



District of West Vancouver

Special Events Procedure 04-70-179, 2005

Effective Date: February 7, 2005

Consolidated for Convenience Only

This is a consolidation of the procedures below. The amendment procedures have been combined with the original procedure for convenience only. This consolidation is not a legal document. Certified copies of the original procedures should be consulted for all interpretations and applications of the procedure on this subject.

Amendment Policy	Effective Date
04-70-334	December 6, 2010

The procedure numbers in the margin of this consolidation refer to the procedures that amended the principal procedure (Special Events Procedure 04-70-179). The number of any amending procedure that has been repealed is not referred to in this consolidation

Parks & Community Services	Special Events Procedure
Procedure #04-70-179	
File #3015-00	

1.0 Purpose

To provide procedures for approval and support of special events.

2.0 Procedures for all Special Events

Every effort is made not to burden special event organizers and volunteers with rigid rules and regulations and to allow flexibility in planning to meet the weather and circumstances that change from year to year.

- 04-70-334
December 6th 2010
Amendment*

2.1 All annual special events, even those previously approved, require permission for the use of a West Vancouver venue or roadway.
- 04-70-334*

2.2 Any special event that interfaces or will impact a community facility (i.e. Library, Community Centres, Gleneagles Clubhouse, Seniors Centres, Arts and Cultural facilities, etc.) require the approval of the facility manager and concurring approval from any Boards or Advisory bodies involved in the governance of the facility.
- 04-70-334*

2.3 An application form should be submitted 6 months prior to the proposed date of the event. Traditional booking dates of annual special events are generally respected from year to year, however the application form must be submitted with the associated fee (where applicable). Events will be reviewed on an annual basis. If an event is not permitted back the following year, written notice will be given.
- 04-70-334*

2.4 The Special Events Coordinator (Coordinator) will consult with and obtain concurrence and approval from the Integrated Special Events Team (Team).
- 04-70-334*

2.5 Prior to the event taking place, bylaw compliance or waivers of same, insurance coverage and services required such as portable toilet facilities, first aid and so forth must be confirmed. A special events checklist is available upon request. A site plan should be established with staff to avoid damage to irrigation lines, minimize site impacts on trees and turf and allow for best access to water and electrical needs. Transportation and parking plans should be established to ensure road safety and adequate vehicle parking is available or alternative transportation options are in place.

- 04-70-334
- 2.6 A damage deposit by a certified cheque will be required 30 days prior to approval if past experience indicates municipal clean-up or repair at the venue was needed after the special event. This requirement will be included in the contract.
- 2.7 Organizers must make every effort to keep the site clean and leave it as it was found before the event. Municipal staff will do a damage assessment and base clean-up costs upon review of a site immediately before and as soon as possible after the take down of a special event. The organizers must participate in these site inspections. The costs to the Municipality associated with clean up or damage will be deducted from the damage deposit. Damage in excess of the deposit will be invoiced to the organizer. Failure to pay an invoice will jeopardize future booking requests.
- 2.8 Banners, signage and decorations must be freestanding. Flagpoles, trees, telephone poles, lamp standards or other vegetation must not be used as attachment points. All signage must be of a temporary nature and be removed as part of the site clean-up. Pre-event signage may be necessary to inform the public of an upcoming event in a park. The cost of this signage will be borne by the organizer.
- 2.9 Only those booths, groups or vendors who have registered with the special event organizer and have registered with the Municipality for a business license, will be allowed to operate on municipal property.
- 2.10 A post event report in a format provided by the Coordinator is required each year within one month after the event. Failure to file a report may result in permission being withheld the following year.

3.0 First Time Special Events

- 04-70-334
- 3.1 Special event organizers requesting use of a West Vancouver venue for the first time must submit a complete application form and the administration fee (where applicable). Late submission may result in permission being withheld.
- 3.2 A preliminary review by the Coordinator of the proposal will ascertain that the location is available; the event does not conflict with other events; and that the event meets the principles of venue use.
- 04-70-334
- 3.3 Following the preliminary review, the Coordinator will consult with and obtain approval from the Integrated Special Events Team.
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- 3.4 The Integrated Special Events Team (Team) is delegated the authority to approve or deny the event. If the team can not obtain concurrence the event request will be forwarded to the Executive Committee or Council.

- 04-70-334 3.5 Funding requests or requests for “service-in-kind” contributions for first time special events will be referred to Council for approval. Council may refer the request to the Community Grants Committee of Council, as there may be long-term financial implications in a commitment to continued support in the future.
- a) “Service in kind” contributions are a form of event partnership and shared funding. To qualify for this form of support, the event and the level of support requested must be referred to and approved by Council.
- 04-70-334 **4.0 To manage the broad range of activities Special Events are separated into five categories:**
- 04-70-334 4.1 **Category 1** – Special events organized by non-profit or private business that are commercial in nature and are enclosed and not accessible to the general public. The term not accessible refers to limited access by either fence and/or ticketing. These events require significant municipal support which can be provided on a cost recovery basis. These high profile or large scale events are intended to be revenue generating and bring significant economic benefit to the local community and the municipality as a whole.
- 04-70-334 4.2 **Category 2** – Private business hosting events that are free and open to the public. These events provide complimentary activities such as entertainment, sport or cultural activities. The community benefits from the exposure to new experiences.
- An example of this event is Tony Hawk Little Rippers Tour and MEC Paddlefest.
- 04-70-334 4.3 **Category 3** - Non-profit organizations approved to use West Vancouver parks and open spaces for special events. These receive municipal services, if requested, on a cost recovery basis and also receive support from staff who coordinate municipal requirements and requested services.
- 4.4 **Category 4** – Special events organized by a select group of West Vancouver community non-profit organizations with which the Municipality has agreed to partner. These receive a “service-in-kind” contribution of municipal services to a pre-approved maximum value and support from staff that coordinate municipal requirements and requested municipal services.
- 4.5 **Category 5** - Municipal special events that are staffed and funded as direct service programs in department budgets.

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5.0 Category 1 – Commercial Large Scale Ticketed Events

The District of West Vancouver develops partnerships with event promoters, private businesses and non-profit groups. The District venues host waterfront and mountain views that provide a desirable scenic backdrop.. This category increases the visibility of West Vancouver and enables the District to generate revenue and increase sponsorship opportunities. This category is intended for commercial, large scale performances and events.

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5.1 Restricted access (by ticket or fence) events led by commercial enterprise must be approved by Council resolution.

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5.2 Promoters must comply with the Sponsorship and Partnership Policy.

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5.3 Events may be targeted to a specific demographic but must be accessible to all members of the public.

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5.4 Communication plans must be provided to inform public of limited access to public spaces. District staff should assist with the implementation of the Communication plan on a cost recovery basis.

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5.5 Signage must be posted 1 week prior to the start of the closed area.

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5.6 Events should provide opportunity for volunteers and youth.

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5.7 Events should make a significant financial contribution to the municipality.

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5.8 Events should act as an economic driver for the local economy.

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6.0 Category 2

The District of West Vancouver develops corporate partnerships and supports local and national business. These events must:

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6.1 Provide free and open activities for public participation

6.2 New special events in Category 2 can be initiated by the Corporate partner by submitting an application form with the \$300.00 fee. If the application is declined, the fee will be returned to the applicant.

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6.3 Applications may be received throughout the year.

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6.4 Applications must be approved by the Integrated Special Events Team.

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6.5 Corporate identity must support, sport, arts and culture, healthy lifestyle choices, environment and sustainable initiatives or community development.

6.6 Corporate branding must be limited to the event site and follow our Sponsorship signage guidelines and bylaws

Examples of Special Events in Category 2 are: Tony Hawk L'il Rippers Tour hosted by West 49 and MEC Paddlefest.

7.0 Category 3 – Non-profit organization run Special Events

The District of West Vancouver encourages and supports community non-profit special events. West Vancouver's beachfront venues and sea walk are preferred sites for outdoor events. This is the largest category of special events.

7.1 Applications are reviewed and approved twice per year, listed below are submission deadlines and approval dates:

Events hosted from January through July: Submission by September 10th
Approval by September 20th

Events hosted from August to December: Submission by February 20th
Approval by February 28th

An application must be filled out in full with the application fee. If the application is declined, the fee will be returned to the non-profit applicant.

Once approved by the once approved by the Integrated Special Events Team Category 3 events are enabled through:

- a) a contract will be processed to meet municipal bylaws or waiver of same, insurance requirements and special event regulations
- b) provision of municipal services that are provided on a direct cost recovery basis.

Examples of Special Events in Category 3 are: Lions Club Christmas Tree Sales and Chip Up, Southern Straits Race, Lions Club Easter Egg Hunt, Super Cities Walk/Run for MS, BC Special Olympics Walkathon.

7.2 Foot or bicycle races on municipal roadways have an additional series of requirements outlined in Foot Race Procedures.

8.0 Category 4 – Community Run Special Events with approved Municipal Partnership.

- 8.1 The Municipality has established partnerships with a few community non-profit organizations for special events. In such partnerships, the Municipality provides service-in-kind contributions to the event in addition to the requirements outlined for Category 4 that also apply,

Service-in-kind contributions are defined as specific municipal services provided at no cost to the non-profit organization but the cost is covered within the Municipal operating budget specifically for that special event.

- 8.2 Special events must be approved by Council resolution for partnership and service-in-kind contributions.
- 8.3 Criteria for consideration of a new or existing Special Event to be added to Category 4:
- a) must be a West Vancouver or North Shore based non-profit society.
 - b) must have established a significant community benefit and attendance record.
 - c) must have established a record of success in efficient management of resources and show high volunteer participation.
 - d) must indicate a need and/or a potential to leverage the municipal support with other sources of funding.
 - e) must provide an annual report including statistics of attendance, financial statements and the community benefits of the event.

There is a potential for events in Category 3 who qualify under our criteria to request additional support from Council for “service in kind” contributions. Each will be referred to Council and judged on its own merits.

- 04-70-334 8.4 The Special Events in Category 4 will:
- a) have an approved maximum dollar value to the service-in-kind cost within a the special events budget.
 - b) have the operating budget reviewed annually by the department
- Examples of special events in Category 4 are: Coho Festival, Norwooz and Remembrance Day.
- 8.5 Consideration for inclusion to Category 4 will be done only in exceptional circumstances.

9.0 Category 5 – Municipally run special events

- 9.1 The Municipality coordinates a broad spectrum of special events annually. It provides the infrastructure and municipal services required to implement each event according to the mandate established by the sponsoring department.
- 9.2 Municipal staff work in partnership with community volunteers and business and corporate sponsors to present the special event to the community.
- 9.3 Staff and volunteers have the authority to solicit donations and sponsorship for special events on behalf of the Municipality. Staff must refer to the Sponsorship and Partnership Policy and follow the procedures.
- 9.4 New special events in Category 5 can be initiated by a sponsoring department with a written proposal, a business plan and identified community support.
 - a) After approval in principle by municipal staff the funding for a new annual special event must be submitted as a budget request during the budget process.
- 9.5 Special Events requiring an increase in municipal budget allocation or subsidy must request the increase through the supplemental budget process.
- 9.6 The sponsors of a “one-time only” special event may request approval and funding of the Executive Committee and Council outside of the budget process.

Examples of Special Events in Category 5 are: Canada Day, Community Day, Earth Day, and the Harmony Arts Festival.

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