



Annual Work Plan

Name: Jennifer Wright Job Title: Events & Activation Coordinator

Department: Community Services

Division: Community Development and Marketing



Projects

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: TD Harbour Nights Concert Series			Status: Not Yet Commenced		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<ul style="list-style-type: none"> • Prepare budget, marketing and activity plans • Secure title sponsorship & individual show sponsors • Apply for TD Funding in January • Issue open call for performers and confirm performer bookings, contracts and requirements • Work to expand the event experience; food trucks, activations etc. • Liaise with Public Health re: covid • Marketing and promotion, website updates, social media. • Execute event <p>Stakeholder: Sponsors, Talent, Contractor, Public and Venue</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Staff Lead: Jen Wright Support: Melissa Crannie, Visitors Centre Summer Students</p> <p>Approved Budget: Operating budget</p>	<p>Weather back up location – Owen Sound Legion</p> <p>Grant applications January/February</p>	<p>Report to CSC (March)</p> <p>Planning (Feb-June)</p> <p>Event – 8-12 Sunday nights throughout summer months.</p> <p>TD Funding \$5,000 confirmed for 2023 events. Sponsor nights at \$600 each.</p> <p>Vendors</p> <p>Rogers TV Live Stream</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Music at the Market			Status: Not Yet Commenced		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<ul style="list-style-type: none"> • Prepare budget, marketing and activity plans • Secure title sponsorship • Issue open call for performers and confirm performer bookings, contracts and requirements • Book sound and venue • Funding applications if available • Confirm downtown restaurant partnerships, partner with Viveca to incorporate them into the event. • Work to expand event; Children’s performer or learn to play dates. • Marketing and promotion, website updates, social media. • Execute event <p>Stakeholder: Sponsors, Talent, Contractor, Public and Venue</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Jen Wright</p> <p>Support: Paul McGrath Partner with River District, Viveca Gravel</p> <p>Approved Budget: Operating budget</p>	<p>Cancelled if inclement weather new date being added at end to make up for cancellations.</p> <p>Grant Applications - Spring 2023</p>	<p>Report to CSC (March)</p> <p>Planning (Mar. - June)</p> <p>Event: TBA for 2023. Looking at new options to increase attendance</p> <p>Avg attendance 50-75 people per day.</p> <p>\$5000 sponsor - Remax</p> <p>Increase in performer fees post covid.</p> <p>New look for 2023 to increase attendance.</p> <p>Summer Report to Committee (November)</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Outdoor Movie Night			Status: Not Yet Commenced		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other</p>	<ul style="list-style-type: none"> • Prepare budget, marketing and activity plans • Secure Sponsors & Activations • Funding Applications if available • Select Movies via social media contest • Book sound/screen & Venue • Funding applications if available • Children’s Activities before movie, dance, poetry, puppets. Partner with OS Library on story telling etc. • Marketing and promotion, website updates, social media. • Execute event <p>Stakeholder: Sponsors, Talent, Contractor, Public and Venue</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Staff Lead: Jen Wright Support: Paul McGrath</p> <p>Tourism Student Ambassadors</p> <p>Volunteers</p> <p>Approved Budget: Operating budget</p>	<p>Cancelled if inclement weather.</p>	<p>Report to CSC (May)</p> <p>Planning (March - July)</p> <p>Event: 4 evenings throughout summer.</p> <p>Tentative: June 23, July 21, August 25 & Sept 22</p> <p>Sponsors to be attained</p> <p>Summer Report to Committee (November)</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: The Sound Waterfront Festival (2-day festival including Canada Day)			Status: Not Yet Commenced		
<p>✓ Strategic Priority: A City That Grows</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other</p>	<ul style="list-style-type: none"> • Prepare budget, marketing and activity plans • Secure Sponsors • Secure Activations, food trucks, etc. • Secure logistical requirements; washrooms stage, tents etc. • Issue open call for performers and confirm performer bookings, contracts and requirements • Funding Applications if available • Apply for Fireworks Bylaw • Book sound/screen & Venue • Liaise with Public Health re: covid • Volunteer Requirements and Recruitment, Training • Marketing and promotion, website updates, social media. • Execute event <p>Stakeholder: Sponsors, Talent, Contractors, Public and Venue</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Staff Lead: Jen Wright</p> <p>Support: Melissa Crannie Tourism Student Ambassadors Volunteers</p> <p>Approved Budget: Operating budget</p> <p>Other: Canada Day and inclusion of Harbour Nights, cultural, Indigenous component and Corkscrew Tours.</p>	<p>n/a</p>	<p>Report to CSC</p> <p>Planning (January - June)</p> <p>Event: Friday, June 30, Youth Day, Saturday July 1 1 day</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: New Years Eve at the JMRCC			Status: Choose an item.		
<input checked="" type="checkbox"/> Strategic Priority: Collaborative City <input type="checkbox"/> Master Plan <input checked="" type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	<p>Family event in partnership with the YMCA</p> <p>Prepare budget, marketing, timelines.</p> <p>Secure Sponsors</p> <p>Liaise with YMCA</p> <p>Secure Activations and partners</p> <p>Volunteer Requirements and Recruitment, Training</p> <p>Marketing and promotion, website updates, social media.</p> <p>Execute event</p> <p>Stakeholder: YMCA, Sponsors, Talent, Contractors, Public and Venue</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Staff Lead: Jen Wright</p> <p>Resources: Assistance from Facilities staff and YMCA staff</p> <p>Volunteers</p> <p>Approved Budget: Operating budget</p>	<p>n/a</p>	<p>Report to CSC</p> <p>Planning (Sept - December)</p> <p>Event (Sunday, December 31, 12-4pm)</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Scotiabank Hockey Day in Canada			Status: Complete		
<p>✓ Strategic Priority: A City That Grows</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<ul style="list-style-type: none"> • Work with LOC to plan and implement SHDIC • Work with partners, Scotiabank, MKTG and Sportsnet • Sponsorship • Book sound and venues • Budget, Music of Hockey invoicing/payments • Work with Lauren on catering aspects of event • Oversee rentals for Music of Hockey and Harrison Park festival and logistics • Oversee Volunteers for all aspects of the event; intake, forms, training. • Work with Mischa on intake of volunteers in respect to Covid Marketing and promotion, website updates, social media <p>Stakeholder: Sponsors, Talent, Contractors, Public, Volunteers, Facilities Staff, SB, SN</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: Jen Wright, Pam Coulter - Leads Paul McGrath - Support Lauren Stewart - Support Melissa Crannie - Support Viveca Gravel - Support Andy O'Leary - Support</p> <p>Approved Budget: Operating budget</p>	<p>n/a</p>	<p>Event: Jan 18 – 21, 2023</p> <p>Completion Date: 2023-01-22</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: 2022 Service Review			Status: Proceeding as Anticipated		
<input checked="" type="checkbox"/> Strategic Priority: Service Excellence <input type="checkbox"/> Master Plan <input checked="" type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input checked="" type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Participation in 2022 Service Review to review the City services to assess current program and service delivery model and explore alignment to the strategic plan and legislative requirements to ensure services are being provided in an effective manner. Stakeholder: Community	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: Jen Wright Support: Paul McGrath Approved Budget: Capital Budget	n/a	Completion Date: 2023-03-01

Core Service Tasks

Task Name	Description	Resources	Barriers/ Mitigation Tactics	Key Result
Event Management	<ul style="list-style-type: none"> Budgeting & financial administration: Ongoing for each event and general special events Event consulting: Support for non-City festivals and events, such as: Emancipation Festival; Summerfolk; etc. Create content for event websites Manage social media content for events and initiatives for Instagram and Facebook. Create and produce marketing materials for all events and initiatives where required and keep websites updated and concise. <p>Stakeholder: Community Services Department, Community Groups</p>	<p>People: Staff Lead: Jen Wright Support: Paul McGrath, Melissa Crannie, IT Department, Viveca Gravel RD</p> <p>Approved Budget: Operating budget</p> <p>Other: Click or tap here to enter text.</p>	n/a	Ongoing
Support to River District Community Development Coordinator	<p>Support with:</p> <ul style="list-style-type: none"> Access to grants Event Management Aid in logistics of events where needed 	<p>People: Staff Lead: Viveca Gravel Support: Jen Wright</p> <p>Approved Budget: Operating budget</p>	n/a	Ongoing

	<p>Stakeholder: River District</p>	<p>Other: Click or tap here to enter text.</p>		
<p>Support to Tourism & Marketing Coordinator</p>	<ul style="list-style-type: none"> • Support for Owen Sound Visitors Centre – June-September. Coverage/Vacations. • Partner with Tourism summer students to include them in events over the summer months. • Invite summer students to take a larger role in events such as; announcing, organizing, creativity and ideas. • Partner with Tourism & Marketing Coordinator to enhance existing events and bring together new ideas. <p>Stakeholder: Community Services Dept.</p>	<p>People: Staff Lead: Melissa Crannie Support: Jen Wright</p> <p>Approved Budget: Operating budget</p>	n/a	Ongoing
<p>Collaborate with internal departments when coordinating events</p>	<ul style="list-style-type: none"> • Facility Bookings – Andy O’Leary • Site Plans, Electrical, Logistics – Adam Parsons • Facilities layouts, set up etc. for events – Ryan Gowan, Matt, <p>Stakeholder: Facilities, Community Services Dept.</p>	<p>People: Staff Lead: Jen Wright Support: Andy O’Leary, Adam Parsons, Ryan Gowan,</p> <p>Approved Budget: Operating budget</p>	n/a	Ongoing