

# Event and Festival Framework

## Strategic Direction

**Integrated approach to event procurement**

- Streamlined roles and responsibilities provided by City and Tourism Kelowna
- Seamless process for event organizers
- Proactive identification and procurement of event opportunities (i.e. Skate Canada Int'l, Western Canadian Music Awards, etc)

**Community Leadership**

- Ensure alignment with current plans
- Enhanced Community Engagement

**Service Focus**

- Information and Communication
- Capacity Building

## Core Event Properties

**Special "one-off" civic projects and events**

- Identification, procurement and development of special events (ie. Olympic Torch Relay, Bennett Bridge Opening, International Children's Winter Games, BC Games, etc)

**Tourism Kelowna Role with Events**

- Destination marketing
- Event procurement/sales and connection with local host organization
- Event research
- Familiarization Tours
- Bid preparation
- Collaborate with City to secure event
- Information Services

## Volunteer Support for Events

**Management of event-based volunteer program**

- Market volunteer opportunities
- Leverage existing community volunteer resources
- Develop an incentive and recognition program
- Oversee an effective Training program
- Create a committed volunteer

**Collaboration with Kelowna Community Resource Centre**

- Volunteer recruitment, retention and recognition

## Regulatory/Facilitative

**Outdoor Event Committee**

- Multi department and agency representation
- Existing event renewal
- New event application
- Consultative process with event organizers
- Regulatory requirements

**Event Evaluation and Review**

- Onsite monitoring
- Post event report & review

**Film Industry**

- Policy and procedures for filming requests
- Coordinate with Film Commission

**Event Policies & Procedures**

- Coordinated approach to requests and bookings
- Consistent internal processes between departments

## Resources

**Human Resources**

- Alignment, coordination and appropriate deployment

**Funding Programs**

- Review and further develop funding programs, including:
  - Strategic Event Fund
  - City Services Offset Grant
  - Sport Event Dev't Grant
  - Arts & Culture Proj. Grant
- Base budget allocation
- Alignment of funding programs with complimentary funding criteria