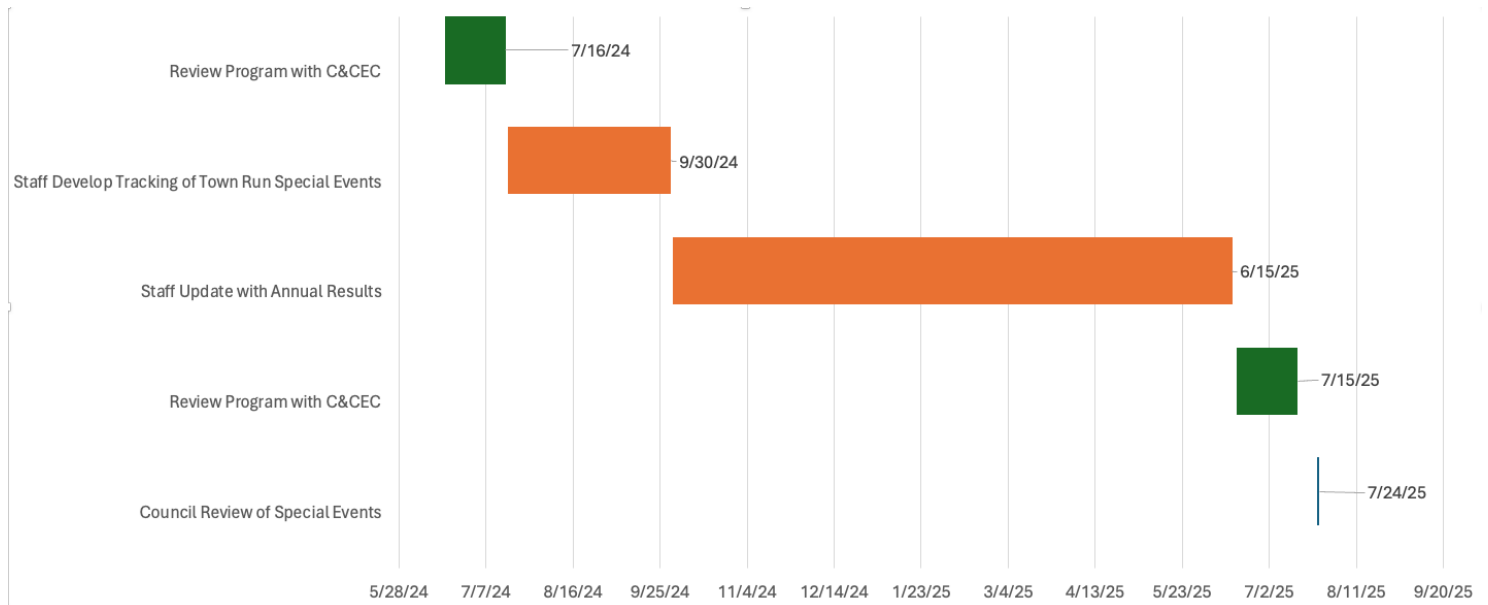


TOWN COUNCIL STRATEGIC INITIATIVE #4 ACTION PLAN

Maintain Recent Changes to the Mix and Scale of Town-Run Special Events

Staff Contact: Ali MacIntyre

Council Contact: Curran, Kirk



Task	Start Date	End Date	Duration	Responsible Group
Review Program with C&CEC	6/18/24	7/16/24	28	C&CEC
Staff Develop Tracking of Town Run Special Events	7/17/24	9/30/24	75	Staff
Staff Update with Annual Results	10/1/24	6/15/25	257	Staff
Review Program with C&CEC	6/17/25	7/15/25	28	C&CEC
Council Review of Special Events	7/24/25	7/24/25	1	Council

<u>Resource Needs</u>	<u>Budget Needs</u>
- Staff - o Ali MacIntyre, Lead - o Staff intern(s) - Council - o CM Curran, CM Kirk - Outside - o BWF (event management), Arts Council, Cultural/Comm. Events Committee	- Regular increases to event budgets will be included in annual budget process. - Middleburg Day cost approx. \$20,000 (compared to original budget of \$10,000).
<u>Risk Factors</u>	<u>Implications on Other Projects</u>
- None identified	- None identified

