My Event isn't showing up on the online calendar - why not?

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On the Event Type Summary tab, make sure "Display on Website?" is set to either "Open Dates Only" or "Open and Booked Dates", and that the Status of each individual event is either Open, Unavailable, or Notice. Also make sure the Event date is a future date as past events do not show at all (with the exception of Notices which can be set to stay shown all month).