

Terms of Reference to guide event calendar listings on: www.Oakville.ca/events

Terms of Reference

Purpose

To define the parameters governing which types of special events are to be posted on the Event Calendar section of the www.Oakville.ca/events website.

Events to be posted

The Event Calendar feature on the www.Oakville.ca/events website will be used for highlighting information related to: **Community, Signature and Mega events in Oakville**. Events deemed to be Local in nature will not be posted.

For the purpose of posting information about upcoming community events on the Events Calendar, **the calendar will include information about both town-produced events/town-facilitated events and third-party produced events**, provided the individual event information meets the proposed criteria for posting outlined below.

Terms of Reference to Calendar Postings & Information Required for Submission

Community, Signature and Mega events taking place in Oakville and that meet the following eligibility criteria will be considered for posting on the Events Calendar. **The Town of Oakville reserves the right for any reason to not post any event at any time.**

The event must:

- Take place within the municipality of Oakville;
- Be intended for a general, community audience, benefit the community, and add to Oakville's vibrancy
- Appeal to a broad and wide demographic (social, cultural, financial, etc.) and audience;
- Exhibit few barriers to community involvement/participation/engagement (i.e. costly ticket price, necessary specialty skills, abilities, narrow programming mandate);
- Enhance the cultural diversity and/or community identity of Oakville;

The event shall not:

- Convey the support of or involvement in the production, distribution, and/or sale of weapons and/or other life-threatening products;
- Convey religious, political or other messages that might be deemed prejudicial to other religious, political, or other groups, and/or suggests the hatred or derision of any group.
- Involve pornography;
- May be considered likely or intends to cause unreasonable danger to the health and safety of any person
- Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;
- Promote alcohol and other addictive substances

- Promote the sale of tobacco;
- Promote a political party or election candidate
- Reputation is not considered by town staff to prove detrimental to the town's public image;

The following information must be included in the event submission for posting:

- Event date(s)
- Event start time(s)
- Event end time(s)
- Event location(s)
- Event details – summary of event highlight, 200 words or less

Please also include the following images, sized correctly, for eligibility in posting:

- 1: Jpeg image to be used as the thumbnail for the posting with no words or captions on the image
- Contact name and email address
- The Event Services reserves the right to assign photos to events that do not submit or fail to submit the correct images.

Timelines for posting information on the calendar

Event calendar posting will be added as quickly as timelines permit. Event calendar submissions sent in within one week of the event start date may not be posted due to staff timelines. Should the information provided to the Events Service be incomplete or ineligible for posting, the Events Supervisor will communicate this to the necessary party(ies). Notifications received citing an event date/time change or cancellation will be reflected online as quickly as timelines permit. Notifications of cancelled events will result in the listing being removed.

Definitions

Special event:

In industry, the term "special event" is used to describe a broad range of activities planned to mark special occasions or to achieve specific social, cultural or economic objectives. The term "special event" is applied to civic, provincial or national celebrations, cultural performances or gatherings, sports contests and a wide range of commercial or corporate functions. In this document, the term "special event" is referred to simply as an 'event'.

Community event:

Throughout the industry the term "community event" is used in reference to events of widely varying scopes, sizes, programming elements, attendance numbers and community benefits.

From this observation, few common reference points are observed throughout the use of the term "community event", these points are:

- The event is generally marketed, promoted, and/or targeted to achieve the participation of a community's general audience;
- The event is generally programmed and/or organized to appeal to a broad and wide demographic (social, cultural, financial, etc.) audience;
- The event exhibits few barriers to community involvement/participation/engagement (i.e. costly ticket price, necessary specialty skills, abilities, narrow programming mandate).

- Events that can be characterized under one or more of the aforementioned reference points are generally understood to be community events.

Oakville Event Classification Framework				
	Local Event	Community Event	Signature Event	Mega Event
Length	1-2 days	1-3 days	1-3 days	1 day – 1 month
Frequency (same year)	One-time	One-time/recurring	One-time/recurring	One-time
Frequency (annual)	One-time/recurring	One-time/recurring	One-time/recurring	Likely not to recur annually; biennial recurrence
Number of Venues (Municipal, non)	0-1	0-1, and/or +roads	Multiple, and/or + roads	Multiple; may require new/modified venues.
Attendance	Expected attendance less than 500	501-24,999	25,000-100,000	100,001+
Out-of-town Attendance	None	Mostly locals or community visitors.	Attracts significant share of outside visitors.	¼+ attendance from out-of-town.
Quantity of permits	Less than 3	Up to 3	Up to 5	5+; senior staff involvement
Number of resources	Less than 3	Up to 3	Up to 5	5+; senior staff involvement
Scope/value of municipal services required	Less than \$1500	Up to \$5,000	Up to \$25,000	\$25,001+
Financial impact on Town	None/some; Resource charge backs; Event \$ support	None/some; Resource charge backs; Event \$ support, sponsorship	None/some; Resource charge backs; Event \$ support, sponsorship, grants	None/some; Resource charge backs; Event \$ support, sponsorship, grants, infrastructure upgrades.
Community benefits	Limited; livability.	Livability. Volunteer opportunities. Cultural experiences. Engagement and exposure.	Livability. Volunteer opportunities. Cultural experiences. Engagement and exposure.	Livability. Volunteer opportunities. Cultural experiences. Engagement and exposure. Unique programs. Legacy opportunities.
Economic benefits	Limited.	Some local media coverage, local economic and business benefits; potential to increase benefits over time.	Event is (or may become) strongly associated with town. Moderate-high local media coverage. High local economic and business benefits.	Event is (or may become) strongly associated with town. High local/nat/intl media coverage. High local economic and business benefits.
Site/neighbourhood impacts	Minimal or no disruption of services or intrusion into public realm.	Some-moderate disruption of services or intrusion into public realm.	Significant disruption of services or intrusion into public realm.	Significant disruption of services or intrusion into public realm.