

Cobourg DBIA

PERFORMANCE MEASURES AND ACTION PLANS WORKSHEET

Activation and Events

SCOPE: Downtown Cobourg DBIA is a safe, prosperous and sustainable lakeside community, through strategic investment of the BIA's resources towards becoming a four (4) season presence, through Activation and Events

Priority Task 1: Focus on developing fewer, strategically focused events

Priority Task 2: To develop more activations that keep CDBIA “top of mind” all year round

#	ACTIONS	TIMEFRAMES Short Term – 1 yr Medium Term – 3 to 5 yr Long Term – <5 yr	RESOURCES (list estimates of time and investment required)	CHAMPIONS (list those responsible for completing)	ADVOCACY (list who to advocate to and who should lead)	ONGOING	IN PROGRESS	COMPLETED	COMMUNICATED
1	Develop plan and budget for events 2021	Short Term	2 hours	Events Chair/Coordinator	Events Chair to Board			*	
2	Create committee for 2021 events	Short Term	4-6 weeks	Events Chair/Coordinator	Events Chair/Coordinator or to Membership and Community				
3	Each event reviewed by committee (post event)-using appendix B of the strategic plan which provides the committee a template for developing recommendations to the Board for 2022	Short Term 1 Year	Evaluate after each event 2-4 hours Summarize in a report after each event for Board meeting following event 2 hours Cimpilation report at end of year	Event Committee/Coordinator	Event Chair to Board	*			
3	Develop an “Activation Plan’ with committee. Musicians/promotions and contests/street furniture/pop-ups	Short Term 1 Year	1-2 hours in a meeting focused solely on Activation	Event Committee	Event Chair to Board	*			

