

J T CREATIVE

WORKS

EVENT
PLANNER
PROPOSAL

27/02/2025

Prepared For :
ANDREA FISHER

**TOWN OF GODERICH
EVENT PLANNER**

TABLE OF CONTENTS

COVER LETTER	2
EXPERIENCE OVERVIEW	3
WORK SAMPLES	4 - 8
PLANNING OF EVENTS	9 - 10
FURTHER INFORMATION	11

Cover Letter

Dear Andrea Fisher,

It is with excitement that we at JT Creative Works are writing to express interest in the Event Planner position with the Town of Goderich for another season. With our ever-growing background in event management, volunteer coordination, graphic design, & more, we are confident in our ability to contribute our efforts to the 2025 summer event season in Goderich.

With the success of 2024's Children's and Salt & Harvest Festivals behind us, we are eager to bring our expertise and enthusiasm for these events back to our community, and work to make each event bigger and more memorable than the last.

Thank you for considering our application. We look forward to the opportunity to discuss how our skills and experiences align with the needs of your team.

Warm regards,

Jacob Bjerg & Taylor Jones

JT CREATIVE
WORKS



Experience Overview

With our passion for event planning and community engagement, we have had the privilege of orchestrating a diverse range of events that have left a lasting impact on their participants. From 2023 on, we have taken on various roles in organizing and coordinating several significant initiatives, each serving as a testament to our dedication to creating meaningful, memorable experiences. The following are a select few examples of this work.



Town of Goderich - Salt & Harvest Festival 2023/2024

As the lead event planners for the Goderich Salt & Harvest Festival, we spearheaded a dynamic and vibrant celebration of local history, agricultural roots, and community spirit. From conceptualization to execution, we oversaw aspects of the festival, including venue logistics, vendor coordination, programming, volunteer coordination and promotional efforts. The festival provided a platform for local artisans, farmers, and businesses to showcase their talents and offerings, while engaging residents and visitors alike in a festive and memorable experience.



21st Annual Goderich Children's Festival

JT Creative Works worked to bring new life to the Goderich Children's Festival, a long-standing event known throughout our community. Along with logistics, we took on the task of rebranding the festival to be more exciting, youthful, eye-catching and adaptable. We created an image which pulled together iconic landmarks of Goderich's landscape, like the octagonal town square, iconic lighthouse, and waterscape. Within this revitalization, we brought together magicians, petting zoos, local museums, balloon animal artists, inflatables, storytelling with local authors, and celebrated the history of the Festival's storied past with a Memory Lane.



Huron County Pride Festival

Since 2023 we have assumed the role of Volunteer Coordinators, ensuring the seamless recruitment, training, and management of volunteers. Through effective communication and strategic planning, we fostered a supportive and inclusive volunteer community, empowering individuals to contribute their time and talents to the success of the event.

Huron County Pride's Drag Bingo

We played an instrumental role in assisting with the organization and execution of a lively Drag Bingo night, adding a colourful and entertaining element to community engagement efforts. Collaborating closely with performers and venue hosts, we helped create an inclusive and welcoming environment that celebrated diversity and raised funds for Huron County Pride.



Tanner Steffler Foundation: Six Strings Music Festival, Driving The Stigma Out Golf Tournament, Pumpkinfest, & Let's Get Real: Conversations nights.

In tandem with the Tanner Steffler Foundation, we organized and ran three sold out events including a Music Festival, Golf Tournament & Pumpkin Festival in 2023, leveraging the power of music, community and festive fun to raise funds for mental health initiatives. These events brought together communities in support of a common cause, showcasing the transformative impact of collective action and community solidarity.

Recognizing the critical need for open dialogue and de-stigmatization surrounding mental health and substance use, we organized and hosted two panels of speakers to share their lived experiences and insights. This event provided a platform for individuals to engage in meaningful conversations, offer support, and advocate for positive change in our communities. This occurred on two separate occasions, at two locations (Clinton and Stratford) with an attendance of over 200 at each event.

Previous work

Huron County Pride Festival (2023/2024)



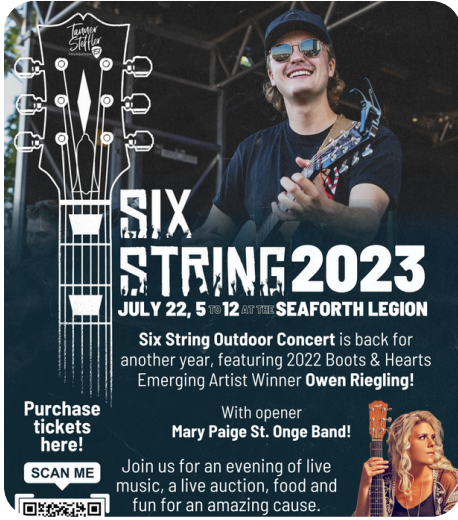
Previous work

Goderich Children's Festival (2024)



Previous work

Tanner Steffler Foundation Events



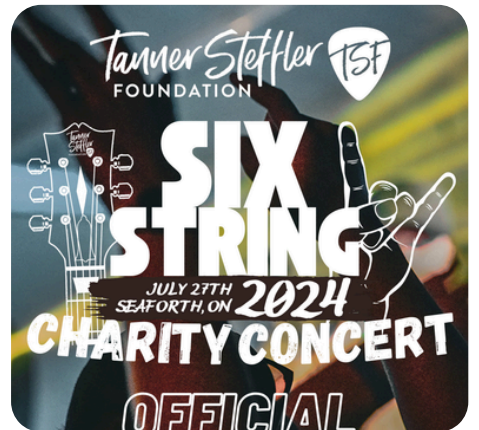
SIX STRING 2023
JULY 22, 5^{PM} - 12^{AM} @ THE SEAFORTH LEGION

Six String Outdoor Concert is back for another year, featuring 2022 Boots & Hearts Emerging Artist Winner **Owen Riegling!**

Purchase tickets here!
SCAN ME

With opener **Mary Paige St. Onge Band!**

Join us for an evening of live music, a live auction, food and fun for an amazing cause.



Tanner Steffler FOUNDATION TSF

SIX STRING
JULY 27TH SEAFORTH, ON 2024
CHARITY CONCERT
OFFICIAL



Previous work

Goderich Salt & Harvest Festival (2023/2024)



Event Planning

3rd Annual Goderich Salt & Harvest Festival

Our vision for 2025 is to further the creation of an immersive experience that is not only entertaining, but educational. 2024's Salt & Harvest Festival brought us much success, but was not without its challenges. We will continue to bring the past success back to the festival, while keeping these considerations in mind:

Planning Ahead

Ensuring we plan accordingly to adapt to any new challenges presented by the upcoming construction in/around courthouse square, as well as inclement weather.

More Contest Opportunities

If possible, provide visitors with more opportunities to win unique, once in a lifetime experiences, such as touring the salt mine.

Expanded VR Experience

Expand on the already successful Salt Mine VR experience by offering an immersive video tour, using footage captured on a 360 degree camera by Jenna Ujje, on top of the static-image tour already available.

Festival Website

Ensuring the site presents with clear, easy to read breakdowns of events occurring each day of the festival.

Creatives/Advertising

Ensure creatives for advertising are completed, approved and shared in a timely manner. Connect with Ontario tourism groups/associations to ensure they are up to date on the happenings of the event.

Bus Tour Improvements

Ensure the school busses are equipped with proper sound and microphones to allow better communication with riders. Road noise was an issue in the past two years, causing riders in the back of the bus to be unable to hear clearly.

Historical connections

Work to bring more historical perspectives to the festival, through potential expansion of the Solar-lit history walk, new merchandise like historic postcards or prints, and creating more iconic salt barrels to decorate the event with.



Event Planning

22nd Annual Goderich Children's Festival

While continuing to honour the activities which have made the Goderich Children's Festival a staple in the community, we are also excited to have the opportunity to further expand and innovate. In 2025 we will continue to promote themes of inclusivity, creativity, and boundless imagination.

In 2024 we were fortunate to have received excellent feedback from visitors about what they missed from previous years, and what they hope we can bring back. Using these considerations in our planning, we are keeping these activities/additions in mind:

Free hotdogs for all

Free hotdogs has been a long-time tradition of the Festival, something which many visitors want to come back for 2025.

Expansion of sensory zone

The sensory zone for children's is a staple of the event, and arguably the busiest area within the festival. We will expand the sensory zone and it's activities to more comfortably host visitors.

Move petting zoo to a quieter area of the event

While the petting zoo was a hit in 2024's Festival, the constant noise from the festival, particularly the inflatables, agitated the animals. We will work to ensure the petting zoo is in a quieter area, created a more enjoyable experience for guests and the animals alike.

Further partnership/collaboration

We will continue to take advantage of what we identify as unique, fun, and immersive children's programming already running in our community through various other organizations & businesses.



Further Information

JT Creative Works feels that they would be a great fit and addition to the teams that are planning the Children's Festival and the Salt & Harvest Festival. With our expanded knowledge and creativity as well as assisting in planning last years Salt Festival, we feel that we would offer a great amount of growth for both events. Thank you for your consideration for this position and we look forward to hearing from you!

Requested Payment Scheduling

25% Upfront (\$2750), 50% After Children's Festival (\$5500),
25% After Salt Fest (\$2750)

References

Matthew Hoy - Director
Maitland Valley Medical Team
519-525-2274

Heather Steffler - Administration
Tanner Steffler Foundation
519-670-1940

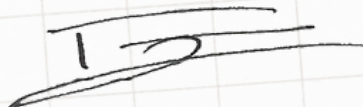
Alex Jebson - Chair
Huron County Pride
705-344-3385

Colin Carmichael - Executive Director
Huron Chamber of Commerce
+1 (519) 441-2445

Contact Information

Jacob Bjerg - Owner
JT Creative Works
519-955-5478

Taylor Jones - Partner
JT Creative Works
519-955-1735



JT CREATIVE
WORKS