



Event Planning for Marlboro Day

Marlboro Day is the Town's signature community event, attracting approximately 500–600 attendees each year. The event showcases and promotes the Town, highlights local businesses and organizations, and brings residents and the broader community together. Marlboro Day strengthens community connections, celebrates the Town's identity, and provides a welcoming environment for residents, businesses, families, and visitors to enjoy the community.

COUNCIL INPUT REQUESTED

1. Event Purpose & Scope

What is the primary purpose of the event? What activities or services should be included, and what should the overall scope of the event be? How long should the event last?

2. Intended Audience & Attendance

Who should the event serve? What level of attendance should staff plan for? What does participation by the business community look like? 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?

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?

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?