

## Events Action Plan

<b>Goal 1:</b> Enhance customer service through continuous improvement of City processes and assist event organizers in navigating through these processes						
<b>Action</b>	<b>Description</b>	<b>Stakeholder Connection/ Consultation</b>	<b>Lead</b>	<b>Budget Implication</b>	<b>Estimated Deadline</b>	<b>Corresponding Corporate Plan or Strategic Priority</b>
1.1 Provide One-stop, clear and timely assistance navigating the City's processes and customized responses/next steps for each event organizer's SEAT application	<ul style="list-style-type: none"> <li>Staff to provide customized responses for each SEAT application letting organizers know the specific steps and requirements to get their event approved and/or provide recommendations for alternate locations or potential solutions to help resolve any issues and provide referrals to external organizations who can assist with events (i.e. Tool library)</li> </ul>	Event Organizers 2013 and 2015	Events Office	No	Q3 2017 and on-going	Open for Business  Our People and Performance  Tourism Strategy
1.2 Develop and maintain priority tools for event organizers	<ul style="list-style-type: none"> <li>Develop various online tools as per 2015 consultation (i.e. develop and posts a list of corporate contacts: who/what/where for SEAT related approvals/requirements for event organizers)</li> </ul>	Event Organizers 2013 and 2015	Events Office	No	Q4 2017 and on-going	Open for Business  Built Environment & Infrastructure  Tourism Strategy
1.3 Enhance City's website content to	<ul style="list-style-type: none"> <li>Revise website content and modify existing SEAT</li> </ul>	Event Organizers	Events Office	No	Q3 2017 and on-	Open for Business

ensure increased clarity of requirements and additional of priority tools	<p>guidelines doc so that it is searchable and more user-friendly and includes information and links for city grants for events</p> <ul style="list-style-type: none"> <li>• Increase clarification of language and consistency with other city-wide processes</li> </ul>	<p>2013 and 2015</p> <p>Better practice research and Open for Business consultation</p>	Corporate Communications		going	Built Environment & Infrastructure
1.4 Organize e-tutorials or workshops for event organizers	<ul style="list-style-type: none"> <li>• Organize and execute e-tutorials and/or some annual workshops to help organizers understand requirements for their event, fill out the online application; and increase awareness about city grants for events and their requirements/intake timelines</li> </ul>	Event Organizers 2015	<p>Events Office</p> <p>Cultural Development (city grants for events)</p>	Yes (depending on the scope of such workshops)	Q3 2017 and on-going	<p>Open for Business</p> <p>Built Environment &amp; Infrastructure</p> <p>Tourism Strategy</p>
1.5 Create an online (searchable) tool that allows customers to check availability and book Recreation Facilities & Parks	<ul style="list-style-type: none"> <li>• Recreation is transitioning to a new technology that will enable event organizers to check availability and book recreation facilities online</li> <li>• Phase 2: Environmental Services (Parks) will add parks to the system so that event organizers can also check city park availability and book online</li> </ul>	Event Organizers 2013 and 2015	Recreation	<p>No</p> <p>Yes</p>	<p>Q4 2017</p> <p>Q2 2018</p>	<p>Open for Business</p> <p>Built Environment &amp; Infrastructure</p>
1.6 Create an annual map that shows	<ul style="list-style-type: none"> <li>• In connection with open data; using outdoor SEAT</li> </ul>	Cultural Plan consultation	Cultural Development	No	Q2 2017	Cultural Plan

where, when and what types of events occur across the city	approved events from the previous year create an annual map that helps event organizers plan; and celebrates these event and demonstrates a vibrant city	Event Organizers 2015	and GIS			Built Environment & Infrastructure
1.7 SEAT Audit recommendation next steps and continuous improvement	<ul style="list-style-type: none"> <li>Prioritize recommendations for improvements (reduction of red tape) from SEAT audit</li> </ul>	SEAT 2015 SEAT audit 2016	Events Office SEAT	No	On-going	Open for Business  Our People & Performance
1.8 Develop and post online list of all city-owned spaces and general descriptions related to events	<ul style="list-style-type: none"> <li>Create one list of all outdoor city-owned spaces used to host events with key info (i.e. address, key amenities, size etc.) that will be posted on the Events page. (Start with popular event parks and phase in other spaces over time).</li> </ul>	Event Organizers 2013 and 2015	Environmental Services, Facilities, Events Office and Corporate Communications	No	Q4 2017	Open for Business  Our People & Performance

Goal 2: Balance public safety and resources while strategically supporting and growing the events sector						
Action	Description	Stakeholder Connection/ Consultation	Lead	Budget Implication	Estimated Deadline	Corresponding Corporate Plan or Priority Theme
2.1 Review SEAT ToR and SEAT Policy	<ul style="list-style-type: none"> <li>Events Office to continue work on the SEAT Terms of Reference.</li> <li>Implement Phase 2 AMANDA work.</li> </ul>	n/a	Events Office and others TBD.	No	Q4 2017	Open for Business  Our People & Performance

	<ul style="list-style-type: none"> <li>SEAT Policy revision scope of work to be determined.</li> </ul>					
2.2 Continue to support events through City's Enrichment Fund	<ul style="list-style-type: none"> <li>City to continue to provide support and awareness of city grants that support and grow events</li> </ul>	Event Organizers 2013 and 2015	Cultural Development	No – unless we want to increase CEF for events?	On-going	Culture & Diversity
2.3 Game Day/Event Insurance Review	<p>Make it easier for event organizers to understand and access insurance</p> <p>Clarify eligibility for event insurance and referrals to event organizers for this corporate insurance coverage</p> <p>Ensure consistency with Rec definitions</p>	Event Organizers	Recreation  Events Office (referrals)		Laura Kerr to provide	
2.4 Provision of information to Facilities booking staff from PW and Recreation	<ul style="list-style-type: none"> <li>Events Office staff to provide information to staff who book city-owned facilities and spaces to ensure they understand SEAT requirements and are referring to Events Office staff if events require formal SEAT application in addition to space booking</li> </ul>	n/a	Events Office  Facilities and Recreation	No	Q1 2017	

Goal 3: Develop and enhance public spaces for the use of events, which supports quality of life, place making, and tourism						
Action	Description	Stakeholder Connection/ Consultation	Lead	Budget Implication	Estimated Deadline	Corresponding Corporate Plan or Strategic Priority Theme
3.1 Identify gaps in City-wide Parks	<ul style="list-style-type: none"> <li>Events Office/SEAT to work with Environmental Services, LAS, Recreation, and Facilities to develop a list of current gaps in amenities that would help make existing city-wide parks more events friendly for event organizers</li> <li>Incorporate events friendly needs in current parks audit list</li> </ul>	Event Organizers  Best Practices	Environmental Service, LAS and Events Office	Yes – for future park redevelopment or new amenities	Q3 2017	Built Environment & Infrastructure
3.2 Investigate the feasibility of reviewing potential gaps in neighbourhood parks that help support events	<ul style="list-style-type: none"> <li>LAS and Neighbourhood Office to investigate...</li> <li>Tourism &amp; Culture to identify specific non-city-wide parks used for SEAT events and potential gaps in amenities</li> </ul>	Event Organizers  Best Practices	Neighbourhood Development Office, Events Office, SPRC Community Developers)	Yes – for future park redevelopment or new amenities	2018	Culture Plan
3.3 Identify potential opportunities for new park development	<ul style="list-style-type: none"> <li>Events Office to continue to serve on Parks Working Group to share information and data to support the develop of new parks / parkland for event activity.</li> </ul>	Event Organizers  Best Practices	Environmental Service, LAS, Urban Renewal and Events Office	Yes – for future park redevelopment or new amenities	Ongoing	

3.4 Animation Strategy	<ul style="list-style-type: none"> <li>Investigate the development of a city-wide animation strategy (place making) for public spaces and identify existing plans that could be enhanced to serve this purpose.</li> </ul>	Corporate Strategic Plan (Vision 2020 consultation)	Environmental Services, LAS  Urban Renewal  Tourism and Culture  Facilities	TBD	TBD	Cultural Plan  Built Environment & Infrastructure
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**Goal 4: Produce, manage, deliver and/or contract out and measure high quality civic events that are safe and accessible; inclusive and welcoming; creative; and support the Corporate Strategic Plan’s priority of Culture & Diversity**

Action	Description	Stakeholder Connection/ Consultation	Lead	Budget Implication	Estimated Deadline	Corresponding Corporate Plan or Strategic Theme
4.1 Continue to produce annual events and new signature and Council directed events (resource permitting; financial, staffing etc.).	<ul style="list-style-type: none"> <li>Continue to produce and contract manage a total of 20+ events each year - 13 annual events and an average of 8-10 signature or new Council directed events (i.e. The Hip concert coordination, Rogers Hometown Hockey, Tall Ships, Beach Crawl)</li> <li>Investigate the development on a matrix to determine</li> </ul>	n/a	Events Office	Temporary staff and operational budget to support.	On-going	Cultural Plan  Our People & Performance

	which signature events staff can produce due to limited resources.					
4.2 Access audience feedback for events produced by the Events Office	<ul style="list-style-type: none"> <li>Develop and implement surveys for key events (WinterFest, Canada Day) to understand customer needs</li> </ul>	Better practice	Events Office	No	Q1 2017	Cultural Plan Culture & Diversity
4.3 Review programming and scope for current list of annual events to ensure they support the directives and key successes within the Corporate Strategic Theme area of Culture & Diversity	<ul style="list-style-type: none"> <li>Determine if there are opportunities to enhance programming for annual events to help further support key directives and successes within the Corporate Strategic Plan (Culture &amp; Diversity)</li> </ul>	Corporate Strategic Plan (Vision 2020 consultation)	Events Office John Ayrio's team	Yes (Based on the type of programming enhancements identified).	Q3 2016	Cultural Plan Culture & Diversity

Goal 5: Find ways to promote resident-facing events						
Action	Description	Stakeholder Connection/ Consultation	Lead Role	Budget Implication	Estimated Deadline	Corresponding Corporate Plan or Strategy
5.1 Develop an Online Community Events Calendar	<ul style="list-style-type: none"> <li>Create an online event calendar for community events.</li> <li>Events Office to help determine criteria for the types of events to be</li> </ul>	Event Organizers 2013 and 2015	Corporate Communications	No	Q2 2017	Built Environment & Infrastructure

	<ul style="list-style-type: none"> <li>included and send vetted events for posting.</li> </ul>					
5.2 Identify additional opportunities to promote resident facing events	<ul style="list-style-type: none"> <li>Corporate Communications to identify potential tools to assist with some additional promotional opportunities for resident-facing events</li> <li>Applicable events to be featured in the “What’s happening” monthly e-newsletter</li> </ul>	Event Organizers 2013 and 2015	Corporate Communications	No	Q1 2017	Culture & Diversity