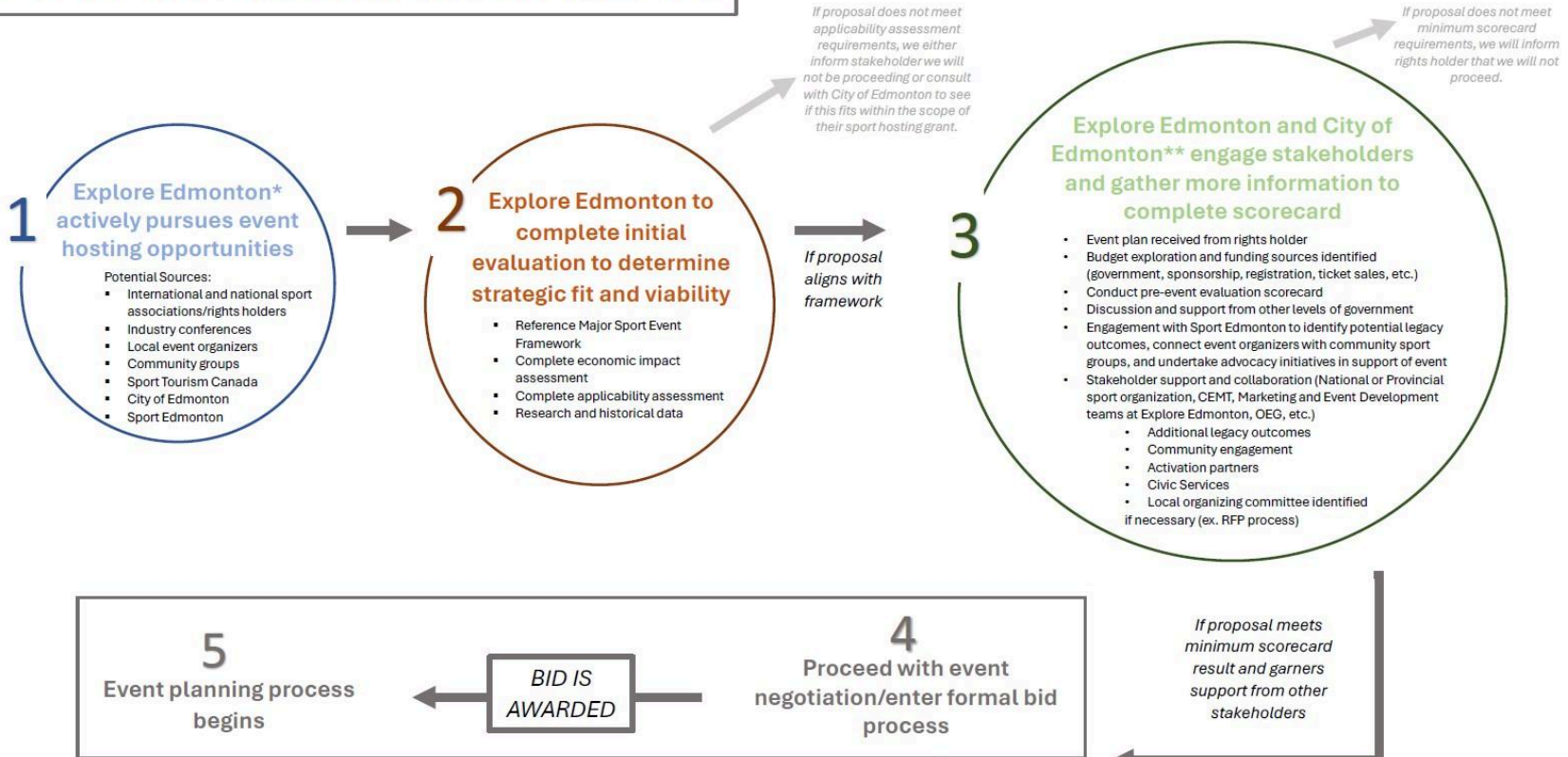


EVENT CONSIDERATION PROCESS



*Explore Edmonton refers to the Sport & Culture Event Attraction Team
 **City of Edmonton refers to the Partnerships and Event Attraction Unit

EVENT CONSIDERATION MODEL

The following is an outline of the event attraction model undertaken by the Explore Edmonton and City of Edmonton event attraction teams. This streamlined approach outlines the process from the initial event idea/source to winning the bid and beginning the event planning process. This document also contains the role of each key stakeholder in this process and their designated responsibilities.

1. Explore Edmonton*actively pursues event hosting opportunities.

Sources may include:

- International and national sport associations/rights holders
- Local event organizers
- City of Edmonton
- Community groups
- Sport Tourism Canada
- Sport Edmonton

2. Explore Edmonton to complete initial evaluation to determine strategic fit and viability.

- Reference Major Sport Event Framework
- Complete economic impact assessment
- Complete applicability assessment
- Research and historical data

Proposal does not meet applicability assessment requirements: either inform stakeholder we will not be proceeding or consult with City of Edmonton to see if this fits within the scope of their sport hosting grant.

Proposal aligns with framework:

3. Explore Edmonton and City of Edmonton** engage stakeholders and gather more information to complete scorecard.

- Event plan received from rights holder
- Budget exploration and funding sources identified (government, sponsorship, registration, ticket sales, etc.)
- Conduct pre-event evaluation scorecard
- Discussion and support from other levels of government
- Engagement with Sport Edmonton to identify potential legacy outcomes, connect event organizers with community sport groups, and undertake advocacy initiatives in support of events
- Stakeholder support and collaboration opportunities (National or Provincial sport organization, CEMT, Marketing and Event Development teams at Explore Edmonton, Oilers Entertainment Group, etc.)
 - Potential legacy outcomes

- Community engagement
- Activation partners
- Civic Services
- Local organizing committee identified if necessary (ex. RFP process)

Proposal does not meet minimum scorecard requirements: inform rights holder that we will not proceed.

Proposal receives minimum scorecard result and garners preliminary support from other stakeholders:

4. Proceed with event negotiation/enter formal bid process.

- Establish bid committee if necessary
- Explore Edmonton to lead bid creation with City of Edmonton content support

Bid is not awarded to Edmonton: begin bid loss evaluation process and rights holder engagement to determine shortcomings/reasoning.

Bid is awarded to Edmonton:

5. Event planning process begins.

- City of Edmonton and Explore Edmonton representatives to participate in core committee or advisory role
- Transfer of Knowledge and bid expectations reviewed to ensure high quality experience for rights holder and local benefits/legacy outcomes are met
- Stakeholder roles are established (ie. CEMT, CEIT, Sport Edmonton, local organizing committee, etc.)

Key assumptions for success with this process include:

- Explore Edmonton is identified as the main contact for event attraction and performs the initial assessment based on an approved strategic framework.
- City of Edmonton is engaged to participate in scorecard assessment when the event is identified as a high level, strategic fit.
- Edmonton Sport Council is consulted and leaned upon for pre-event research and legacy opportunity identification and support.

**Explore Edmonton refers to the Sport & Cultural Event Attraction Team at Explore Edmonton for the purpose of this document*

***City of Edmonton refers to the Partnerships and Event Attraction unit at the City of Edmonton for the purpose of this document*