



# TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

## Legislation Text

---

File #: [20-0111], Version: 1

---

### Update on Festivals and Special Events - Process, Policy, Strategy.

#### Staff:

Susan Brown, Executive Director  
Meeghan Rosen, Assistant Director  
Erin Jobe, Festivals & Special Events Coordinator

#### Department:

Community Arts & Culture

**Overview:** Council's Strategic Goal of *Vibrant & Inclusive Community* includes an initiative to "*Improve festivals and events with a focus on spaces, policies, partners, sponsorship, content, and infrastructure.*" Community Arts & Culture collaborates with Town departments and other organizations on this work. This presentation provides updates on:

- Improvements to legacy festivals and experiments with new events
- New spaces, new partners for festivals and events
- Process improvements for Outdoor Special Event Permits

We are also providing an overview of the draft Marketing Partnership Policy that will govern partnerships between Town departments and external businesses and organizations, including festival and event sponsorships.



#### Recommendation(s):

That the Council receive the information.



#### Attachments:

- Draft Staff Presentation
- Draft Marketing Partnership Policy

---

**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Susan Brown, Executive Director of Community Arts & Culture

The purpose of this item is for staff to provide an update on strategic improvements to festivals and events.