



## Council Event Guidelines 2019

### Purpose of Events

As elected members of Council it is important that you connect with your residents. Events are designed to create interaction with residents and are intended to be community focused and attract a wide range of patrons.

### What We Provide

We offer support services to ensure all aspects of your event run smoothly. Our services in cooperation with each Administrative Assistant include, marketing, volunteer recruitment, purchasing, logistics, sponsorship, administration, community outreach, web content, media relations, leading committee meetings, VIP correspondence, venue booking, technical requirements, inter-departmental correspondence and creation and reconciliation of appropriate event budgets for up to two events annually. We will meet individually with each Councillor and Assistant to discuss the following guidelines and to set this year's schedule of events.

## Expectations of Council

### (A) Event Budgets

Work with team to create a draft event budget. Surplus funds shall be discussed at the end of each year and may be distributed to an identified Charity of choice or carried forward to the following year's events. All event budgets should have a zero balance at the end of each Term of Council.

### (B) Reaching out to Sponsors

In order to fund events, Councillors are required to find sponsorship from their pool of contacts. Events that run out of the Mayor and Council Office run on a zero budget base therefore, sufficient sponsorship is necessary for the successful execution of an event.

Members of Council are able to host an event on their own out of their constituency accounts but must document according to the Council Expense Policy.

### (C) Creating a Committee

Volunteer committees are made up of active community members who have a specific skill set that will benefit the event. Allowing committee members to take charge of a portion of the event gives the volunteer ownership of the event and helps facilitate community involvement. An active committee goes hand in hand with the success of an event as our resources are limited and will not cover every aspect of your event.

### (D) Selection of a Charity or Beneficiary

Selecting a benefiting organization allows potential sponsors to know where the additional funds are being directed thus validating the event as community based. The recipient should be a registered Charity or not-for-profit Organization that will benefit the residents of Richmond Hill.

### (E) Roles of Administrative Assistant

Administrative support is required from your respective Administrative Assistant. Administrative roles include overseeing deposits, attending meetings, minute taking, invitations and other administrative duties. As well, Administrative Assistants are required to play a supportive role on-site on event day. Individual meetings will be set up with each Assistant to outline specific roles and responsibilities.

## Examples of Events

~ Community BBQs  
~ Family Fun Fairs

~ Fundraising Walks  
~ Community Skates

~ Electronic Waste Events  
~ Concerts

~ Levees  
~ Tree Planting

## Event Timeline

Events will work within a reasonable timeline agreed upon in the initial meeting with the Outreach and Community Liaison Coordinator. Please find below a timeline of how to best prepare for an event. This is a standard timeline used in event coordination. We understand this timeline is not exact and we will need to be flexible when coordinating events for Council. However, to ensure enough time is allocated to properly prepare for your event, the below timing will be closely followed.

### 6 Months +

- Decide on the event purpose (raise funds, visibility, celebration, etc.)
- Choose a theme
- Secure a date – perform an environmental scan on other events occurring on this date in the Town
- Recruit a resident committee - Invite individuals to join the committee, gauge their interest and commitment
- Charities – advertise for, interview and select charity recipients

### 5 Months Prior

- Hold the first committee meeting
- Review charity requirements - day of volunteers, set up informational booth, post event cheque presentation, etc.
- Obtain estimates and book venue, caterers and entertainment – obtain and sign contracts for all
- Send details to Town Liability Department
- Investigate the need for special permits, licenses, insurance, etc.
- Create an event timeline and responsibilities chart
- Set marketing timeline (design & production)
- Create a sponsorship package & sponsorship recruitment
- Create a budget
- Decide on admission costs
- Identify main sources of funding

### 3 - 4 Months Prior

- Source entertainment & activity ideas
- Second contact with potential sponsors
- Invoice confirmed sponsors
- Obtain biographical information on entertainment for marketing purposes
- Collect artwork/ logos
- Obtain estimates on décor
- Finalize marketing materials and send to printer – poster, tickets, newspaper ad, road banners/signage
- Book sound technicians (Submit Cosmo Music's Sponsorship Form 60 days prior to event)
- Book photographer
- Order shirts or promo items
- Submit & review Public Health Requirements
- Decide & design promo items

### 2 Months Prior

- Eblast contacts
- Push ticket sales
- Obtain corporate logos from sponsors
- Set menu with caterer
- Distribute posters in facilities & key community locations
- Finalize transportation/ hotel for entertainment
- Review needs for on-site signs – directional, registration, etc.
- Promotion – TV, radio
- Create VIP lists and send invitations
- Recruit volunteers
- Promotion – Bulletin Page, Rogers, radio, newspapers, poster in facilities
- Chairperson to finalize plans
- Contact & book First Aid/YRP /Security if required

## 1 Month Prior

- Liaise with venue
- Collect invoices from entertainers, photographers, venue, caterers, etc.
- Follow up with VIP's
- Design and print program
- Organize press conference (1 – 2 weeks prior to event) – create media kit and running order, invite VIP's and sponsors
- Order cheque requisitions
- Assign volunteers with roles
- Create running order
- Schedule deliveries of special equipment and rentals
- Confirm set up and tear down times with venue
- Confirm numbers with caterer and venue
- Establish petty cash for sales and emergencies
- Secure & organize raffle/door prizes

## 1 Week Prior

- Meet with committee for last-minute details
- Site visit/ walkthrough
- Create signage and print
- Finalize seating plan / site plan
- Liaise with venue - final numbers of guests to facility one week prior, final floor plan and set up
- Create final running order (VIP receptions & main event)
- Create sponsor 'Thank You' plaques for VIP reception
- Confirm staff for registration and money handling
- Confirm volunteer attendance
- Finalize packing list& gather event materials
- Finalize equipment list
- Shop for food items

## Event Day

- Visit venue to assist with set up (last minute floor plan changes)
- Set-up - signage, booths, place settings, centre pieces, program books, flags
- Registration – Guest list, VIP list, cash box, credit card slips, name tags, tickets and reports
- Volunteer orientation
- Technical set up 4 hours prior to event start
- Entertainers – to arrive 1 hour prior for sound checks, dressing rooms
- Set up information booth at event
- Collect any outstanding invoices, deliver cheques
- Welcome & escort vendors & exhibitors during set up

## Post Event

- Pay final invoices
- Budget reconciliation & closing of accounts
- Book final wrap-up meeting / de-brief
- Post event cheque presentation
- Send out volunteer, sponsors and committee thank you notes / certificates
- Distribution of fund to beneficiary/ charity

# Council Events 2019

Please fill in the information below to the best of your ability and submit to Risa Healey, Outreach and Community Liaison Coordinator, [risa.healey@richmondhill.ca](mailto:risa.healey@richmondhill.ca). Once the form is received a meeting will be scheduled to review the details of your events for the upcoming year and to start the planning process.

Each Councillor may request up to **two** events for the year. (**one** event only in an election year)

**2019 Events for: Councillor** \_\_\_\_\_

## EVENT ONE

Event Name:

Date:

Location:

Charity/ beneficiary selected:

Committee member names:

Estimated budget:

Description of event:

## EVENT TWO

Event Name:

Date:

Location:

Charity/ beneficiary selected:

Committee member names:

Estimated budget:

Description of event:

**NO EVENTS AT THIS TIME** \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date