

Summer Street Party 2024

Storyboard and Scorecard



Summer Street Party 2024 storyboard

We invested \$180k



...in making Vic Park loved,
local and alive



... by bringing 29 performers,



...16 community groups



...and 105 local businesses
together



...for the 2024 Summer
Street Party



...attracting approx. 30,000
attendees



... with **85%** saying that the
event **increased their
connection to
community.**

Value: For **\$6 per head**, we brought
people of all ages together in a
vibrant event that celebrates our
community's diversity and creativity.

Economic spend: An additional
\$270,341 was spent in East Vic Park
on event day compared to an
average Saturday.

Summer Street Party 2024 scorecard

Theory of Change: By delivering an event that has “something for everyone”, we increase community engagement and sense of belonging and promote local businesses, contributing to a Town that is alive with community and economic activity and that reflects our local identity.

Degree of alignment to Theory of Change: 87%*



*Based on feedback from 281 survey responses

INPUTS	WHO BENEFITS?	OUTPUTS (Can be quantified)	SHORT TERM OUTCOMES (Changes experienced)	MEDIUM TERM OUTCOMES (Changes experienced)	STRATEGIC ALIGNMENT
Staff	Local community	29 performers	• Approx 30,000 people attend the event (resulting in ROI of \$6.00 per head).	•More engaged community	<u>Strategic Community Plan:</u> S3: Facilitating an inclusive community that celebrates diversity. EC1: Facilitating a strong local economy EC2: Connecting businesses and people through activation. <u>Events Strategy alignment:</u> <ul style="list-style-type: none">• A highly engaged community• Something for everybody• Local businesses supported
Volunteers	Wider community	Broad range of activities for all ages and cultural backgrounds	•Increased awareness of local businesses	•All community members, regardless of age, culture and ability, feel included	
Contractors	Local businesses	16 community groups represented	•Increased sense of community connection	•Community has improved access to activities	
Suppliers	Local performers	105 local businesses participating	•Increased perception of safety		
Performers	Vic Park Staff		•Increased local identity		
Funding: \$180K	Volunteers				