



Community Event Policy

POLICY NUMBER: AE-002

CURRENT AS OF: July 3, 2018

1. POLICY STATEMENT

The approval of Community Events and Film Permits will be based on principles intended to build community, enhance quality of life for residents and visitors, and provide appropriate and fair pricing.

2. PURPOSE

The purpose of the policy is to:

- a) establish the criteria that will be used in the Community Event and Film Permit approval process,
- b) establish the Community Event classification and associated fee structure for cost recovery purposes,
- c) provide administration with a tool to make fair, equitable, transparent, and consistent approval and fee for service decisions, and
- d) establish the conditions under which Roads and Public Places will be closed and managed for Community Events or Film Production.

3. DEFINITIONS

3.1. "Community Event" means the activity or Community Event that is open to, or intended to attract the general public; and

- a) involves the participation of Town departments; or
- b) the rental or use of Public Places; or
- c) requires Town resources in the form of staff time, equipment, use of public spaces, and/or funding, and
- d) includes Film Productions, regardless of whether or not they are open to or intended to attract the general public.

3.2. "Community Events Committee" refers to the committee established by Bylaw 2017-33.

3.3. "Event Permit" or "Film Permit" means written permission issued by the Town for a Community Event or Film Production to take place.

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3.4. "Direct Operating Costs" means the expenses directly related to the provision of municipal places, equipment, and services in support of Community Events. For the purpose of this policy direct operating costs include:

- a) direct incremental costs associated with the delivery of a municipal service,
- b) the rental cost of Town owned, managed or leased Public Places, and
- c) cost of all equipment, manpower, and supplies.

3.5. "Film Production" means any commercial filming (video or photo) that:

- a) involves the participation of Town departments or the rental or use of Town Public Places, and
- b) may require Town resources in the form of staff time, equipment, use of public spaces, and/or funding.

3.6. "Master Fee Schedule" means the document that details fees charged for Town services, facility, and equipment use.

3.7. "Public Place" means any land or building owned, managed or leased by the municipality, other than a highway, that the public is ordinarily entitled or permitted to use and includes:

- a) parks, as defined in the Parks Bylaw,
- b) parking lots, and
- c) land developed, used, or managed by the Town for public utilities.

3.8. "Road" means the part of the highway intended for use by vehicular traffic.

3.9. "Services" means the services provided by the Town to facilitate Community Event delivery including setup, operation, tear down, and clean up.

4. EVALUATION CRITERIA

4.1. Applications for Event Permits, including Road and Public Place closures, will be evaluated in accordance with the following criteria:

- a) **Community Impact**
 - i) is relevant to the culture and identity of the community of Canmore;
 - ii) offers an experience-based, authentic celebration of Canmore's mountain lifestyle;
 - iii) has a reasonable impact on residents, businesses and visitors;

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- iv) has addressed feedback, both positive and negative from past Community Events and through the Community Event application process; and
 - v) is accessible, inclusive, and affordable.
- b) Community Event Performance**
- i) past compliance to policy, procedure, and regulations,
 - ii) financial good standing – the organization can show that it is in good financial standing and all fees have been paid in full unless prior arrangements have been made with the Town,
 - iii) all application and reporting deadlines have been met.
- c) Resource Requirements**
- i) Town departments have, within their allocated budgets, staffing, equipment, and the capacity to deliver the requested services to Community Event group, and
 - ii) the request is made by the Community Event producer 60 days prior to Community Event delivery.
- d) Physical Infrastructure Requirements**
- i) demonstrates that Canmore has the physical infrastructure in place to support the Community Event. (including but not limited to Quarry Lake, Roads, public facilities, parks, and accommodation); and
 - ii) contains a clear plan to minimize pressure on civic infrastructure resources.
- e) Strategic Alignment**
- i) aligns with the Town of Canmore’s strategic goals.
- f) Market Demand**
- i) limited competition exists (location, weekend, season, Community Event type); and
 - ii) attendance (expected or at past Community Events).
- g) Inclusion of Local Partners**
- i) event producers should source local products or services as available, and
 - ii) event producers should include local business as vendors as appropriate
- h) Health, Safety, and Environment**
- i) public safety is adequately addressed,
 - ii) minimal impact to wildlife and the environment, and

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iii) Access for emergency response.

i) Logistics

i) The Community Event has all required permits, plans, licensing and adheres to federal, provincial and municipal legislation.

4.2. Administration may refuse future applications for a Community Event based on feedback from Town departments, Council, the community, or based on a Community Event producer's past performance.

4.3. Event producers may appeal any refusal of an application to Town Council.

5. ROAD CLOSURE PHILOSOPHICAL PRINCIPLES

5.1. Road closures may be necessary to facilitate a Community Event that meets the criteria outlined in this policy or a Film Permit.

5.2. Main Street closures will be approved if the Community Event has broad national, provincial or community relevance (for example, Canada Day Parade, Miners' Day Parade, National Indigenous Peoples Day Parade).

5.3. The Event Committee will consider prior year feedback from businesses and residents and current year input from the BRZ before permitting a Road closure.

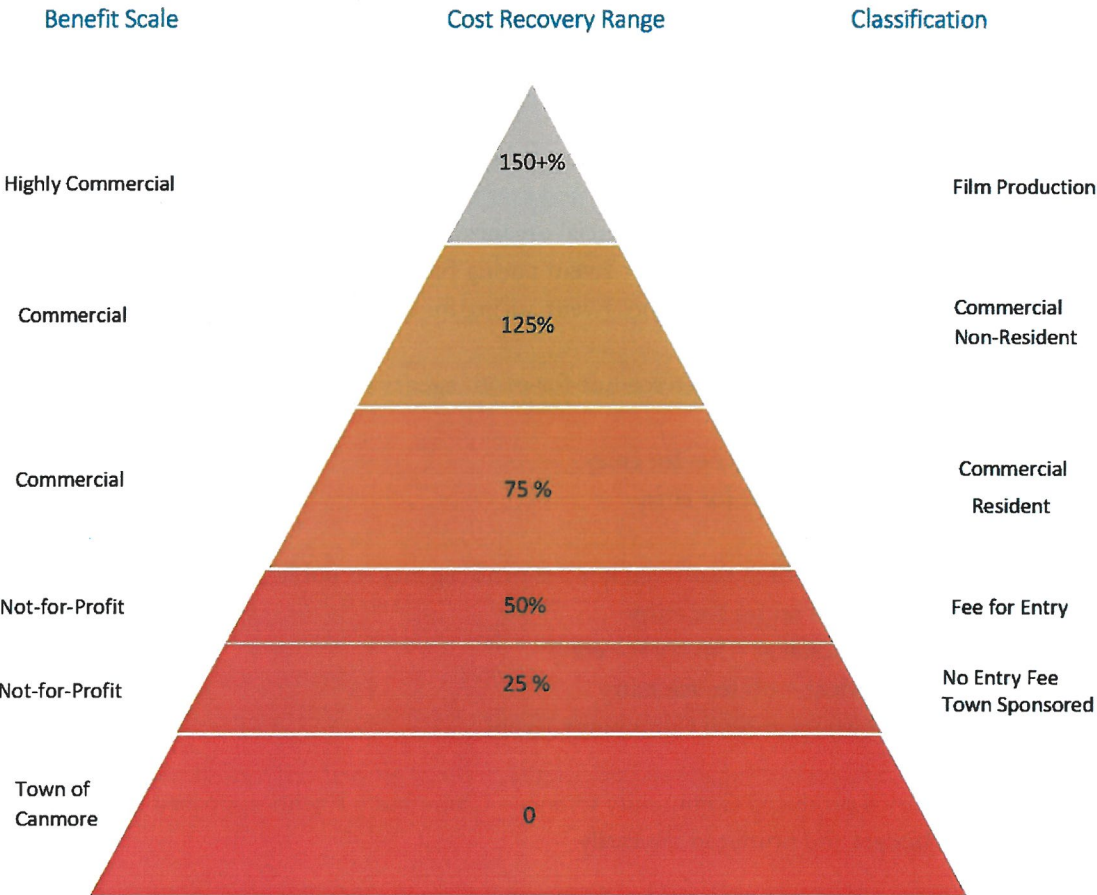
5.4. Downtown Road closures will be identified with positive signage posted by the Town of Canmore indicating there is a Community Event in progress and that downtown businesses are open.

6. EVENT COST RECOVERY

6.1. A cost recovery pyramid model will be used to establish appropriate and fair pricing for the rental of spaces and provision of services. Lower fees will be charged for those Community Events that provide the most community benefit. In the following diagram the benefit of each Community Event can be considered and a cost recovery level assigned.

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DIAGRAM "A" – Cost Recovery Pyramid



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6.2. The cost recovery pyramid is based upon the philosophy that:

- a) Community Events perceived to have little broad community benefit or which are generally for-profit or accrue greater benefit to the organizer will pay some or all of the Direct Operating Costs incurred by the Town; and
- b) Community Events perceived to provide a community benefit will pay some or none of the Direct Operating Costs incurred by the Town.

6.3. User Classifications

- a) Film Productions – feature films, television, commercials, documentaries, videos
- b) commercial non-resident (commercial organizations in pursuit of business for profit)
- c) commercial resident (commercial organizations in pursuit of business for profit)
 - i) commercial Community Event raising funds for non-resident business, cause, or charity
 - ii) commercial Community Event raising funds for resident business, cause, or charity
- d) not-for-profit (a registered not-for-profit agency or public entity) or community group – fee for entry
 - i) non resident – fee for entry
 - ii) resident – fee for entry
- e) not-for-profit (a registered not-for-profit agency or public entity) or community group – fee for entry – no fee for entry
 - i) non resident – no fee for entry
 - ii) resident – no fee for entry
 - iii) Town sponsored Community Event
- f) Town produced Community Events – Community Events approved in the annual Town budget and produced internally

4. RESPONSIBILITIES

7.1. The Community Events Committee will:

- a) evaluate and approve or deny Community Events (not including Film Productions) in accordance with this policy,
- b) provide Administration with policy, plan, practice, and procedural recommendations and recommendations regarding educational and information sharing opportunities for Community Event stakeholders,
- c) establish and maintain a process to require advanced submitting of Community Event applications to allow for a holistic review of multiple Community Events occurring within a defined timeframe to ensure the right balance of type and number of Community Events occur at any given time/location.

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7.2. The Arts and Events department will:

- a) ensure Community Event applications are complete. Key components of the application include:
 - i) Towards Zero Waste Plan
 - ii) Emergency Response Plan
 - iii) Road Right of Way Usage Permit
 - iv) Alberta Health Services approval
 - v) Site and Parking Plan
 - vi) Insurance, permits and licensing requirements
- b) communicate with Community Event applicants on status of application and assist and advise through the permitting process,
- c) coordinate access to Town places and services and assist Community Event organizers in procuring the required permits,
- d) provide trained and qualified personnel to organize and deliver high quality Town of Canmore Community Events,
- e) establish pricing and forward invoices to Community Event producers using the Master Fee Schedule, and in accordance with the user classification set out in this policy,
- f) complete a Community Event debriefing report jointly with the Community Event producer to define and record successes and areas for improvement at future Community Events,
- g) provide reporting in accordance with the requirements of this policy,
- h) review and update the Community Event evaluation tool used by the Community Events Committee;
- i) evaluate and approve or decline Film Production applications.

7.3. Town departments will determine cost of services provided, and equipment owned by the Town to facilitate the Arts and Events department in its delivery using the Master Fee Schedule.

7.4. Council will review this policy at least once every four years and approve the Master Fee Schedule.

5. VISION ALIGNMENT

8.1. Place: Canmore has a unique sense of place.

8.2. Service: Canmore's services and programs respond to the aspirations of its residents and visitors and are delivered in an effective, innovative and fiscally responsible manner.

8.3. Safety: Canmore is a safe community.

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8.4. People: We value and support “people” as the corporation’s and community’s strongest assets.

6. RELATED DOCUMENTS

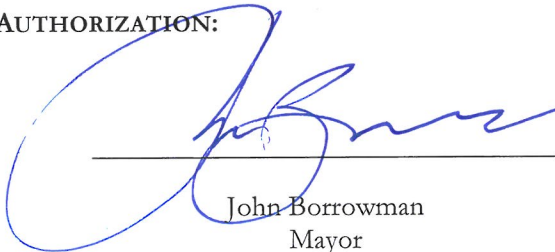
- 9.1. Community Events Policy AE-002
- 9.2. Community Events – Standard Operating Procedure
- 9.3. Community Event Evaluation Tool
- 9.4. Traffic and Road Use Bylaw
- 9.5. Facility Allocation Policy
- 9.6. Recreation Services User Fee and Rental Rate Policy
- 9.7. 2016 Master Fee Schedule

7. ATTACHMENTS

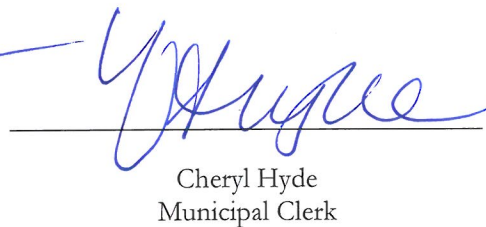
None

REPEALS POLICY: AE002 also known as 306-2010

AUTHORIZATION:



John Borrowman
Mayor



Cheryl Hyde
Municipal Clerk

REVISION HISTORY

Policy Name	In Effect	Amended	Inactive
Community Events AE002	2018-07-03		
Community Events AE002 or 306-2010	2010-06-22		2018-07-03

Policy approved by: CH JB