Event & Festival Framework

VISION

To be 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

FOCUS AREAS

EVENT DEVELOPMENT

- COMMUNITY COLLABORATION
- INTERDEPARTMENTAL ALIGNMENT
- MAJOR EVENT PROCUREMENT
- EVENT CAPACITY
- ACCURATE REPORTING

EVENT SUPPORT

- FUNDING PROGRAMS
- ORGANIZATIONAL DEVELOPMENT
- COMMUNICATIONS & MARKETING
- VOLUNTEER PROGRAM
- WEBSITE / RESOURCE CENTER
- ONSITE EVENT SUPPORT

EVENT MANAGEMENT

- APPLICATION PROCESS
- FILM GUIDELINES
- ALIGN INTERNAL PROCESSES
- BYLAW / FEES / GUIDELINES
- OUTDOOR EVENT COMMITTEE

EVENT SPACES

- ASSESS CURRENT INFRASTRUCTURE
- EXPLORE FUNDING OPPORTUNITIES
- CAPITAL INVESTMENT
- CREATIVE SPACES

Updated: January 2019