

# EVENT SITE PLANNING WORKSHEET (FILLABLE)

## ◆ 1. Event Overview

Event Name:  Brew and Browse \_\_\_\_\_

Event Type: (Festival / Conference / Expo / Sporting Event / **Other**)

Target Audience:  \_\_\_ Young adults (20s–30s) \_\_\_\_\_

Estimated Attendance:  \_\_\_\_\_

Site Location:  \_\_\_ Downtown Barrington \_\_\_\_\_

Indoor / Outdoor / Hybrid:  \_\_\_ Outdoor \_\_\_\_\_

## ◆ 2. Experience Goals (Design with Intent)

What do you want attendees to DO?

Explore

Network

Purchase

Learn

Celebrate

Other:  \_\_\_\_\_

What should attendees FEEL?

Excited

Comfortable

Inspired

Curious

Safe

Other:  \_\_\_\_\_

Top 3 Event Outcomes:

- \_\_\_\_\_  
To increase community engagement with village run events
- \_\_\_\_\_  
To promote local businesses by giving them vendor space
- \_\_\_\_\_  
To make all ages feel welcome and enjoy their time

## ◆ 3. Site Zones Planning

### Entry & Arrival Zone

- Entrance location(s): Cook St., BMO lot
- Check-in method: Vendors will check in with vendor coordinator; guests will receive 21+ wristband at the village welcome tent.
- First impression elements (signage, branding): Village welcome tent with freebies, signs with the vendors and their locations, Village banner flags & event banner flags, music playing, barriers with no alcohol beyond this point signs.

### Flow & Circulation

- Primary pathways:  \_\_\_ Cook St, BMO lot \_\_\_\_\_
- Secondary pathways:  \_\_\_ Russel St. \_\_\_\_\_

- Known congestion risks: \_\_ Food truck areas \_\_\_\_\_
  - Wayfinding plan: Use chalkboard directional signs placed at key intersections and high-traffic areas to guide guests to vendors, food trucks, and seating. Include a central vendor map board and add greenery around signage to make it visible and cohesive with the event design.
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### Activity & Engagement Zones

Zone Type	Location	Key Features
Stage / Main Area	BMO Lot	- Live folk/indie band, main seating nearby, string lights, open space for crowd
Exhibits / Booths	Along primary pathways (Cook St & BMO lot)	- Handmade goods, wood displays, cohesive setup, chalkboard vendor signage
Interactive Area	Near central backdrop	- “Brew & Browse” greenery backdrop with lights, photo spot, potential small DIY activity
Networking Space	Seating areas throughout event	- Cocktail tables, picnic benches with tablecloths, food + coffee nearby, relaxed atmosphere

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### Vendor & Revenue Zones

- Food & Beverage Locations: \_\_ Cook St. and BMO Lot \_\_
- Merchandise Areas: \_\_\_\_\_ Cook St. and BMO Lot \_\_\_\_\_
- Sponsor Activations: Local Smoothie Bar (Nektur) will provide samples and coupons at their tent.

#### Are vendors placed in high-traffic areas?

Yes  No  Needs Improvement

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### Comfort & Buffer Zones

- Seating areas: \_\_ cocktail tables and picnic benches throughout
  - Shade / shelter: \_\_ tents and umbrellas
  - Quiet/rest spaces: \_\_\_\_\_ seating away from the stage
  - Hydration/restrooms: \_\_ water stations and porta johns in a out of the way location
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### Safety & Emergency Planning

- Emergency exits: Clearly marked exits along main pathways
  - First aid locations: Central first aid tent at village/bar tent
  - Security/checkpoints: Police and Public works staff and volunteers at entrances and high-traffic areas
  - Emergency vehicle access: Open access routes along primary pathways
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## 4. Dwell Time & Engagement Strategy

### Where will people naturally gather?


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### How will you increase dwell time?

- Seating near activities
- Food near entertainment
- Interactive elements
- Shade/comfort features

**Planned “sticky zones” (high dwell areas):** Seating near the stage and food trucks, the main greenery photo backdrop, and central vendor areas along primary pathways. These include interactive vendors like create-your-own bouquet, charm bracelet, and cowboy hat stations, as well as permanent jewelry, artisan, and food vendors.

**◆ 5. Site Layout Sketch (Draw Your Plan)**

 Draw your site map below (label zones, pathways, entrances, etc.)

**Brew and Browse Market Site Map**



**Legend**

-  Food Trucks
-  Picnic tables
-  Cocktail tables
-  Porta Pottys
-  Village Bar
-  10 x 10 tent
-  Barriers w/ no alcohol beyond this point signs

**Brew and Browse Market**  
**When:** Saturday, Sept. 12 from 1–6 p.m.  
**Where:** Downtown Barrington, Cook St. & BMO Lot  
 Live entertainment and vendors  
 Food priced separately

**◆ 6. Risk & Problem Identification**

**Potential friction zones (crowding, confusion):** Food truck areas, main stage during performances, and central vendor pathways where traffic may overlap.

**Weather concerns:** \_\_ Rain, heat, or wind impacting outdoor setup and attendance

**Accessibility considerations (ADA):** Accessible pathways, seating options, and clear signage for all areas

**Biggest site risk:** Crowding and congestion around food trucks and main pathways leading to limited movement and longer wait times

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◆ **7. Evaluation Checklist**

Rate each area (1 = Poor, 5 = Excellent):

<b>Category</b>	<b>Score (1–5)</b>
Arrival Experience	4
Flow & Movement	5
Engagement Design	4
Revenue Placement	3
Comfort & Amenities	4
Safety Planning	5

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◆ **8. Final Reflection**

**What is the strongest part of your site plan?** The cohesive design and layout that creates a clear flow while also making the event feel inviting and organized.

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**What needs improvement?** Managing crowd flow in high-traffic areas like food trucks and main pathways.

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**One design change that would improve the experience:** Adding more signage and spacing between vendors to reduce congestion and improve navigation.

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