



CHARLOTTETOWN

Great things happen here.

EVENT GUIDELINES
City of Charlottetown

The City of Charlottetown recognizes the importance of hosting festivals and events in our city, and acknowledges that success may be measured not only by economic prosperity, but also tourism, cultural, and social benefits.

Events come in a variety of forms be it sport, entertainment, cultural, festival, walks/runs, parades, markets, etc. and are organized by numerous groups, organizations, promoters, and management firms.

The City has a vested interest in working with community groups and event organizers to assist in the planning and successful execution of events.

All events being held on public property require the approval of the City. Unless properly zoned, events being hosted on private property also require approval.

Requests for City service support must be submitted to the City's Events Development Officer a minimum of 60-days in advance of an event in order to allow time for review. Eligible events should be hosted primarily in Charlottetown, or in the case or events located elsewhere, bring significant prosperity to the destination.

When evaluating event-hosting requests, the City of Charlottetown will consider events that attract both visitors and residents, embrace multiculturalism, appeal to a broad demographic, allow for community engagement, have a well-developed plan of execution, demonstrate sustainability practices, consider accessibility, and contribute significantly to quality of life.

Municipal Support

The City of Charlottetown offers support to a diverse range of events which vary in size and scope. Eligible events may be held on either City-owned or private property.

Event support may be obtained through:

- City services
In-kind support may be offered by way of City-owned equipment such as event fencing, box office trailer, waste bins, picnic tables, barricades, pylons, bleachers, etc., and City services such as Police, Fire; and Water and Sewer. Additionally, support may be granted by way of permission to utilize City-owned property such a trails, parks, and venues; or the public right-of-way (street closures).
- Direct financial investment
Occasionally and on a limited basis, the City is able to provide direct financial investments to qualifying events (funding agreement(s) may be applicable).

Requests for funding should be submitted to the City's Events Development Officer as part of the City's budget planning process which takes place in December/January annually. Submissions should include information such as a general event overview, a financial ask and detailed budget, identification of public and private funding partners, a business plan, a marketing plan, etc.

- A combination of City services and direct financial investment
In some instances, the City is able to offer a combination of financial and in-kind service support to event organizers.

Conditions of Support

In order to be considered for support event organizers must comply with all municipal by-laws, policies, and provincial laws, inclusive of environmental health (ie - portable toilets, vendor licenses and permits) and liquor (ie - license and security plan) regulations and approvals.

Additional conditions may be put into place by individual City Departments based on the size and scope of an event.

In the case of events requiring a street(s) closure, the City will at times require organizers to notify area residents and/or businesses of the closure(s) by way of a City-approved notice and/or additional public promotion(s).

Damages to City property as the result of an event will be the responsibility of the event organizer (at times damage deposits may apply).

Waste control, collection, and management procedures will be determined by individual City Departments based on the venue(s) in question.

Event organizers must present a general liability insurance certificate naming the City of Charlottetown as an additional insured showing policy coverage of not less than \$2,000,000.

Event Approvals and Requests for City Equipment

The City of Charlottetown's "Event Team" is chaired by the City's Events Development Officer and includes representatives from City Departments being impacted.

Individual City Departments have a number of requirements with respect to event approvals and provision of City services. Below is an overview of information required by various City Departments that the applicant should be prepared to discuss and/or provide detailed information on at the initial Event Team meeting (to be scheduled by the City's Events Development Officer):

- General event information
Applicant should be able to provide a detailed site/route plan(s) and basic event information such as event name, (requested) location(s), date(s), event hours, set-up/tear-down information, expected attendance (capacities to be approved), target audience and demographics, etc.
- Street Closures and/or Trails, Parks, and/or City Venue Use
Applicants should be able to provide detailed information on City property and/or public right of way usage, if required. Please note that in the case of street closures, organizers may be directed to obtain letters of support from affected parties in the immediate area. Additionally, individual City Department may require additional forms to be filled out as a part of the site usage request process.

Events with approved capacities in excess of 1,000 persons will be directed to the Charlottetown Event Grounds and will not be permitted to utilize City-owned property or the public right-of-way. Due to event nature and impact, exemptions to this rule may be permitted (ie- community events, Marathons and Runs/Walks, Farm Day in the City, Art in

the Open, DiverseCity, and similar one-off events). Approval by the standing committee responsible for events is required.

- **Temporary structures**
Applicants should be able to provide detail on any temporary structures (ie- tents, stages, etc.) that will be erected on site. Please note that permits (inclusive of local Engineer stamped drawings) may be required through City Planning for some temporary structures. Additionally, permissions for in-ground installation of items such as tent pegs and temporary fence or signage posts must be granted prior to installation.
- **City equipment**
Applicants requiring the use of City equipment should be prepared to discuss their needs in detail. Please see p.1 – City Services for a list of equipment that may be accessed.
- **Water**
Applicants should be prepared to discuss any on-site water requirements. Events will be dealt with on an event-by-event basis to explore if arrangements can be made for sites that do not have standard water access points.
- **Security and Safety plans**
Applicants should be prepared to discuss their site security and safety plans. Security plans will address on-site security services and should confirm the name of security firm employed and lead contact information. Safety Plans will address items such as traffic flow, risk management, medical services, emergency protocols, emergency exits and/or evacuation plans, on-site vendors (licensed only), etc. It is important to note that detailed plans will have to be submitted directly to the Police and Fire Departments in a timely manner.
- **PEI Liquor Commission approvals**
Applicants wishing to sell/serve alcoholic beverages on site at their event must apply for a permit through the PEI Liquor Commission and provide proof of permit to the City Corporation in advance of the event. As a part of this process, the Commission will consult with the City of Charlottetown and the City will be asked to sign off on documentation prior to the Commission issuing such a certificate. Applicants should be prepared to discuss complete bar service plans including layout.
- **Noise By-Law exemptions**
Applicants will be required to formally request a noise by-law exemption for events where excessive noise will extend past 10:00pm. Please note that by-law exemptions are firmly enforced and will only be granted until 11:00pm.
- **Signage**
Applicants wishing to request permission for billboard and/or street banner signage installation should make their wishes known and details on permit applications will be provided.

Communications

Access to City of Charlottetown communications services will be evaluated on an event-by-event basis and may include assistance with:

- Event announcements (press conferences and news releases)
- Social Media and website promotion
- Media relations pertaining to street closures, traffic changes, parking options/restrictions, etc.

Support Recognition

It is a requirement that the City of Charlottetown must be recognized as a supporting event partner.

Examples of standard recognition include but are not limited to:

- City of Charlottetown logo presence on all promotional materials inclusive of print, digital, radio and television advertising (where applicable), event signage, banners, collateral, website, etc.
- Speaking opportunity and verbal recognition at news conferences and/or during the event.
- Opportunity to display City of Charlottetown banners at events.
- Complimentary event tickets and other unique opportunities as mutually agreed upon.

Post-Event Reporting

It is important for the City of Charlottetown to have a record of event organizers final outcomes in order to evaluate ROI, as well as to serve as a point of reference from year to year and a comparative tool between events. Reports must be submitted electronically to the City's Events Development Officer within 90-days of the completion of an event.

Reports should include items such as:

- An event overview including highlights and successes, as well as public/private partners
- Attendance, inclusive of origin and demographics (where available)
- Destination impact, inclusive of room night generation and media coverage (where applicable)
- City-services and/or equipment utilized
- Final budget
- 3-5 high resolution images

Please note that this document outlines basic guidelines pertaining to City of Charlottetown event support. Depending on the size and scope of an event, additional information not discussed herein may be required in order to complete the review and endorsement/approval process.

For additional information or to submit a request for support please contact:

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