

**ATTACHMENT 5**  
**2020 TOWN OF AVON**  
**SPECIAL EVENT APPLICATION GOALS & REVIEW CRITERIA**

- 1) Review Criteria for all **Special Events**:
  - a. Directly supports the *Town of Avon 2019 Strategic Plan*
  - b. Upholds the *Avon Brand Platform*, or successful explanation of benefit, when the brand is not supported
  - c. Contributes to a balanced, diverse and robust calendar of events
  
- 2) Review Criteria for **Calendar Dates Only**:
  - a. Length of time the event has occurred on the requested date(s)
  - b. Length of time the event has occurred on a different date
  - c. Value to the community (cultural, recreational, educational and economic)
  - d. Impact to the community (infrastructure, Town services)
  
- 3) Review Criteria for **Cash and/or In-kind Funding**:
  - a. Does the special event have the potential to benefit Avon's business community?
  - b. Is the requested support either in cash or in-kind commensurate with expected attendance and/or estimated ROI in the application?
  - c. If the applicant has received cash or in-kind funding for one or more years for the same special event; or, projecting more than one year of funding need, does the special event budget indicate that the producer will be able to reach profitability?
  - d. Does the event present the growth opportunity and/or brand alignment to become of signature quality for the Town of Avon?
  - e. How successful is the applicant in bringing in other funding partners or sponsors?
  - f. Does this event have the potential to contribute to Avon's commitment to making special events as sustainable and environmentally friendly as possible?
  
- 4) **Post Event Review**: (If applicable)
  - a. Did the post-event review for one or more previous years demonstrate the event was well-produced and organized?
  - b. Align with the Town of Avon brand?
  - c. Positive for the Avon community and businesses?
  - d. Result in undue costly impacts to the Town infrastructure or services?
  - e. Meet all agreement or special event permit requirements?