



Event Planning for the Holiday Event

Holiday Event celebrates the holiday season and gives residents, families, and the community a chance to come together in a festive, welcoming environment. The event typically features music, a visit from Santa Claus, and activities for families to enjoy. In recent years, the celebration has included pictures with Santa, a community tree lighting, and free snacks, creating a memorable holiday experience for residents of all ages.

1. Event Purpose & Scope

What activities or services should be included, and what should the overall scope of the event be? How long should the event last? **Should town residents receive a gift or giveaway? Should refreshments be free? Is there a specific food choice?**

2. Intended Audience & Attendance

What community should the event serve? What attendance level should staff plan for? How can we include the business community?

3. Advertising & Community Outreach

How should the event be promoted? What level of advertising and community outreach does Council believe is appropriate, and how far in advance should promotion begin? **Should we use traditional holiday branding or Town branding?**

4. Staffing & Event Support

What level of Town staffing and volunteer support should be provided? Are there specific Town departments, personnel, or services Council believes should be involved? **Should all management staff be required to attend to meet the community?**

5. Emergency & Public Safety Personnel

What level of police, fire, EMS, security, traffic control, or other emergency personnel should be considered based on the anticipated size, location, activities, and attendance?

6. Budget & Resources

What level of funding and Town resources should be allocated to the event? Are there limitations or priorities Council would like staff to consider?

7. Planning Timeline

What timeframe should staff use for planning, advertising, coordination, and final preparation? What should the cancellation policy be? **Should the event be calendared so it can be rescheduled for weather or other unforeseen emergencies?**