

Commemoration and Celebration Activities

- ✓ Events - Activities to encourage local gatherings and participation and in some cases to attract tourists. There are many types of events – fairs, festivals, programs, ceremonies, parades, reunions, concerts, re-enactments, etc.
- ✓ Projects - Short-term activities that can be completed within the timeframe of a celebration or commemoration such as special exhibit, contests, heritage trails, etc. They can be complemented by events such as kick off celebrations or awards ceremonies.
- ✓ Legacies - Substantive projects that require long-term commitment and which can affect the community in a positive way in the future, such as a new museum, a community archives, an arts center or a building restoration. Events can be used to highlight these legacy projects.

Key Questions for Event Selection

- ✓ Is the event idea timely? (Does it coincide with a larger event, historical date, grand opening?)
- ✓ Is public interest in the topic apparent?
- ✓ Does the event have the potential to leave a legacy (tangible or intangible)?
- ✓ Could the event become a regular (annual) activity?
- ✓ Is it saleable? Is the topic or theme one that can attract financial support?
- ✓ Is there time? Do you have enough lead time to effectively produce the event?

