



Special/Novelty Events Study - Spanaway Park & Sprinker Recreation Center

Pierce County, Washington

HSP worked with Pierce County Parks and Recreation to determine the opportunity to host impactful, notable and active special events at Spanaway Park and the Sprinker Recreation Center in Spanaway, Washington. This was a unique study that outlined numerous unique active event options for the County.

The reality was that hundreds of creative, impactful and active events already exist in the Pacific Northwest (and in the Seattle area specifically). This presented a challenge to offer new events that are not already occurring, or to put a unique twist on existing events.

HSP's analysis suggested that due to the high number of existing special events in the Pacific Northwest, it was best if Pierce County augment or put a special 'twist' on an existing event idea. The benefit to that approach was that the existing event has likely been tried and proven. The County could then augment the event to be unique to Spanaway Park and Sprinker Recreation Center.

HSP outlined various events under consideration, including

- Forest and logging festivals,
- Novelty races,
- Health and wellness festivals,
- Rails and Sails festival, and
- Wilderness survival events, among others.

Client: Pierce County Parks & Recreation

Time Period: 2019