
Fireworks						X	
Grand Illumination Opening Ceremony					X		
Deal Days - Discounts at Attractions/Lodging/Dining	X	X	X				
Old Time Fun in Basin Spring Park						X	
Exclusive Tour of Turpentine Creek		X					
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
EVERY DAY EUREKA							
Great Passion Play							
- Passion Play		X		X	X	X	
- Dirt Church/Mountain Biking	X	X	X	X	X	X	X
- Christ of the Ozarks, et al.	X	X	X	X	X	X	X
Lake Leatherwood							
- Mountain Biking	X	X	X	X	X	X	X
- Marina	X	X	X	X	X	X	X
- Hiking	X	X	X	X	X	X	X
Lakes & Rivers							
- Starkey - Eureka Springs Marina	X	X	X	X	X	X	X
- Holiday Island Table Rock Lake Marina	X	X	X	X	X	X	X
- White River (Fishing / Floating)	X	X	X	X	X	X	X
- Kings River (Fishing / Floating)	X	X	X	X	X	X	X
Family Activities							
- Escape Room 13	X	X	X	X	X	X	X
- Fun Spot	X	X	X	X	X	X	X
- Caves	X	X	X	X	X	X	X
- Turpentine Creek	X	X	X	X	X	X	X
- Train	X	X	X	X	X	X	X
Boutique Shopping		X	X	X	X	X	X
Intrigue Theater					X	X	
Ghost Tours	X	X	X	X	X	X	X
Walking & Tram Tours					X	X	X
Zip Lines	X	X	X	X	X	X	X
Art (plein aire, sculptures, etc.) - SELF GUIDED ART W	X	X	X	X	X	X	X
Hiking (Leatherwood, Black bass, in town) - Self Guided	X	X	X	X	X	X	X
Chef Owned Chef Inspired Dining	X	X	X	X	X	X	X
Live Music							
- Buskers Downtown	X	X	X	X	X	X	X
- Piped Music In Basin Spring Park featuring Local Bands	X	X	X		X		X
Spas - Massage	X	X	X	X	X	X	X
Historic Museum				X	X	X	X

DRAFT - WORKING DOCUMENT							
THEME: Spend the Week Outdoors	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
SIX WEEKS OF FUN SPECIAL PROGRAMMING							
Outdoor Movie @ the Community Center			X				
Live Music in Basin Spring Park - Ambiance Music				X		X	
Open Safe Streets					X	X	
DJ & Bubbles in Basin Spring Park					X		
Fireworks					X		
Deal Days - Discounts at Attractions/Lodging/Dining	X	X	X				
Opening of Marble Flats				X			
Tap Takeover Week	X	X	X	X	X	X	
Exclusive Tour of Turpentine Creek		X					
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
EVERY DAY EUREKA							
Great Passion Play							
- Passion Play		X		X	X	X	
- Dirt Church	X	X	X	X	X	X	X
- Christ of the Ozarks, et al.	X	X	X	X	X	X	X
Lake Leatherwood							
- Mountain Biking	X	X	X	X	X	X	X
- Marina							
- Hiking	X	X	X	X	X	X	X
Lakes & Rivers							
- Starkey - Eureka Springs Marina	X	X	X	X	X	X	X
- Holiday Island Table Rock Lake Marina	X	X	X	X	X	X	X
- White River (Fishing / Floating)	X	X	X	X	X	X	X
- Kings River (Fishing / Floating)	X	X	X	X	X	X	X
Family Activities							
- Escape Room 13	X	X	X	X	X	X	X
- Fun Spot	X	X	X	X	X	X	X
- Caves	X	X	X	X	X	X	X
- Turpentine Creek	X	X	X	X	X	X	X
- Train	X	X	X	X	X	X	X
Boutique Shopping		X	X	X	X	X	X
Intrigue Theater					X	X	
Ghost Tours	X	X	X	X	X	X	X
Walking & Tram Tours					X	X	X
Zip Lines	X	X	X	X	X	X	X
Art (plein aire, sculptures, etc.) - SELF GUIDED ART W	X	X	X	X	X	X	X
Hiking (Leatherwood, Black bass, in town) - Self Guided	X	X	X	X	X	X	X
Chef Owned Chef Inspired Dining	X	X	X	X	X	X	X
Live Music							
- Buskers Downtown	X	X	X	X	X	X	X
- Piped Music In Basin Spring Park featuring Local Bands	X	X	X		X		X
Spas - Massage							
Historic Museum				X	X	X	X

DRAFT - WORKING DOCUMENT							
THEME: CARNIVAL CELEBRATION OF MASKS	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
SIX WEEKS OF FUN SPECIAL PROGRAMMING							
Outdoor Movie @ the Community Center			X				
Live Music in Basin Spring Park - Ambiance Music				X		X	
Open Safe Streets					X	X	
DJ & Bubbles in Basin Spring Park					X		
Fireworks					X		
Deal Days - Discounts at Attractions/Lodging/Dining	X	X	X				
Carnival				X	X	X	X
The Mask-Quarade - Filming Mask Video							X
EXCLUSIVE Tour of Turpentine		X					
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
EVERY DAY EUREKA							
Great Passion Play							
- Passion Play		X		X	X	X	
- Dirt Church	X	X	X	X	X	X	X
- Christ of the Ozarks, et al.	X	X	X	X	X	X	X
Lake Leatherwood							
- Mountain Biking	X	X	X	X	X	X	X
- Marina							
- Hiking	X	X	X	X	X	X	X
Lakes & Rivers							
- Starkey - Eureka Springs Marina	X	X	X	X	X	X	X
- Holiday Island Table Rock Lake Marina	X	X	X	X	X	X	X
- White River (Fishing / Floating)	X	X	X	X	X	X	X
- Kings River (Fishing / Floating)	X	X	X	X	X	X	X
Family Activities							
- Escape Room 13	X	X	X	X	X	X	X
- Fun Spot	X	X	X	X	X	X	X
- Caves	X	X	X	X	X	X	X
- Turpentine Creek	X	X	X	X	X	X	X
- Train	X	X	X	X	X	X	X
Boutique Shopping		X	X	X	X	X	X
Intrigue Theater					X	X	
Ghost Tours	X	X	X	X	X	X	X
Walking & Tram Tours					X	X	X
Zip Lines	X	X	X	X	X	X	X
Art (plein aire, sculptures, etc.) - SELF GUIDED ART W	X	X	X	X	X	X	X
Hiking (Leatherwood, Black bass, in town) - Self Guided	X	X	X	X	X	X	X
Chef Owned Chef Inspired Dining	X	X	X	X	X	X	X
Live Music							
- Buskers Downtown	X	X	X	X	X	X	X
- Piped Music In Basin Spring Park featuring Local Bands	X	X	X		X		X
Spas - Massage							
Historic Museum				X	X	X	X

DRAFT - WORKING DOCUMENT							
THEME: ARTrageous Eureka	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
SIX WEEKS OF FUN SPECIAL PROGRAMMING							
Outdoor Movie @ the Community Center			X				
Live Music in Basin Spring Park - Ambiance Music				X		X	
Open Safe Streets					X	X	
DJ & Bubbles in Basin Spring Park					X		
Fireworks					X		
Deal Days - Discounts at Attractions/Lodging/Dining	X	X	X				
ArtRageous Parade							X
Community Mural Painting	X	X	X	X	X	X	X
Exclusive Tour of Turpentine Creek		X					
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
EVERY DAY EUREKA							
Great Passion Play							
- Passion Play		X		X	X	X	
- Dirt Church	X	X	X	X	X	X	X
- Christ of the Ozarks, et al.	X	X	X	X	X	X	X
Lake Leatherwood							
- Mountain Biking	X	X	X	X	X	X	X
- Marina							
- Hiking	X	X	X	X	X	X	X
Lakes & Rivers							
- Starkey - Eureka Springs Marina	X	X	X	X	X	X	X
- Holiday Island Table Rock Lake Marina	X	X	X	X	X	X	X
- White River (Fishing / Floating)	X	X	X	X	X	X	X
- Kings River (Fishing / Floating)	X	X	X	X	X	X	X
Family Activities							
- Escape Room 13	X	X	X	X	X	X	X
- Fun Spot	X	X	X	X	X	X	X
- Caves	X	X	X	X	X	X	X
- Turpentine Creek	X	X	X	X	X	X	X
- Train	X	X	X	X	X	X	X
Boutique Shopping		X	X	X	X	X	X
Intrigue Theater					X	X	
Ghost Tours	X	X	X	X	X	X	X
Walking & Tram Tours					X	X	X
Zip Lines	X	X	X	X	X	X	X
Art (plein aire, sculptures, etc.) - SELF GUIDED ART W	X	X	X	X	X	X	X
Hiking (Leatherwood, Black bass, in town) - Self Guided	X	X	X	X	X	X	X
Chef Owned Chef Inspired Dining	X	X	X	X	X	X	X
Live Music							
- Buskers Downtown	X	X	X	X	X	X	X
- Piped Music In Basin Spring Park featuring Local Bands	X	X	X		X		X
Spas - Massage							
Historic Museum				X	X	X	X

