

August 31, 1994

Park Directive 5030

SPECIAL EVENTS**I. SCOPE OF SPECIAL EVENTS**

The park/museum shall produce special events which provide information about the park/museum's overall mission. More specifically, the primary focus of special events shall be to attract new and diverse audiences, introducing them to the park/museum, its mission, facilities, and interpretive priorities.

II. SPECIAL EVENTS GUIDELINES

For many visitors, special events are the introduction to the special resources and opportunities of the park/museum. The event creates the image of the site for that visitor.

- A. Most special events at each park/museum will fall within the scope and mission of the park/museum and its interpretation emphasis. Such events will introduce visitors to the resources, management, and mission of the park/museum. Establishing a clear relationship between the event and the park/museum resources and mission is critical.
- B. Event activities and interpretation must be honest and objective, not a perpetuation of myths and stereotypes.
- C. When the park/museum is "re-creating the past," authenticity of clothing, activities, accoutrements, data, and decor will be a primary consideration.

III. EXISTING EVENTS

- A. The park/museum will evaluate and eliminate, upgrade, or replace existing events as needed to meet its interpretive mission and goals. Program critiquing and evaluation as to content and visitor needs is encouraged.
- B. The park/museum will design and incorporate additional interpretive programs, temporary exhibits, and extended tours as adjuncts to existing special events to provide participants the opportunity for increased mission-related experiences.

IV. NEW EVENTS

- A. Special events will be designed and produced to meet the park/museum's interpretive mission and goals and will provide opportunities for a more thorough understanding and appreciation of the park, its management, and its mission.
- B. The Superintendent/Director may approve recreational events and activities which utilize park/museum facilities and resources, when those activities in the Superintendent/Director's judgment do not cause undue damage to facilities or irreparable harm to resources and when they are appropriate and compatible with the mission and function of the site and the park system.

V. EVENTS NOT SPONSORED BY STATE PARKS

- A. The State Parks Director may authorize events not sponsored by the park/museum or the State Park System to take place on park grounds when:
 - 1. They do not cause irreparable harm to facilities or resources;
 - 2. The activities are appropriate for a park/museum and behavior is suitable for state park clientele;
 - 3. They take place in "private" reserved areas such as pavilions, meeting rooms, or pre-approved areas;

4. The activities do not interfere with the enjoyment of the park/museum by other visitors;
5. It is made clear to the public in promotions and during the event that the activity is not sponsored by the state park/museum;
6. All other policies and procedures required by this department are met.

Such events might include family reunions, meetings and activities of schools or corporations, and functions produced for profit by communities or commercial vendors.

- B. The State Parks Director may elect to co-sponsor activities with community or commercial entities. In such cases, the Superintendent will make every effort to ensure that appropriate mission-related activities are included and sections III and IV of this policy are followed.

VI. ELDERHOSTEL EVENTS

- A. Arkansas State Parks interested in becoming part of the international ELDERHOSTEL network will meet with the state park ELDERHOSTEL coordinator (Program Services Section) to review the site and guidelines. All ELDERHOSTEL programs must adhere to guidelines set forth in the international ELDERHOSTEL manual.
- B. Parks will limit enrollment as facilities and transportation allow, not to exceed fifty (50). Programs will not be done for less than twenty (20) without an evaluation of the budget.
- C. Hostellers are charged one fee covering all expenses. Each ELDERHOSTEL budget will cover the cost of services and facilities and will demonstrate every possible opportunity to use ELDERHOSTEL tuition to enhance program quality and content.
- D. Program Services will provide coordination, organization, and budgeting guidelines for the ELDERHOSTEL program at state park and museum locations.

Replaces PD 5030 dated January 13, 1993

Related PDs: 5000 Interpretation Mission and Responsibility

5005 Interpretation Policy and Plan

5015 Research and Development of Resources

Approved By

A handwritten signature in black ink, appearing to read "Greg Butts", written over a horizontal line.

GREG BUTTS, DIRECTOR
Arkansas State Parks