

# Town of Aurora

## New Special Event Evaluation

Attachment 4

### Evaluation Matrix

	Score Values	Enter Score	Weighting	Weighted Score
<b>Event and Organizer</b>	(scores entered for example only)			
Minor or Major Event	1 = One day or less, with anticipated attendance of 1000 or less, involves low risk activities and lower impact on Town infrastructure and resources (Minor) 2 = More than one day, with anticipated attendance of 1000 or more, involves multiple high risk activities such as alcohol, road closures, stages and has higher impact on Town infrastructure and resources (Major)	0	20%	0
Level of Risk	1 = Event has low risk activities 2 = Event has moderate risk activities 3 = Event has high risk activities (road closures, alcohol)	0	40%	0
Experience - Does the event organizer have experience and committed organizational capacity to execute the event?	1= Yes, the Town has confidence in their ability to produce this event 2 = Town has partial confidence in their ability to produce this event 3 = Town has no confidence or not enough information to determine if they have the ability to produce this event	0	40%	0
			100%	
<b>Event Venue</b>				
Can the event be successfully staged within the existing Town infrastructure?	1 = Yes 2 = Partially 3 = No	0	15%	0

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If not, what is the nature of the extent of temporary event infrastructure required for this event? in put a zero above the 1 for the scoring	1 = Event organizer would be bringing in the infrastructure needed 2 = Town and event organizer would need to work together to bringin the infrastructure needed 3 = Town would need to bring in and source the infrastructure needed	0	25%	0
Will the event displace other regularly scheduled or previously scheduled community programs or otherwise displace or adversely affect resident use of the event space?	1 = No 2 = Partially 3 = Yes	0	30%	0
Will the event have any other adverse impacts on residents or businesses (e.g. parking, noise, traffic congestion)?	1 = No 2 = Particially 3 = Yes	0	30%	0
			100%	
<b>Budget Implications</b>				
Does the event have support from other levels of government?	1 = Yes 2 = No	0	15%	0
Are there other public and private sector funding parties committed to this event?	1 = Yes 2 = Partially 3 = No	0	15%	0
Has the event secured sufficient sponsorship support to be viable?	1 = Yes 2 = Partially 3 = No	0	20%	0
If the event requires funding from the Town operation budget are there funds available?	1 = Yes 2 = Partially 3 = No	0	50%	0
			100%	
<b>Alignment with Emerging Aurora</b>				
Is this a private, by invitation, only event?	1 = No 2 = Yes	0	20%	0

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Will the event provide a wide cross section of the community with an opportunity to visit one or more of the Town's parks, public spaces, or other destinations?	1 = Yes 2 = Partially 3 = No	0	15%	0
Will the event provide a range of volunteer opportunities for residents?	1 = Yes 2 = No	0	10%	0
Will the event program provide an opportunity to showcase local artisans and performers?	1 = Yes 2 = No	0	15%	0
Does the event provide an opportunity for bringing residents together for the purposes of place making and building community pride?	1 = Yes 2 = No	0	20%	0
Does the event has the potential to draw visitors from outside of the community?	1 = Yes 2 = No	0	20%	0
			100%	
<b>Division Resource Capacity</b>				
By Law	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	15%	0
Facilities	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	15%	0
Parks and Roads	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	20%	0

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Special Events	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	35%	0
Communications	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	15%	0
Legal	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	10%	0
Business Support	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	10%	0
Finance	0 = Not Required 1 = Capacity 2 = Limited Capacity 3 = No Capacity	0	10%	0
			100%	
<b>Total Score:</b>				<b>0</b>