### **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

Support capacity building

Strengthen collaboration

Develop quality infrastructure

Encourage inclusivity & diversity

Be a catalyst for local business

Develop a vibrant community

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