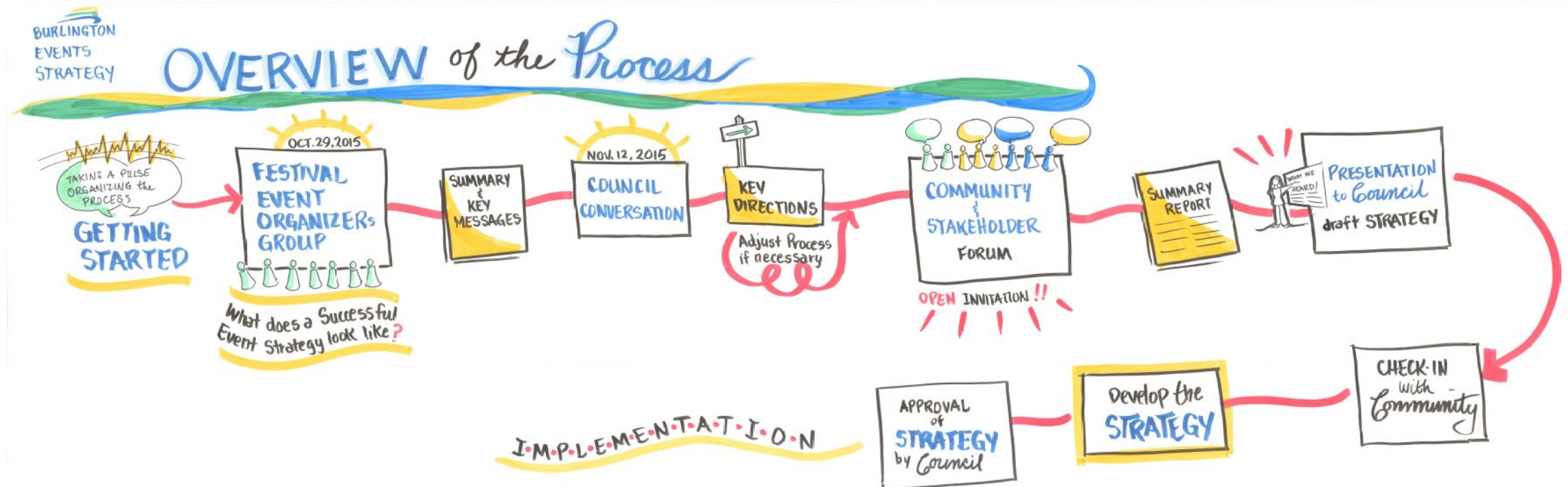


2015 Event Strategy Development



CITY OF
Burlington

*Festivals
& Events*



TUESDAY, MARCH 29, 2016

WHAT IS IN OUR

Future?



**MULTI-USE
FACILITY**

Outside the DOWNTOWN

**POP
UP**

**ALTERNATIVE
EVENTS**

BIG EVENTS

Volunteer time to
help **small
events**

**SIGNATURE
EVENTS
CONTINUE**



CITY

monitoring/
having inputs
to **Vendors**

**CLOUD
TRACKING
PROCESS**

event organizers

all over the CITY

THERE'S
**ALWAYS
SOMETHING
HAPPENING**

YEAR

ROUND

PROMOTE • PROMOTE • PROMOTE
TWITTER SNAPCHAT FACEBOOK

**WACKY
WINTER
Olympics**

**KITE
FLYING**

**SHAKESPEARE
in the Park...**

**USE
RBG
& other
Facilities**

**FARM
PRODUCE
events**



**FESTIVAL
of Neighbourhoods**

smaller events

*meet
your
neighbours*

Focus
on **HERITAGE &
VETERANS**

multi-cultural events
**Celebrate
CULTURAL
DIVERSITY**
*International
FOODS*

**ZERO
WASTE**



**EVENTS
IN/ON
WATER**



something
happens
after the
Fireworks

safety addressed

**REALLY
EFFICIENT
TRANSPORTATION
SYSTEM**



CITY OF
Burlington

*Festivals
& Events*

OUR
ADVICE

TO THE **City** ON *Festivals
& Events*

LET THE
POPE
come!!

USE **SOCIAL
MEDIA**
to market



all across
the **City**

OK TO HAVE
PROFIT but
GIVE BACK
to the
Community

HARD to use
these **CRITERIA**

CITY
STRATEGIC
PLAN



BUILD on the
SUCCESSFUL
Events
to build
CRITERIA

BIG EVENTS
are different

HAVE
DIVERSITY
of EVENTS



Balance

QUALITY
EVENTS & EVENT ORGANIZERS

- successful
- enjoyed
- safe
- appealing
- eliminating barriers

BENEFITS
as a Legacy

celebrities
contributing
to community



CONTINUE
WITH
**COMMUNITY
ENGAGEMENT**

INVALUABLE

**UNDERSTAND
VALUE** for
RESIDENTS **IN**
OUTSIDE



UNDERSTAND
how people are
getting there.



**COST-
SHARING**
residents
CITY
(paid admission)



TOGETHER
WE CAN DO
A GREAT
JOB!!!!



**UNDERSTAND
THE**



AUDIENCE

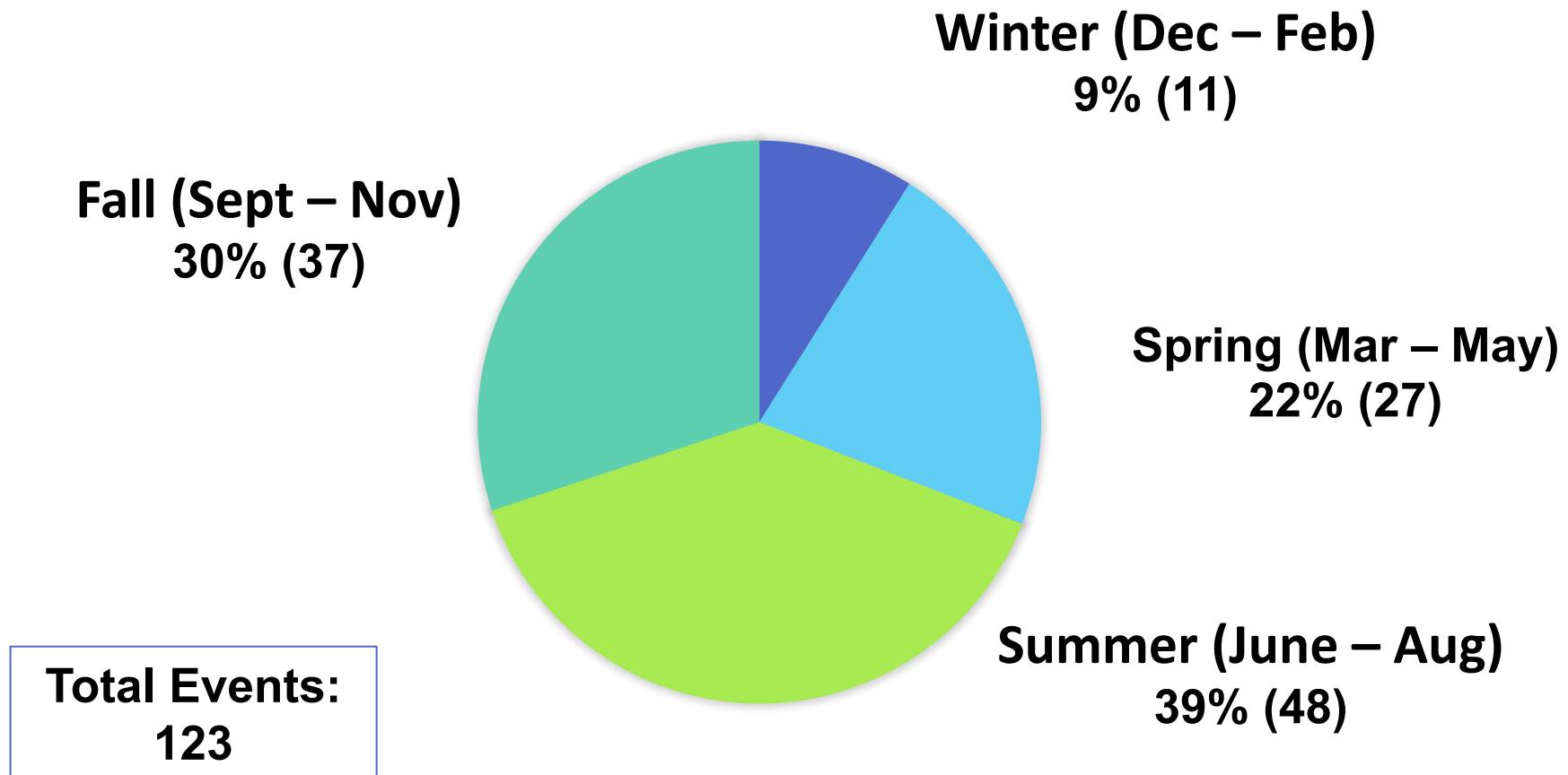
CRITERIA
#1 SUPPORT
the Community
2 FREE
3 NON PROFIT!
CHARITABLE

PERIODIC REVIEW of STRATEGY — HOW ARE DOING?
WE



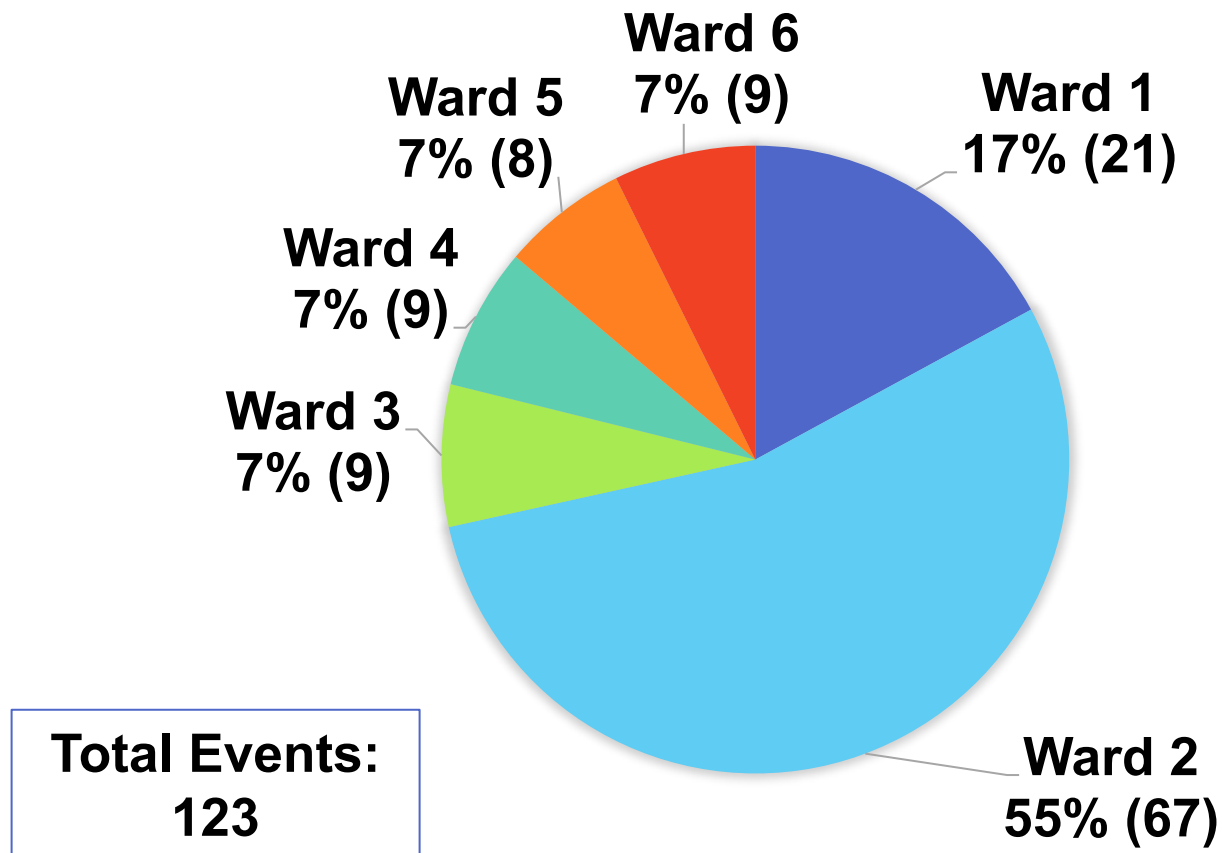
Community-Lead Events by Season

2019



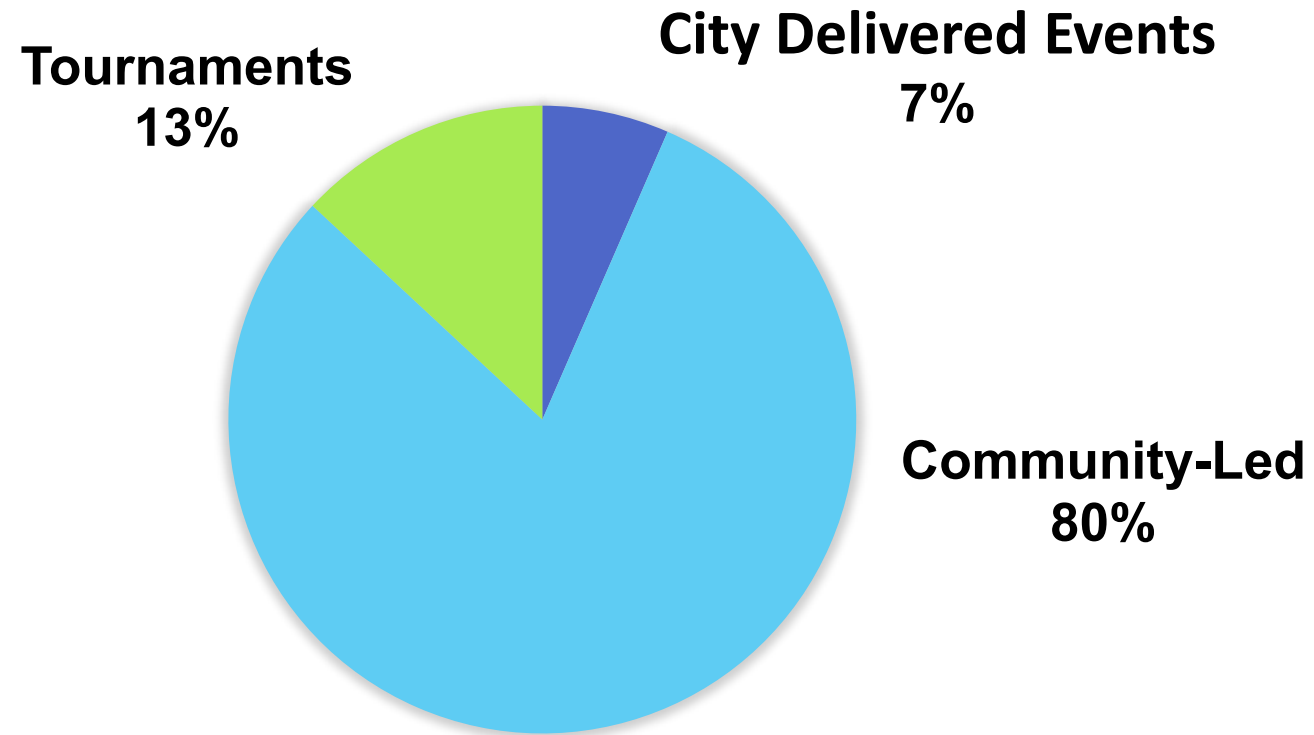
Community-Lead Events by Ward

2019



How Events are Delivered

2019



Festivals & Events Office Staff

- 1 Supervisor (1 FTE)
- 3 Coordinators (2 FTE & 1 PT)
- 1 PT Assistant Event Coordinator
- Event Assistants (Direct delivered event days only)

Discussion Outline

TODAY'S HIGHLIGHTS

Brief Introduction
Financial Struggles
Insights on Saving Money
Spending Habits of Millennials
Practical Steps to Regularly
Saving Money
Planning for Retirement
Final Words

Financial Preparation for Millennials | EWCC

02



Community Lead Events

Understanding Community Lead Event Needs

Provide guidance and support through the many complexities of event planning: licensing authorities, event safety, etc.

One point of contact and act as liaison with other departments and Regional representatives

Ensure timely delivery through various permitting processes

Engage with stakeholders as required



Special Events Team (S.E.T.)

- Corporate team with representatives from across the City and different sectors from the Region of Halton.
- Risk management & compliance focused
- Meet monthly
- Consulted regularly on a variety of event related components as they arise
- Conduct post-event evaluations

Approval by
Supervisor of
Festivals & Events
through
Delegated
Authority

Previous held events with
successful post-event evaluation
from SET can operate again

Parks can only take so much wear
and tear and need support from
added summer staff

Based on facility use and
availability

Community Consultation Trigger



New events over
1,000 ppl or
major change to
existing event



After
consultation,
staff make
decision



City leads 1st consultation
for new applicant; event
organizer responsible for
any subsequent



Up to 2 years
notice prior to
change



Discussion



City Delivered Events



Direct Delivery Operating Model

Canada Day, *NEW* Kids-Mini-Fest,
Movies Under the Stars, Santa Claus
Parade & support for Veterans events

Focus on community (not flag
raisings, grand openings, etc.)

Try to make conscious decisions to
move events around the city

Why Provide Direct Delivered Events?

Canada Day – national holiday celebrating civic pride supported with funding through Federal Government

Santa Claus Parade – occurs in all municipalities bringing Santa to town but not always Municipally delivered

Movies Under the Stars –an outdoor “program” geared to neighbourhoods hosted in several parks across city

NEW Kids-Mini-Fest – replaces former Children’s Festival held in SSP

Direct Delivered Event Challenges

Competing priorities for staff: 70% of community lead events held May – October

Canada Day (July), Movies Under the Stars (July/August), Kids-mini-fest (August) Santa Claus Parade (December but planning starts in June)

Event industry can be volatile and come with financial risks due to external factors

A competitive industry & can be impactful to surrounding areas

Unsuccessful bid to secure event rentals contract leaves us open to fluctuating pricing



Discussion



Space Allocation

Capacity Considerations



Limited capacity to address demand

SSP most sought after location and has most amenities to support events available May – October (Thanksgiving)

55% of events held in Ward 2 including city delivered: Canada Day, Santa Parade, Movies Under the Stars

Criteria development needed to provide guidance and transparent process



Framework for Recreation Criteria related to Festivals & Events

Fee to participate	Is there an entrance fee or cost to participate?
Welcoming	Is event inclusive, open to all and intended to reach a broad audience?
Impact or outcome	Does it benefit the greater community through economic impacts: tourism, fundraising dollars that stay local?
Historic or National Significance	Event is historic, celebrates milestone or occurs nationwide
Intended use of space	Is this what the requested intended use of public space is for? Who will it displace? Why? Is requested space a suitable amenity or can it be moved elsewhere?

Festivals & Events Criteria to Consider:

Innovation or Program Mix	Something new/different
Multi-cultural	Many cultures or representative of a specific culture
Sustainable	Can they run the event without city funding?
Organizational Review	Quality events & demonstrated capacity and professionalism of organizer
Community Impact	Impacts on residents/business in area
Significance to Burlington	Fundraising locally, promoting local, profiles Burlington
City Profile	Does it build reputation of Burlington

THANK YOU

