

**TOWN OF NORMAN WELLS
ECONOMIC DEVELOPMENT COMMITTEE
Call in 1-866-969-8429 ID: 5040455**

Agenda
Council Chambers @ 12:00 pm
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1. Review and approval of agenda

2. Definition: Formalization of working group

- a. One to two committee members.
- b. One member of NWLC.
- c. Administrative support.
- d. Working group will report back to Economic Development and Tourism Committee/Council.

3. Five Ws/Scoping Document

- a. Annual Event
- b. Demonstrate Town's commitment to community strategic plan by focusing on goal #1 "Support and promote a strong, dynamic, and innovative local economy".
- c. See Kacee's scoping document.

4. Checklist

Suggested Tasks:

18 Months Ahead

- Determine objectives of event, planning committee and task assignments
- Establish needs
 - Number of attendees
 - Maximum number allowed in Legion (130)
 - Space requirements
 - Key dates
 - July 25-29, 2022
- Establish a preliminary budget and solicit sponsorship
 - Kayla to present draft budget at next meeting.
 - Budget presented. Will update funding source amounts as they are applied for.
 - \$150,000 Budget, potentially \$200,000 depending on funding
 - \$50,000 SEED funding with potential of up to \$75,000
 - Kayla has started SEED application form.

- More funding available if an arts/culture component is included in the event. Instead of a tradeshow, the committee agreed a “showcase” would be more reasonable. Local artists, makers, local businesses, new and upcoming businesses, and entrepreneurs could be included. There could also be a live or silent auction which could showcase local artists/makers.
- Canor Funding
- MACA
- NWLC
 - Member search ongoing.
 - Kacee reached out to Delaney McDonald- she is interested and would like an email with more information.
- Registration fee
- Sponsorship
 - Bronze \$10,000
 - Offer to local businesses.
 - Silver \$15,000
 - YK hotels, town contractors and engineering firms.
 - Gold \$25,000
 - Esso, MGM (Paramount) Husky, Conico, Shell, Suncor.
 - Platinum \$30,000 or \$50,000
 - One only.
 - Work on Campaign message and letter to sponsors.
 - Kayla to provide draft sponsorship package for discussion at next meeting.
 - Committee is happy with draft sponsorship package.
 - Additions of potential merch, meal, gala sponsorships.
 - Secure keynote speaker or entertainer before sending out sponsorship package so it is more enticing for potential sponsors.
- Fundraising (Chase the ace, 50/50 draws)
 - Lottery License going to Council for discussion August 17, 2021.
- Establish Conference as an association
 - Town is already registered to issue tax receipts.
- Prepare and send Request for Proposal (RFP)
 - Keynote speakers

- Invite Minister of Infrastructure.
- Event facilitator
 - Someone from out of town to attract big names.
 - Someone who knows the North.
 - Cathy to reach out to Christina Benty.
 - Christina is interested in facilitating the conference. Cathy will reach out to set up a meeting with her ASAP.
 - The committee agreed that Christina should be apart of any planning and discussions moving forward. Planning is now at the point where facilitator help is needed.
 - Personality, business background, marketing, familiar with small towns, enthusiasm.
 - Kacee has secured \$60,000 of funding through ITI for an Economic Development and Tourism Coordinator which will be beneficial to conference planning.
- Venue search
 - Legion (gala dinner)
 - Community hall (conference sessions)
 - Arena (live music)
 - MacKinnon Park (wild game dinner)
- Contract/deposits with chosen venues
- Determine theme
 - “Today and Beyond”- Conference name.
 - “New Century”
 - “A road to the next century”
 - Showcase Norman Wells as economic hub.
 - Tie conference to needing an all season road.
 - Entertainment factor
 - Annual Community Event that the whole community and region look forward to.
 - Highlight challenges faced by the community because there is no road.
 - Cost of travel & cost of freight (reach out to airlines)
 - Annual short term stimulus for local businesses.
 - Forum to help advance economic development in the community.

- Businesses address the issues preventing them from growing.
 - What can be done until there is a road to advance businesses.
- Create a marketing plan, and choose registration platform
- Send “Save the Date” notices via email
- Begin agenda format planning
- Decide on special events (like golf outing, excursions, etc.)
 - Fake money casino night. Will help to fund raise for future conferences.
 - Gala/Dinner on Friday.
 - Prizes/Auction.
 - Golf Tournament (Saturday).
 - Registration/Cocktail (Monday).
 - Keynote on first and last day of conference.
 - Begin initial discussions with tourism operators.
- Additional contracts (like hotel accommodations, transportation, equipment rental)
 - accommodations:
 - Heritage Hotel
 - Campgrounds
 - MMI, Esso, Northridge, Trumpeter Camps
 - Esso home for Premier/MLA/Ministers

12 Months Ahead

- Prepare session/speaker proposal submission form and distribute
- Identify and secure speakers and their travel/housing arrangements
 - Kayla/Cathy to provide short list of entertainers/speakers.
 - Kacee to send website for entertainer search.
- Begin promoting conference theme, location and registration rates
- Determine after-hour excursions (receptions, tours, special receptions, etc.) along with any additional pricing to include in registration
- Compile all information for registration site

9 Months Ahead

- Deadline for proposals to be received by review committee
- Review proposals, select sessions and notify accepted and declined proposers

- Open registration and housing reservations to attendees

6 Months Ahead

- Finalize program, speakers & agenda, update website
- Determine final print date
- Review audio-visual availability and needs
- Prepare “Day of Coordination” list

4 Months Ahead

- Contact vendors to begin planning logistics (like A/V, menu, etc.)
- Prepare session and post-event survey

2 Months Ahead

- Send reminders to speakers
- Order attendee materials (name tags, portfolios, notebooks, etc.)
- Finalize special event details (linens, flowers, etc.)

3 Weeks Ahead

- Confirm guest/meeting room arrangements, menus, and final counts
- Print signage and distribute printed or digital program
- Update website
- Assign session moderators

1 Week Ahead

- Ship materials to hotel
- Hold pre-conference meeting and walk-through
- Send email update to participants/speakers
- Review all set-ups and A/V needs
- Develop registration table materials, prepare name badges, and gift bags for registration and speakers

Task List:

1. Kacee- reach out to representative from Inuvik Oil Show – completed.
2. Cathy/Kayla- research how to set up conference as an association- completed.
3. Cathy/Kayla/Kacee- list of potential funding sources- completed.
4. Kylie- Seek someone from NWLC to sit on working group committee- completed.
5. Cathy to reach out to Christina Benty- completed.
6. Kacee to reach out to Delany MacDonald-ongoing.
7. Kayla- Speak with Nike (NWLC) about attending planning sessions/representing NWLC.- completed.

8. Cathy to schedule meeting with Christina Benty ASAP.
9. Committee- Entertainer search (keynote speakers, comedians, bands etc). Ongoing.
10. Cathy to forward advocacy information to committee to be used for sponsorship packages.
11. Draft budget- Kayla. Completed.
12. Entertainer search- Cathy/Kayla. Secure headliners for sponsorship package.
13. Schedule meeting with tourism operators- Kayla.
14. Draft sponsorship package- Kayla. Completed.
- 15.

5. Closing of the meeting