

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)

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 pool

Collaboration with Kelowna Community Resource Centre

- Volunteer recruitment, retention and recognition

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

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