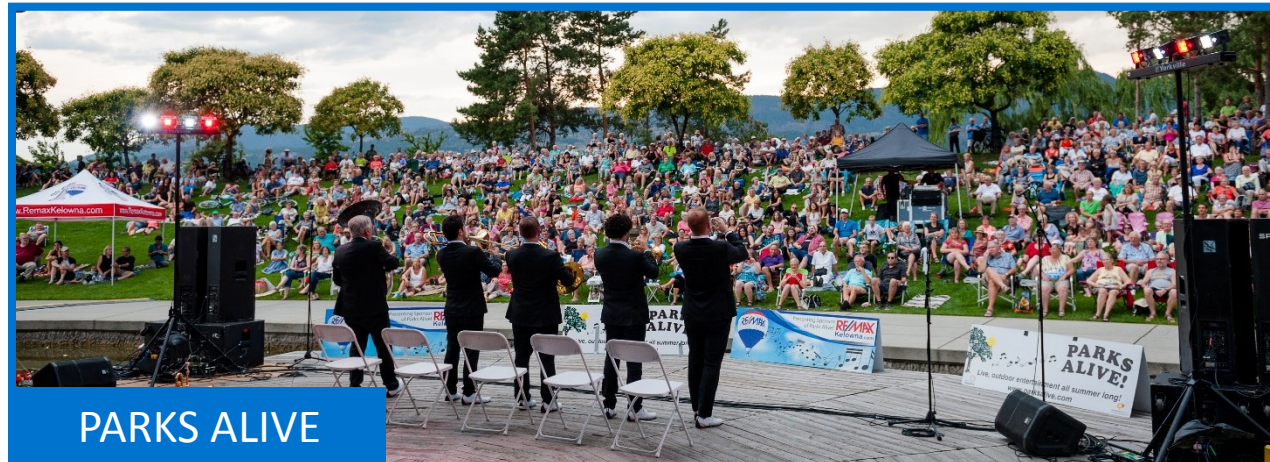


OUTDOOR EVENTS

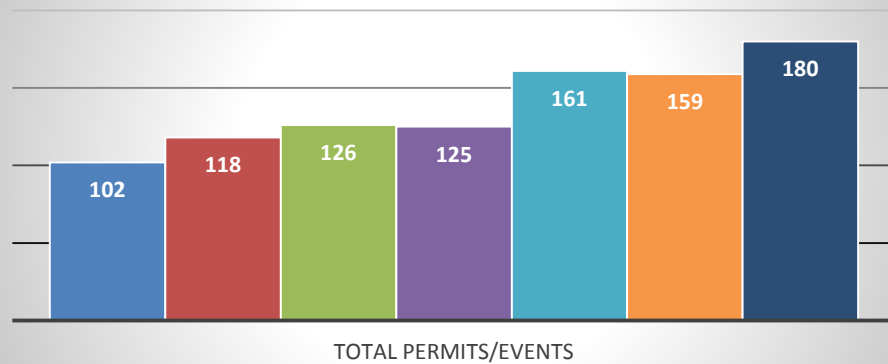


BACKGROUND



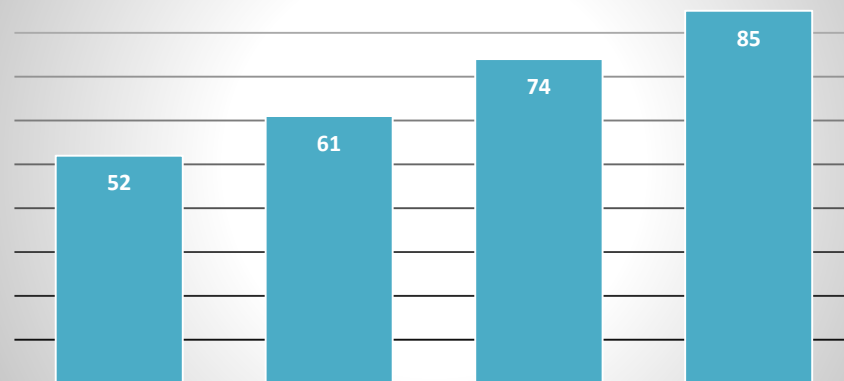
2018 OVERVIEW

Number of Events



■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018

Number of Tournaments



2015 2016 2017 2018

RETURNING EVENTS



NEW YORK NEW YEARS



RIBFEST

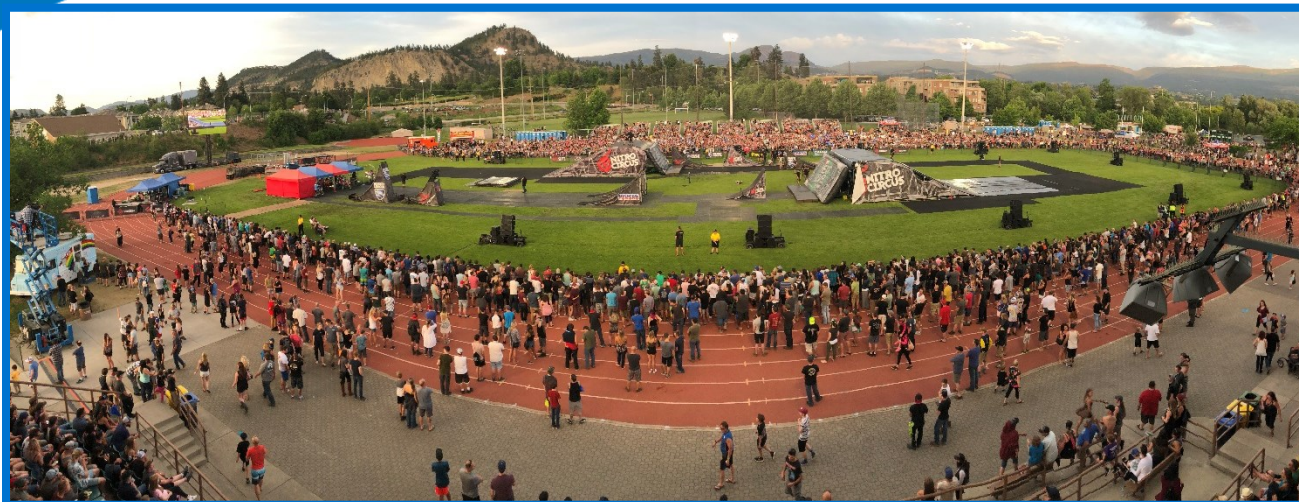


GREAT OKANAGAN BEER FEST



OKANAGAN PRIDE FESTIVAL

NEW EVENTS - 2018

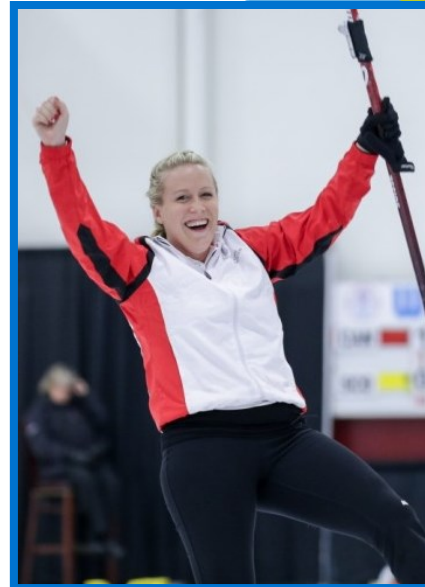


NITRO CIRCUS

BREAKOUT WEST!



WORLD MIXED CURLING CHAMPIONSHIPS



BIDS - 2018

2019 BC HIGHSCHOOL CHAMPIONSHIPS



2019 SKATE CANADA
INTERNATIONAL



2019 FIELD LACROSSE NATIONALS



2020 MEMORIAL CUP

CHALLENGES - 2018



EVENT COSTS

EVENT SPACE

WEATHER

2019 PLANS

MEASURING EVENT IMPACT

POLICY DEVELOPMENT

STRATEGIC EVENT FRAMEWORK

EVENT & FESTIVAL FRAMEWORK

Vision

- To develop a vibrant eventful city which celebrates our spirit, contributes to our local prosperity, and enriches our quality of life.

Guiding Principles

- Foster safe & positive environments
- Strengthen collaboration
- Encourage inclusivity & diversity
- Develop a vibrant community
- Support capacity building
- Develop quality infrastructure
- Be a catalyst for local business
- Be accountable

EVENT & FESTIVALS FRAMEWORK

Focus Areas

- Event Development: Align goals and objectives
- Event Support: Assistance for event and organizational development
- Event Management: Strengthen application and regulatory processes
- Event Spaces: Develop and maintain event infrastructure

QUESTIONS?

