

**ATTACHMENT 1
TOWN OF AVON
SPECIAL EVENT GOALS & APPLICATION REVIEW CRITERIA**

SPECIAL EVENT GOALS

1. **Strategic Plan:** Support the stated priorities in the *Town of Avon 2017-18 Strategic Plan*, which guides the decision-making and provides the structure for ensuring investments and programs that reflect the Town Council's priorities in achieving the vision and adopted plans of the Town of Avon. [See ATTACHMENT 3 for locating the *Strategic Plan*]
2. **Avon Brand:** Upholding Avon's brand character, promise and positioning statement, which is Avon's adopted platform for guiding investments, including special events in Avon, and is a priority for the Town Council. The Town Council, however, understands that special event opportunities, which do not conform to Avon's brand may be considered, when unique benefits to Avon are presented. Special event applications, therefore, may be submitted, with an explanation of the benefit when the brand is not supported. [See ATTACHMENT 3 for locating the *Brand Platform*]
3. **Synonymous and/or Signature Event:** Forecast a horizon for participation growth and event development, so that over time the special event is likely to become synonymous with "Avon" and/or is recognized as one of the important signature events of the Town.
4. **Profitability within Three Years:** The special event presents budget projections, which will likely achieve profitability, within three-years.

APPLICATION REVIEW CRITERIA

1. A complete application has been submitted. Incomplete applications will not be reviewed.
2. **Does the Special Event:**
 - Directly support one or more of the *Town of Avon 2017-2018 Strategic Plan's* priorities
 - Uphold the *Avon Brand Platform*, or successful explanation of benefit, when the brand is not supported
 - Contributes to a balanced calendar of events
3. **Post Event Review:** If applicable, did the post-event review for one or more previous years demonstrate the event was well-produced, has the potential to be profitable within three years, positive for the Avon community and businesses, did not result in undue costly impacts to the Town infrastructure or services, and met all agreement or special event requirements?
4. **Additional: Review Criteria for *Calendar Dates Only*:**
 - Length of time the event has occurred on the requested date(s)
 - Length of time the event has occurred on a different date
 - Value to the community (cultural, recreational, educational and economic)
 - Impact to the community (infrastructure, Town services)
5. **Additional: Review Criteria for *Funding and In-kind Contributions*:**
 - Does the special event have the potential to benefit Avon's business community?
 - Is the requested support either in cash or in-kind commensurate with expected attendance and/or estimated ROI in the application?
 - If the applicant has received funding/in-kind for one or more years for the same special event or projecting more than one year of funding/in-kind need, including exceeding a three year

projection, does the special event budget indicate that the producer will be able to reach profitability?

- Does the event present the growth opportunity to become of signature quality for the Town of Avon?
- How successful is the applicant in bringing in other funding partners?
- Does this event have the potential to contribute to Avon's long term sustainable special events strategy?