



## City of Kalamazoo Parks & Recreation

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### **For Immediate Release**

#### ***CITY IMPLEMENTS NEW SPECIAL EVENT APPROVAL AND MANAGEMENT PROCESS***

***June 28, 2016, Kalamazoo, Michigan*** – The City of Kalamazoo implemented a new process for the approval and management of special events in the city, such as runs, walks, parades, and festivals. The change is being made to simplify the application process, provide one dedicated point of contact for event organizers, and improve communication between organizers, city staff, residents, and business owners.

Among the changes to the process are simplified application forms and the creation of a Special Events Coordinator position within City's Department of Parks & Recreation. The Special Events Coordinator will facilitate the approval of events and coordinate with Public Safety, Public Services, and any other City personnel that may be required.

The role of Special Events Coordinator has been filled by Katie Broekema, who brings a background in communications and special event race planning. She has been active in Kalamazoo's downtown community for the past two years and was previously employed at Gazelle Sports.

"Having been involved in both the planning of events and as a member of Kalamazoo's downtown community, I have seen both sides of this process," Ms. Broekema said. "I will be focusing on simplifying the process for organizers and improving communication with residents and business owners downtown, who most often are impacted by these events. Our goal is to maintain the vibrant and fun downtown that we all enjoy while striking a balance with the needs of those living in the immediate area."

All applications for special events can be submitted following the new procedure through the City of Kalamazoo's Special Events Coordinator, who can be reached at (269) 337-8191 or [broekemak@kalamazoocity.org](mailto:broekemak@kalamazoocity.org). Additional information is available at [www.kzooparks.org/specialevents](http://www.kzooparks.org/specialevents).

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