

Festivals & Events Strategy

Program: Creative Communities Prosperity Fund

PROJECT DESCRIPTION

From 2013 to 2014, Richmond Hill used funding from Ontario's Creative Communities Prosperity Fund to further its cultural planning by developing a Festivals & Events Strategy.

Richmond Hill's events are award-winning and a new strategy will strengthen the planning and delivery of festivals and events in Richmond Hill.

Festivals and events can be powerful tools for building community pride, for placemaking and for delivering economic benefits. Richmond Hill's Festivals & Events Strategy is the result of a comprehensive process that included consultation, analysis of current festivals and events, research into trends and best practices, surveys and a review of Richmond Hill's plans and policies.

The Strategy recommends a vision and four strategic directions to enhance festivals and events in Richmond Hill. The vision articulated by the Festivals & Events Strategy is:

The Town of Richmond Hill facilitates and supports the delivery of vibrant and sustainable festivals and events that engage the community in event leadership, and enhance the quality of life for its residents and the community at large.

Overall, the Strategy supports increased involvement and input from the local community in planning and organizing events. It also recommends that the Town provide tools and resources to support the festivals and events that community groups organize.

Project Highlights:

Shared provincial and municipal investment in furthering municipal cultural planning through the development of a Festivals & Events Strategy.

The Strategy's priorities include:

- Building Community Capacity
- Linking Financial Support to Corporate Strategy
- Organizing Town Resources
- Creating a New Signature Event



A Vibrant Community

Richmond Hill's Cultural Plan

The Festivals and Events Strategy is an example of Richmond Hill's dedication to the Town's Cultural Plan. The Cultural Plan was developed to improve and promote the importance of culture to Richmond Hill's prosperity.



Richmond Hill, where people come together to build our community.

P R O J E C T F A C T S



Project Budget:	\$50 000
Creative Communities Prosperity Fund Contribution:	\$25 000
Completion Date:	June 2014

P R O J E C T B E N E F I T S

Richmond Hill has a long history of hosting and supporting festivals and events. Richmond Hill’s Festivals & Events Strategy builds upon this success by launching a new vision for the delivery of vibrant and sustainable festivals and events that engage the community.

Strategic Direction 1 | Building Community Capacity

Richmond Hill will develop the community capacity required to take the leadership role in event planning and delivery. This includes adopting an event management model that supports and gives preference to community-led festivals and events, developing programs, services and tools to enhance community capacity for event planning and delivery, and shifting the responsibility for planning and delivering large fundraising events and Town events to community-led organizing committees.

Strategic Direction 2 | Linking Financial Support to Corporate Strategy

Richmond Hill will support the development of a more robust and sustainable calendar of community events aligned with the Town’s goals and objectives by re-allocating the current level of municipal financial support. This includes developing an event evaluation framework, and a policy framework for fees, services and grants that supports those events that are most closely aligned with the Town’s goals and objectives, while facilitating the development of new festivals and events and encouraging self-sufficiency for established events.

Strategic Direction 3 | Organizing Town Resources

Richmond Hill will organize the staff involved in planning, delivering and supporting festivals and events to more effectively support a community-led delivery model. This involves re-aligning Event Services within Recreation & Culture to provide support for all community-led Town and large fund raising events, establishing an corporate Special Events Advisory Team, amending the Council Code of Conduct and the Town’s Event Policy to incorporate guidelines on accounting, disclosure and reporting processes and incorporating event hosting infrastructure into future capital needs and planning studies.

Strategic Direction 4 | Creating a New Signature Event

Richmond Hill will support the development and delivery of a new, community-led Signature Event that reflects the unique and compelling attributes and attractions of Richmond Hill. This includes developing a business plan that engages the community in the creation and delivery of a Signature Event for Richmond Hill.



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