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Introduction

Community Events

Community events contribute significantly to Canmore's high quality of life and economic prosperity. They contribute to social well-being and a sense of community among residents and are important tourism products which help achieve local economic goals.

The Town of Canmore encourages and values the potential cultural and economic contribution well-organized, safe events bring to Canmore. The Arts and Events (AE) Department works with the Community Event Committee to review and conditionally approve or deny event applications based on community, business and infrastructure impact, fit, timing, and adherence to legislative requirements. The AE team can be available to coach event producers through the event planning and application process.

How to use this manual

The intent of this Event Planning Manual is to incorporate into one document the guidelines and requirements used by the Town of Canmore to assist groups and organizations plan their events. This manual is designed and intended for events that take place on Town of Canmore owned or operated property (See Section 1 for a list of properties). This guide is intended to ensure consistency, convenience and safety of the event for the organizer(s) and event participants. There are a number of Provincial regulations and Town of Canmore By-Laws, policies and procedures provided in this Event Planning Manual and every effort was made to ensure accuracy of those requirements. The event organizing committee should be reminded that they are responsible for complying with all applicable Federal, Provincial and Municipal legislation and regulations.

If the event is a recurring event and the organizing committee is already formed and functional then the best use of this Event Planning Manual is to review any required application forms and permits as changes to regulations, rules, and requirements may have occurred. The Appendices contain most of the required application and permit forms.

If this is the first time the event is being organized or a new member has joined the committee, the entire manual should be reviewed. The Event Planning Manual provides information and details on roles/responsibilities of the organizing committee, details that need to be considered and the required applications and forms.

This Event Planning Manual is designed and intended to assist the organizing committee to effectively plan and execute a safe and successful event for all involved.

Section 1

Event Application Process

This section of the Event Planning Manual (EPM) is where information and details on the application process can be found. If the event is on Town of Canmore property, a Community Event Application form is required. This form can be found on the Town of Canmore website. <http://canmore.ca/business/event-application-process>

Town of Canmore facilities include:

- Any public park (Millennium Park, Centennial Park, Riverside Park, etc.)
- Elevation Place
- The Civic Centre
- Canmore Recreation Centre
- Any street, road, sidewalk or parking lot owned by the Town of Canmore

Event Application Deadlines


The application deadline for events happening between May 1 and October 31 is December 1 of the previous year. The application deadline for events happening between November 1 and April 30 is July 5.

This early application process allows for the review of all applications for the season at once to better manage possible conflicts and ensure the balanced distribution of events throughout the year. It also expedites the permitting process allowing for events to be permitted and advertised further in advance.

Applications will still be accepted up to 60 days before the event date, however priority is given to applications received before the corresponding deadline.

Forward Community Event Applications or direct questions regarding event applications to:

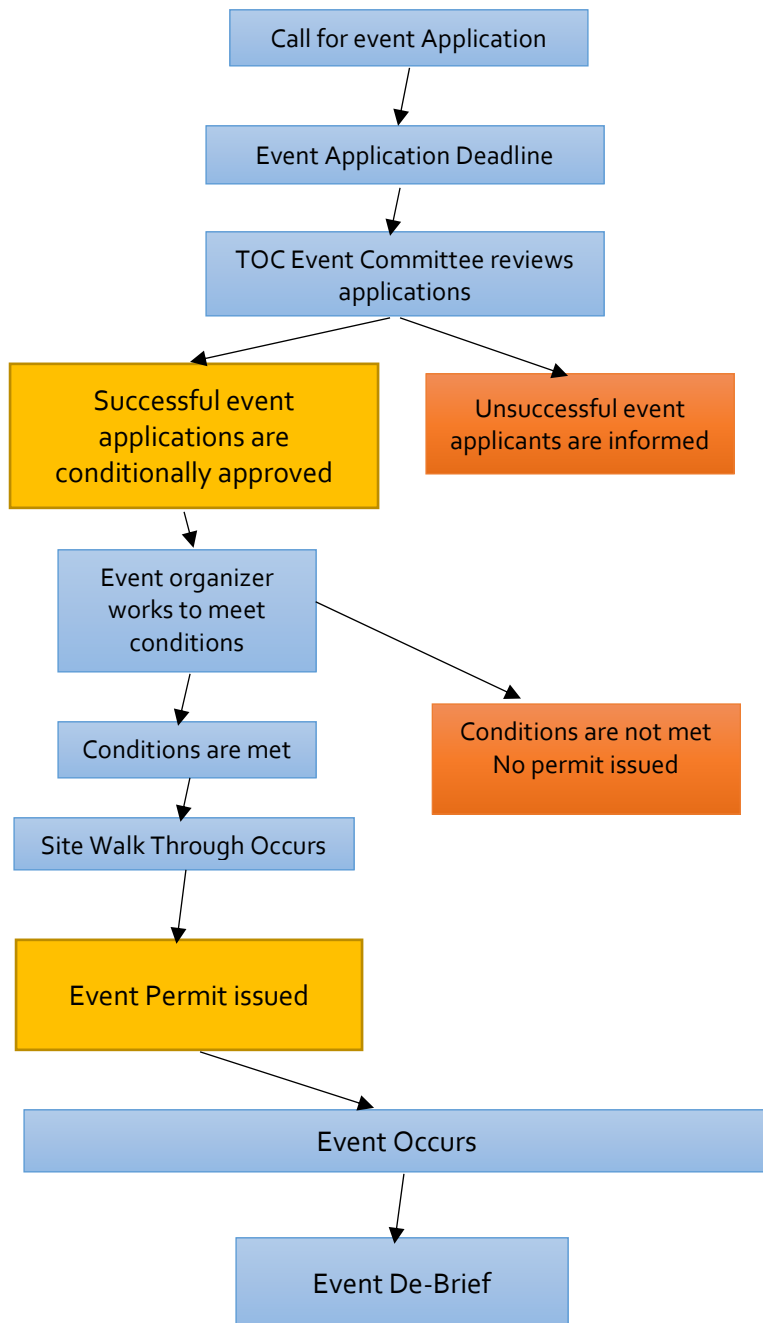
eventapplication@canmore.ca



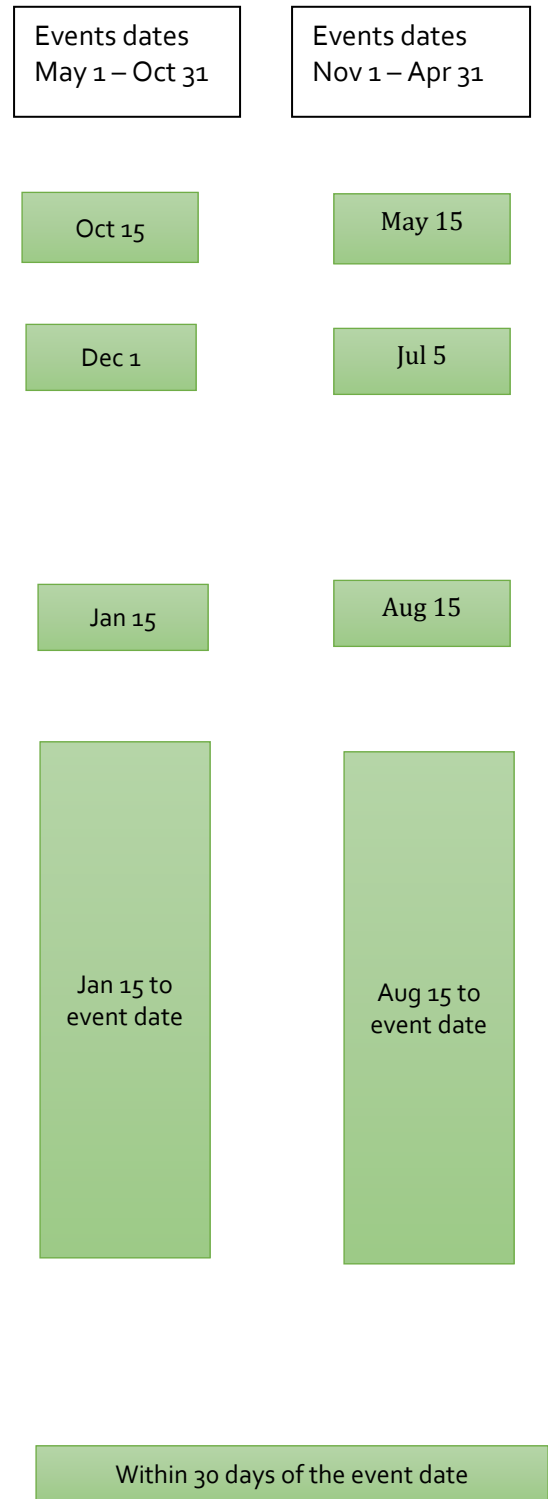
Community Event Applications are due in December 1 for events from May 1 to October 31 and July 5 for events from November 1 to April 30.

Applications will not be considered if they are not received at least 60 days prior to your event date.

Event Process



Timelines



Checklist

Application	Town of Canmore Event Application Form	http://canmore.ca/business/event-application-process All forms can be downloaded in PDF format from the link above.
Road Use Permit	Town of Canmore Special Event Road Use Permit Application	Road closure requests must be submitted with application.
Insurance	Insurance certificate	Copy of insurance certificate required, minimum \$2 Million General Liability with the "Town of Canmore" listed as additional insured.
Emergency Response plan	Emergency Notification Procedures, Risk Identification and management plan, Evacuation general assembly and route map(s), Security / First Aid Plan.	Click here for sample.
Transportation and Parking Plan	Parking Plan. Organizer must suggest alternative methods of transportation for participants.	Click here for sample.
Towards Zero Waste Plan	Waste Management Plan	Click here for sample.
Food Service	Alberta Health Services approval required.	https://www.albertahealthservices.ca/eph/Page13999.aspx
Alcoholic Beverage Service	AGLC Permit/License required.	https://aglc.ca/liquor/liquor-licences/applying-licence/liquor-licences-public-special-events
	Alcohol Management Plan is required by Town of Canmore	Click here for sample.
Equipment	Equipment requested from the Town of Canmore internal departments. Availability is limited. Requests could include road barriers, no parking signs, waste bins, tables and chairs (only available for certain facilities, no parks).	At the time of your application or no less than 4-weeks from event date, please provide a detailed list of all requested equipment to the Events Permitting Coordinator.
Tents and Other Temporary Structures	Temporary Tent/Structure Permit is required for an individual or group of tents that covers more than 60 sq mt (645 sq ft). All tents must be properly secured with weights (preferred), or pegs.	Please inquire with the Events Permitting Coordinator for an application form. Click here for guidelines.
Underground Utilities	Irrigation lines and underground utilities must be marked by Town of Canmore Parks Department before any setup begins if pegs or stakes will be used, or any ground disturbance will be required. Locates are valid for 2 weeks only.	Please check with the Event Permitting Coordinator which services are required depending on the location of your event.

	All other utility locates must be arranged by the event organizer at their expense. All equipment installed in the ground must be 1 meter away on each side from the marked utility lines.	Alberta One Call http://albertaonecall.com/ 1-800-242-3447 Clean Harbors Exploration Services 403-255-9399
Fireworks / Bonfires / Fire Shows	Permit will be required.	Please inquire with the Events Permitting Coordinator for an application form.
Amplified Sound	Noise Bylaw – please review.	Noise Control Bylaw 11-1997 https://canmore.ca/municipal-services/emergency-services/bylaw-services/noise-nuisance-control
Sale of Goods	Town of Canmore Special Event Business License is required for any sale of goods (ex. Tickets, merchandise)	Please inquire with the Events Permitting Coordinator for an application form

Section 2

Event Planning 101

Planning an Event for the First Time

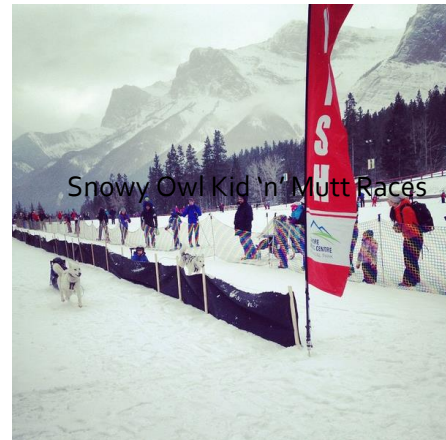
This section is for those new to organizing events or those organizing new events – the details in this section will provide information on event committee structure and recommendations for job descriptions.

2a. Defining the purpose and goal(s) of your event

The first question to ask when planning a community event is: “Why?”

- Why does this event matter to the community?
- Why are you investing your time in this event?
- Why is it important?

There should be a clear goal defined for the event. What will define success for this event? This will also help define the target audience – who will attend the event? Who are the potential sponsors – what businesses, organizations might support this event? And, what will attract volunteers to the event – who might assist with the planning, operation and delivery of the event. These questions should be addressed in the initial planning stages of planning as the answers will underpin future decisions required for organization of a safe, fun and successful event. The answers to “Who”, “What” and “Why” will also help to answer the “when” and “where” for the event.



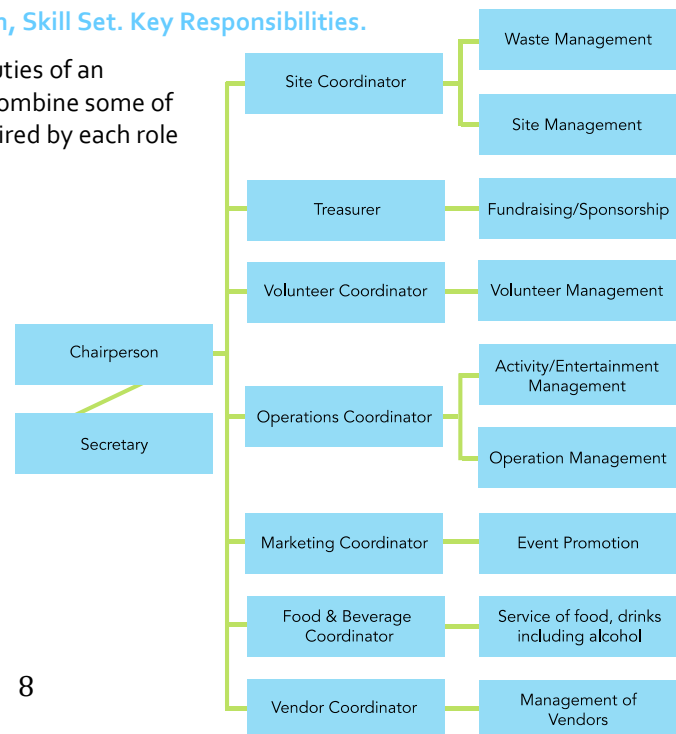
2b. Creating your Event Planning Committee

Depending upon the scope and expected attendance at the event a committee may need to be created to organize and deliver the event. Finding people and/or organizations that are committed and passionate about the goals and purpose of the event is important. The size of the committee will depend on the size of the event and its needs. Every member of the event organizing committee plays a crucial part in the success of the event.

Each role requires a different skill set and it is important to match the committee members with roles that they are interested in and have the required skills, experience and strengths.

2c. Event Committee Structure – Committee Position, Skill Set. Key Responsibilities.

Below is a suggested list of the major roles and main duties of an Event Planning Committee. Smaller committees can combine some of these roles but it's important to ensure the duties required by each role are clearly defined and communicated.



Chairperson

Key Role: Leader of the Event and Committee

- Overall management of the event by providing direction and guidance to the rest of the committee
- Create the committee meeting schedule and agendas and lead discussion and planning within the committee
- Researching and securing insurance for the event

Specific Skill Set: leadership, strong communication skills, strategic thinker, diplomacy, detail-oriented and not afraid to take control

Considerations: The role could be shared (co-chair positions) if the event is large or offering a diverse range of activities

Secretary

Key Role: maintaining the meeting records, ensuring correspondence is answered, provide assistance to the Chair as required.

- Record meeting minutes
- Monitor timeline of task completion
- Initial contact person
- Maintain contact information for committee

Specific Skill Set: competent organizer, strong written and oral communication skills, accuracy and attention to detail.

Considerations: may be combined with the Treasurer position for smaller events.


Treasurer

Key Role: Create and monitor the event budget and depending upon the size and scope of the event they may also be responsible for fundraising and sponsorship

- Seeking out sponsors, grants, and planning other fundraising efforts.

Specific Skill Set: financial management, communication skills particularly written skills if writing grants is a requirement

Considerations: May be combined with the Secretary position for smaller events or there may be a separate Fundraising Coordinator for larger events.



The above positions normally form the executive committee and have signing authority with government, granting and bank institutions.

Site /Operations Coordinator

Key Role: Ensuring the set-up of a safe environment for the event

- Key lead in the application process
- Waste Management: creating a waste management plan keeping in mind Canmore's vision for sustainability
- Parking / transportation – identify on and off site parking, assign parking as required and promote active transportation
- Site set up (equipment, security, tents, structures)
- Safety: including creation of an Emergency Response Plan
- Equipment: identifying equipment needs and sourcing (i.e. renting tents, stages, chairs, tables, etc.)
- Create a site map that identifies location of tents, staging, power, water, and any other elements required for event set up.
- If the event needs power or water, the Site Coordinator will make sure both are readily available
- Road Closures: securing a Road Closure permit from the Town of Canmore

Specific Skill Set: well organized, able to handle multiple tasks at once while maintaining attention to details, knowledge of guidelines, by-laws, permits for the Town of Canmore.

Considerations: For large events, events with multiple venues or events with a diversity of activities the position may require the role to have sub-committee committees.

Artistic /Technical Director or Entertainment/Activity Coordinator

Key Role: planning and organizing the main entertainment or activities of the Event

- Booking performers
- identify the material, equipment and technical requirements
- ensure the required financial and volunteer support in place

Specific Skill Set: Communication (particularly with other committee members and performers), negotiation skills, and technical experience

Considerations: For large events, events with multiple venues or events with a diversity of activities the position may require the role to have sub-committee chair positions

Volunteer Coordinator

Key Role: volunteer management

- In collaboration with event coordinators determine volunteer needs for each element of the event and write job descriptions
- Recruit and schedule volunteers appropriately
- Provide volunteer orientation including Emergency Response Plan
- Define and provide any required safety or security training
- Appropriately appreciate volunteers (volunteer gift, party, etc.)

Specific Skill Set: great communication and organizational skills as they are the main contact for all volunteer staff.

Considerations: For large events, events with multiple venues or events with a diversity of activities the position may require the role to have sub-committee chair positions.

Food & Beverage Coordinator

Key Role: recruit and coordinate food and beverage vendors and/or organize and set up food and beverage service for the event

- Ensuring required permits and licenses are in place
- Coordinate food service for the event volunteers

Specific Skill Set: strong coordination and communication skills, ability to multi-task while paying attention to detail, knowledge of food and beverage service and handling.

Considerations: for large events, events with multiple venues or events with a diversity of activities the position may require the role to have sub-committee chair positions. If the event is smaller in nature the position may be combined with the Vendor Coordinator position.

Vendor Coordinator

Key Role: recruit and coordinate retail vendors with attention to diversity and appropriateness to event.

- Determine and contact /contract suitable vendors for the event
- Ensure required permits are secured

Specific Skill Set: strong coordination and communication skills

Considerations: For large events, events with multiple venues or events with a diversity of activities the position may require the role to have sub-committee chair positions and may be combined with the Food and Beverage Coordinator position.

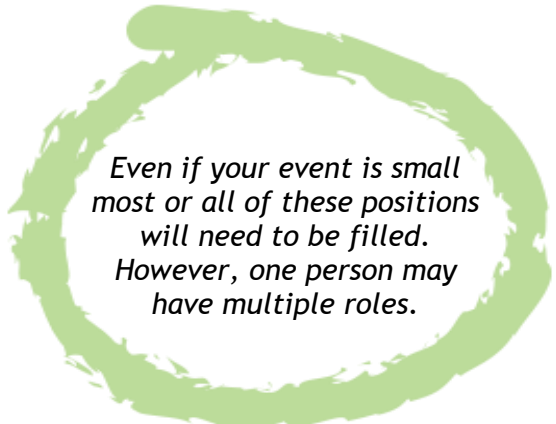
Marketing Coordinator

Key Role: effectively communicate and promote the event on a variety of media platforms

- Create marketing and communication plan
- Liaise with the media (newspapers, radio, blogs, Facebook, Instagram, Twitter)
- Ensure correct and timely information is provided to the event target audience
- Work with treasurer to ensure sponsors have presence in marketing as committed

Specific Skill Set: great communication skills, superior attention to detail

Considerations: large events may consider having a Social Media/Website Coordinator to work under the Marketing Coordinator.



*Even if your event is small
most or all of these positions
will need to be filled.
However, one person may
have multiple roles.*

Section 3

Event Planning and Logistics

With the objectives of the event defined and a committee structure in place it is time to explore the logistical considerations required for planning and delivering a safe, fun and successful event. The following outline some of the considerations and details that will need to be provided to the Town of Canmore Arts and Events Department as part of the Community Event Application.

Event Venue/Location and Date


The location and date of the event is critical and should be chosen well in advance. Venues book up very quickly in Canmore, especially in the summer months. It is important to check with the Town of Canmore Arts and Events Department Schedule of Events.

When choosing a venue, carefully consider what services are required to safely and successfully deliver your event. For example - some of Canmore's parks do not have electrical capabilities therefore if the event requires electricity, a generator will need to be rented or if there are no permanent washroom facilities, you will need to rent Porta Potties. Venue rental rates may apply, depending on the venue chosen.

Following are some suggestions for venue considerations:

- Are there permanent washroom facilities?
- Is there a stage?
- Is the area fenced?
- Do you need power?
- Do you need running water?
- What is the attendance capacity of the venue?
- Do you need parking?
- Will the event be indoors or outdoors? If outdoors – what is the weather back up plan?
- Capacity for food/alcohol service?

It's also important to consider the date of the event. Will it conflict with any other popular events? Consideration needs to be given to anticipated attendance and volunteers – where will the target audience and volunteers come from? Depending on the size of the event, planning may need to begin a year in advance.



If the event is going to be located on Town of Canmore property, a Community Event Application form is required.

Event Venue

The following locations would be considered Town of Canmore property:

- Elevation Place
- The Civic Centre
- Canmore Recreation Centre
- Any street, road, sidewalk, pathway or parking lot owned by the Town of Canmore
- Any public park (Millennium Park, Centennial Park, Lion's Park, Riverside Park, Quarry Lake, etc.) owned or operated by the Town of Canmore.

The size, scope of activity and location of the event will determine which permits are required. If the event is held on private property, there is no requirement to complete the Community Event Application process with the Town of Canmore.

Insurance

One of the most important duties of the Chair is getting insurance for your event. If the event is being held on town property, you will need a minimum of \$5,000,000 liability insurance with the Town of Canmore listed as "additionally insured" or "co-insured".

It's important to have insurance no matter where your event is being held in case of accidents or injury to attendees, participants, workers or volunteers.

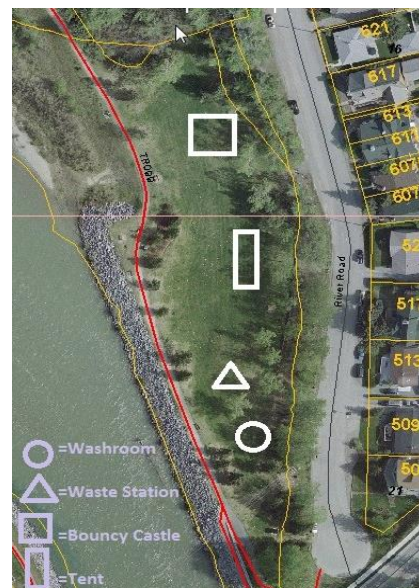
Site Map

Aerial images of Town property can be provided by the TOC Event Permitting Coordinator. The Site Coordinator can adapt and create a site map using those images. This map will allow you to visualize the layout of the event with all the equipment displayed. This is important for logistical planning, will help determine participant flow, equipment needs, and will ensure the appropriate placement of activities as well as access to required services.

The Town of Canmore requires you submit a site map with your Event Application if your event is taking place on town property.

Equipment

Equipment can be as simple as tables and chairs, or it could extend to speakers, stages, tents, porta-potties, BBQ's and propane, bouncy castles and more. Assess the amount of equipment you need for your event and communicate this with the other members of the event committee.



Tents/ Temporary Structures

If you are holding your event on Town of Canmore property and planning on using a tent, please note the following requirements:

1. If the event is in a park, irrigation lines and tree roots must be considered. Tents can either be staked down or weighted. The Town will ensure irrigation lines are clearly marked to avoid damage of Town property.

2. Tent Setup Guidelines: All tents must be properly setup with weights or pegs. Weight setup is preferred for 10x10 tents in all Town of Canmore Parks. The minimum weight requirement will be the higher value from of the list below or the manufacturer specifications. A copy of manufacturer specs must be provided.

TENT SIZE	MIN WEIGHT PER LEG
10 x 10 pop up	22 lbs
10 x 15 pop up	35 lbs
10 x 20 pop up	35 lbs
10 x 10 marquee	350 lbs
10 x 20 marquee	350 lbs
20 x 20 marquee	350 lbs
20 x 40 marquee	350 lbs

3. A **Building Permit** is required for an individual or group of tents that covers more than 60 square meters (645 square feet) of ground. A tent that covers less than 60 square meters of ground but is within 3 meters of another structure, or contains commercial cooking equipment also requires a Building Permit.
4. Every tent and all tarpaulins and decorative materials used in connection with the structure shall conform to CAN/ULC-S109, "Flame Tests of Flame-Resistant Fabrics and Films".
5. Areas not less than three metres outside the structure must be cleared of all flammable material or vegetation.
6. Combustible materials, such as hay, straw and shavings, will not be permitted within a tent unless approved by the Fire Department.
7. Portable fire extinguishers must be accessible to occupants within 50 feet in any direction of tent.
8. Smoking and other open flame devices will not be permitted in a tent.
9. No cooking that produces grease/oily vapours will allowed inside tents without an approved ventilation system.

Road Closures

If the event involves a run, a bike race, a parade, or anything else that will close or temporarily obstruct a street, road, sidewalk or parking lot, an application for a **Road Use Permit** from the Town of Canmore must be submitted as part of your Community Event Application.



Process:

- Fill out a Road Use Permit Application
- Create a Public Notice that will run in the Rocky Mountain Outlook newspaper for two weeks prior to the event including a map of the closure and detour(s). Sample can be provided by your Event Permitting Coordinator.
- Create a Relevant Neighbour Letter to residents immediately affected by the road closure and distribute it door to door three weeks prior to the event. Sample can be provided by your Event Permitting Coordinator.
- Prepare detailed maps that show the road closure and proposed detour(s).
- Determine the equipment required for the road closure. These may include signs, barricades, pylons, etc. Certified flag persons may also be required (complete with radios and high visibility safety vests) to direct traffic away from the closures. The Town of Canmore Streets and Roads department may be able to provide some of the necessary equipment for the road closure, including barricades and signage. Equipment requests should be included in the Road Use application.

Safety

If the event is taking place on Town of Canmore property an **Emergency Response Plan (ERP)** is required. Emergency Response Plans define protocols in case of:

- Fire
- Accidents
- Aggressive behavior
- Lost or missing children
- And include a list of emergency contacts including police, fire, and an event site contact

The ERP should identify risks and how to manage them (fireworks, horses, dogs, etc.) and also list evacuation routes and general assembly areas.

*An Emergency Response Plan should be part of all event planning whether or not it is on Town property. It is a responsible and safe practice.

Sustainability

The Town of Canmore has a strong commitment to sustainability in the community and requires each event to adopt a "Towards Zero Waste" philosophy. Each event generates waste through its preparation and implementation. Waste can include recyclable materials such as paper, containers and food waste and effort should be taken to divert this valuable resource from the landfill.

The Town of Canmore requires community events to divert a minimum of 80% of the waste generated by the event from the landfill. Each committee member should be aware of this requirement for the event.



The Site Coordinator can assign an Environment Coordinator and "Green Team" to focus on waste management.

The Town of Canmore Solid Waste Services department can deliver one or several waste kits to the event site. The event Green Team will be responsible for collecting general litter and separating waste. They are also responsible for taking garbage, recycling and compost materials to the correct locations for disposal.

An event can be refused future event permits if the minimum waste diversion target is not met.

Recruitment of Volunteers

Volunteers are crucial to the success of any event. The Volunteer Coordinator's most important duties are recruitment, training, retention and appreciation of volunteers.

Identifying the target audience and encouraging the people who have an interest and are supportive of the event's goals and vision will assist you in determining your volunteer base.

Social Media is a great way to recruit volunteers. Don't be afraid to leverage your personal social media networks and encourage committee members and friends to share the call for volunteers.

If many volunteers are required, consider placing an ad in the paper or on the radio. The Marketing Coordinator would be responsible for coordinating the advertisements.

Screening Process for Volunteers

If the event is targeted towards children and/or other vulnerable people, the planning organization must take reasonable measures to protect them. This is why many organizations have screening policies for staff and volunteers who have, or will have, contact with children or other vulnerable people. Screening is a process, performed by an organization, to ensure that the right match is made between the work to be done and the person who will do it. The screening process includes steps such as job design, recruitment and orientation. The steps that are most important in determining the suitability of a candidate are interviews, reference checks and, when dealing with vulnerable participants, a Police Records Check (PRC).

A Police Records Check (PRC) is a Criminal Records Check, as well as a search of the records held in the information database of a local police agency. The Police Records Check is one of the steps in Volunteer Canada's Safe Steps screening program.

You can provide your volunteers with a letter to take to the local police detachment so they are able to get PRC free of charge. For further information on the screening process for volunteers please see <https://volunteer.ca/screening>



Training and Safety

Before training the event volunteers, it is helpful to write out job descriptions for each position (refer to Section 2 – Event Planning 101). This will provide the volunteer with details as to the scope of their role, the duties and the requirements and responsibilities. Volunteers must be comfortable and confident in performing the required duties.

A volunteer orientation night is an excellent opportunity to bring volunteers together and learn more about their roles and the event specifics before it takes place. During orientation volunteers can be provided with an overview of their roles and a run through the Emergency Response Plan to better prepare them for the event.

When recruiting volunteers it is important to determine if they have any training, certification or experience. A key area for consideration is first aid training. This will be very helpful on the day of the event. Any incident, large or small, should be reported and an incident report should be filled out. Incidents include any minor emergency as well as lost children, injury, or even fire. These reports will help you keep track of any safety issues and will keep the event and the volunteers safer.

The safety of your volunteers should be a top priority and they must be provided with adequate training to carry out their duties in a safe manner. It's also important to make sure the volunteers have the resources they need to carry out their role. Resources like radios, water, proper footwear, etc. should be available for volunteers to use. Volunteers have the right to refuse to participate in any activity that makes them feel unsafe.

Volunteer Appreciation

It's important to show volunteers that you appreciate them. They are donating hours of their lives to help your event succeed. During the event, have snacks and water available, or hand and foot warmers if the event is in the winter. There should also be a warm, dry place for them to take a break during their shift. If your event is very long, consider providing a meal to volunteers.

Consider giving a token of appreciation after the event. You can hand out treats, goodie gift bags, or small gift cards. It might be possible to find businesses willing to donate these tokens of appreciation to your event.

Financial Considerations

Understanding the financial requirements of the event is critical to the success of the event. The more details that are provided for the budget, the more information the various committees will have to understand the amount of grants, sponsorship or fundraising that will be required for the operation of the event.

Grants

The Town of Canmore offers grants to Canmore-based registered not-for-profit societies or charities. These groups are eligible to apply for grants that will cover up to 25% of the costs of a project.

Other grants to consider applying for are:

- Alberta Recreation & Parks Association Community Initiatives Project (CIP)
<http://arpaonline.ca/resources/grant-programs/>
- Alberta Culture and Community Spirit: the community initiatives program supports arts and culture, sports, education and recreation initiatives.
- The Canadian Heritage program: this program provides funding for both community historical anniversaries and local arts and heritage festivals.
- Canada Council for the Arts: assists non-profit music festivals develop specific projects.

Sponsorship

The Treasurer or Fundraising Coordinator is tasked with identifying potential sponsorship opportunities for the event. Some suggestions are:

- **In-kind contributions** such as donations of food, venue or entertainment. In kind contributions are often easier to secure and it could be a foot in the door to other contributions.
- **Sponsorship** is commonly used to increase the income from events. Sponsors pay for various benefits such as publicity through the event, an ad in the program or a company logo displayed prominently.
- **Silent auctions** can keep admission costs low and provide another revenue stream.

When the sponsorship opportunities have been identified it is important to have a clear and concise statement as to the potential benefit donors and sponsors may receive should they choose to contribute to the event. It is also important to be able to share with potential contributors the kind of recognition they will receive for their level of giving. They can be acknowledged in various ways including having their name on signage, promotional material, programs or they can sponsor an area. (E.g. The ABC Stage or Kid's Zone)

Fundraising

To offset costs and expenses of the event, fundraising activities could be planned such as:

- Community and local schools hosting bake sales
- 50/50 draws and raffles (Alberta Liquor and Gaming Commission licensing required)
- Contests

It should be noted that there may be costs associated with the fundraising activities and these costs should be determined and factored into the event budgeting process.

Vendors

What vendors, if any, would complement the event? Consider contacting local artisans or businesses with products that are suitable and support the vision of the event.

If vendors will be selling goods at the event, a **Special Event Business License** is required. One license given to the event organizer will cover each individual vendor. For small non-profit sales, a license may not be needed.

A Temporary Food Establishment Vendor Notification will be required and information is available on the website. <http://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>

When choosing food vendors, keep the theme of the event in mind. Food vendors should be encouraged to minimize the amount of waste that is produced, maintaining Canmore's vision for sustainability.

Food and Beverage

If the event is selling or providing food, approval from **Alberta Health Services (AHS)** is required. AHS has established minimum requirements for safe food provision at events. Visit for details:

<https://www.albertahealthservices.ca/eph/Page13999.aspx>

Alcohol

If alcohol service is part of the event, a liquor license is required. This can be obtained through **Alberta Liquor and Gaming Commission (ALGC)** at: <https://aglc.ca/liquor/liquor-licences/applying-licence/liquor-licences-public-special-events>. An Alcohol Management Plan must be submitted to the Town along with a copy of the liquor license. A Sample can be provided by your Events Permitting Coordinator.

Some of the requirements for alcohol service at the event include ensuring minors are not served any alcohol, this means anyone appearing to be younger than 25 years old must provide valid picture identification in order to attend the event. Also, anyone serving alcohol must be over the age of 18 and certified through "Pro-Serve". Information on this can be sought by contacting AGLC.

Paid security may be required to monitor the event, contact the RCMP to receive guidelines for serving alcohol and keeping the event safe. Additional insurance coverage will be required for the event.

Serving alcohol at the event requires additional responsibilities and costs that may impact the budget and organization timeline of the Event.

Operations

The success of the event requires key considerations of the activities of the event as well as the infrastructure required to deliver those activities in a safe environment. It is important to note that Town of Canmore or Provincial governing body permits are required in several event areas including but not limited to:

- Fireworks
- Food service
- Animals
- Road Closures
- Parades
- Alcohol Service
- Erecting a tent or temporary structure

Activities/Entertainment

Consider what types of entertainment and activities suit the theme of the event. Consider giving generic activities a twist by incorporating the theme of the event. For example, a charity fashion show for the local animal shelter could have both human and four-legged models.

Who is your target audience? The event activities should be as inclusive as possible and if the target audience is broad, then different activities may be offered to suit the different audience groups.

A detailed schedule for entertainment/ activities for the event should be created. Ideally, there should always be something to do and see throughout the event.

Noise

If the Event entertainment has amplified sound, consider the noise and time of day when scheduling. Due to noise control by-laws, sound cannot be amplified between 11 p.m. and 7 a.m.

Fireworks

If fireworks are planned at the event, a Fireworks Discharge and Set Off Display Permit is required, see Appendix 8 for permit application. The Town of Canmore will forward your permit application to the Fire Department for approval.

If an Alberta Fire Ban is in effect, fireworks are not permitted.

Marketing

Marketing is the promotion of an event including the development of advertising, promotional material and media kits. The key to the successful marketing of the event is a well thought out marketing and communication plan with consistent messaging. Different types of promotion for the Event can include:

- Social media advertising and buzz
- Purchasing ad space in the local newspapers or magazines
- Taking advantage of free community announcements through various media outlets
- Posters, brochures and signage
- Radio advertisements and interviews
- Editorial in newspapers (media releases)

Each of these methods has different price points and audiences, so choose the one that suits your event's needs.

Social Media

For community events, social media is a great way to generate awareness for a very low price. It's possible to create ads on Facebook that target specific interests, locations, age groups, and even gender or you can create a Facebook event.

Twitter can generate "word of mouth" buzz for the event. Contact popular local Twitter accounts and request a 'retweet' of the event information.

The screenshot shows a Facebook event page for "NYE Party on the Pond and Fireworks at Millennium" on December 31. The event is public and family-oriented, hosted by the Town of Canmore. It is scheduled for Saturday, December 31, from 6 PM to 12:20 AM. The location is 902 7th Avenue, Canmore, Alberta T1W3k1. The page features a "Write Post" section with a "Write something..." prompt, a "Details" section with event description and location, and a right-hand sidebar with "EVENT TIPS", "Create a Post", and "INSIGHTS" (6.9K Reached, 492 Viewed).

Evaluating Success and Planning for the Future

Celebrate your success! Take the time to really appreciate your hard work. Get the organizing committee together for a fun activity – BBQ, go bowling, have a potluck – just get together and congratulate one another, and laugh.

Debriefing your event is a crucial step in gathering the feedback necessary to keep your events innovative and efficient. Conducting a post event debrief will ensure that you know exactly how everyone involved feels about the event and will give you an opportunity to capture what changes or adjustments need to be made to the event. You will also have a working knowledge of what worked, what didn't, and how you can build on that information to keep the organizing committee, volunteers and attendees happy and coming back for more.

Before you come together to debrief circulate a debriefing reporting sheet to each area coordinator so they have a means of capturing their thoughts before the meeting. This can be a simple form tailored to suit your event.

Consider the following when you debrief:

- What were your original objectives? Were they met?
- What were the unintended outcomes?
- What worked well – what was the most successful?
- What were the challenges to reaching your objectives?
 - Registration or ticket sales systems
 - Budgetary constraints
 - Venue or site suitability, capacity, layout
 - Safety
 - Marketing and communication
 - Entertainment
 - Food and beverage
 - Go through each component of your event
- Brainstorm – list recommendations or actions for improvement for future events.

As part of the evaluation process, committee members should be encouraged to seek feedback and suggestions from those who volunteered at the event. It may also be helpful to seek input on the event from those who participated /attended the event – this could be done post-event via an on-line survey.

Celebrate ♦ Appreciate ♦ Evaluate

Appendix 1

Outline of Elements

Element	Tasks	Considerations	Documentation
Site Coordination	Creation of Site Map	Visual layout of the event site with all equipment displayed. What needs to be in place for a safe and functional event? Where are irrigation lines/ tree roots if erecting a tent?	Town of Canmore Community Event Application
	Waste management Plan	What is required for garbage, recycling, portapotties. Assignment of tasks to Environment Coordinator – creation of Green Team.	Request to Town of Canmore for delivery of Waste Kits
	Identification of Requirements to Service the Location	What services are required for the Event? Power, water	Irrigation lines will be marked by the Town of Canmore. Utility line Locates must be arranged by the event organizer.
	Identification of Requirements for Equipment	What equipment is required for the Event? Tents, tables, chairs, stage, Sound system, fire extinguisher(s), signage, barricades,	Building permit for tents larger than 645 sq ft
	Identification of Risks and Safety Concerns	What are the risks associated with this event? What plans are made to reduce/ mitigate or respond to those risks should something unexpected happen? What are the protocols in case of fire, accident, aggressive behavior, lost child. What training is required for volunteers to ensure safety? What specialized volunteer positions are required? What is required specifically if your event involves fireworks, animals, etc.	Coordinated with other Committee members: <ul style="list-style-type: none"> • Emergency Response Plan • Security Plan • Emergency Notification Procedures • Evacuation Routes • Identification of General Assembly areas • First Aid requirements
Site Coordination cont.	Identification of requirements to access	What is required for the Event in terms of Parking, Transportation system, Road Closures, Emergency Exits, Pedestrian access, accessibility for wheelchairs? A parking plan will be required as part of the Event Application	Road Use / Closure Permit <ul style="list-style-type: none"> • Public Notice: newspaper advertisement for Road closure and detour • Relevant Neighbour notice for affected residents/businesses • On-site traffic direction

Element	Task(s)	Considerations	Documentation
Volunteer Coordination	Recruitment of Volunteers	<p>Determine your target audience and estimated number of people who will attend.</p> <p>How many volunteers will be required to ensure a safe event takes place?</p> <ul style="list-style-type: none"> • Each Event coordinator should determine the number of volunteers they will require for their specific role in the Event <p>Are there any volunteer positions that require special skills/experience?</p> <p>What method(s) will be used to encourage people to volunteer?</p> <ul style="list-style-type: none"> • Social media • Newspaper advertising 	<p>Volunteer registration form</p> <p>Coordination and collaboration with other coordinators</p>
	Training / Oversight of Volunteers	<p>If your event requires a Criminal Record check there are special considerations for volunteers. Creation of job descriptions for each volunteer position and outline what type of training or special skills/experiences are required:</p> <ul style="list-style-type: none"> • First Aid • Traffic Control • Computer skills • Pro-Serve certification – for serving alcohol <p>Be specific as to the requirement of time and duties that the volunteer will need to perform, identify any potential risks that they may be exposed to (traffic, cold weather, etc).</p> <p>Determine what training will be provided for volunteers</p> <ul style="list-style-type: none"> • Safety (personal safety should be top priority) • Orientation session (role and event specific details reviewed) <p>Determine what resources are required for volunteers to safely perform their duties</p>	<p>Criminal records check http://www.rcmp-grc.gc.ca/en/criminal-record-and-vulnerable-sector-checks</p> <p>Job Descriptions</p>

		<ul style="list-style-type: none"> • Equipment (radios, safety vests/ equipment, signage) • Personal requirements – clothing, footwear 	
	Retention of Volunteers	<p>How will you show the volunteers their time & commitment to the Event is appreciated?</p> <ul style="list-style-type: none"> • Volunteer Orientation evening – meal/ orientation package (t-shirt, gift cards, small token of appreciation) <p>What is required for volunteers through out the Event?</p> <ul style="list-style-type: none"> • Food – snacks or a meal • Water • Space for storage of personal items (backpacks, coats, etc). 	

Element	Task(s)	Considerations	Documentation
Food and Beverage Service	Selling or providing food	Review the requirements for obtaining approval from Alberta Health Services for selling or providing food	<p>Food Vendors: http://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf</p> <p>Serving Food: https://www.albertahealthservices.ca/eph/Page13999.aspx</p>
	Selling alcohol	<p>In order to sell alcohol a liquor licence is required, this should be requested at least 6 weeks prior to the Event.</p> <p>Alcohol Management Plan is required as part of the Event Application Additional insurance coverage may be required. A paid security company may be required to provide on-site security for the Event</p>	<p>https://aglc.ca/liquor/liquor-licences/applying-licence/liquor-licences-public-special-events</p> <p>Alcohol Management Plan</p> <p>Communication with local RCMP (guidelines)</p>
Food and Beverage Service Cont.			

Element	Task(s)	Considerations	Documentation
Operation of Event	Coordination of Entertainment and/or Activities	<p>What are the activities / entertainment that support the theme of the Event and appeal to your target audience?</p> <p>If the audience is broad – consider a range of different activities or entertainment.</p>	<p>Effective communication with committee members to ensure the resources (human, financial and equipment) are in place to provide a safe and fun event.</p> <p>Detailed schedule of the Event</p>
	Risk Management	<p>What are the risks that may be associated with the activities or entertainment? What are the security and precautions that must be in place to mitigate these risks?</p> <p>Town of Canmore permits required for the following:</p> <ul style="list-style-type: none"> • Fireworks • Amplified Sound • Animals • Road Closures • Parades • Serving food and alcohol • Erecting tents or temporary structures 	<p>Town of Canmore's By-Laws http://www.canmore.ca/Municipal-Services/Bylaws/</p> <p>Coordinated with other Committee members:</p> <ul style="list-style-type: none"> • Emergency Response Plan • Security Plan • Emergency Notification Procedures • Evacuation Routes • Identification of General Assembly areas • First Aid requirements

Element	Task(s)	Considerations	Documentation
Marketing of the Event	Promotion of the Event	<p>What means will be used to promote the Event goals to your target audience? What are the most appropriate methods?</p> <ul style="list-style-type: none"> • Social media (Facebook, Twitter, • Ad space in local newspapers and magazines • Local – print and on-line newsletters • Posters, brochures and signage • Radio advertisements 	
		Development of advertising, promotional material and media kits.	Creation of Event image – logo, promotional material, information (date, time, location)

		Who will be the main contact for Media?	Creation of Event "story" – what is interesting and promotes the values and purpose of the Event? What will 'connect' people to the Event?
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Element	Task(s)	Considerations	Documentation
Host Vendors or selling goods	Selling of goods	<p>What type of products would be suitable to be sold at the Event? What type of Vendors are suitable for the Event – not-for-profit, small businesses, local/non-local artists, etc.</p> <p>Will the Vendor be charged a fee or percentage of sales provided to the Event?</p>	<p>Special Event Business Licence</p> <p>Note – small not-for-profit sales may not require a licence.</p>

