

# POLICY MANUAL

<b>Title:</b> Festival Support	<b>Policy No:</b> 4.22  <b>Supersedes:</b> New
<b>Authority:</b> <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Operational <b>Approval:</b> <input checked="" type="checkbox"/> Council <input type="checkbox"/> CMT <input type="checkbox"/> General Manager	<b>Effective Date:</b> June 13, 2017  <b>Review Date:</b> June 2018
<p><b>Policy Statement</b></p> <p>The City of Maple Ridge will support the growth and development of festivals and special events that build community, foster good community relations, support culture, develop the local economy and tourism, and enrich the quality of life of all residents and visitors. We build community capacity and vibrancy through community involvement.</p> <p>This policy provides guidelines for the equitable resource allocation of financial and in-kind support to qualified festivals, events and groups in alignment with relevant policies, priorities and by-laws of the City of Maple Ridge.</p>	
<p><b>Purpose</b></p> <p>Maple Ridge has a proud tradition of supporting and hosting a range of Festivals and special events, with established ones that have matured and evolved and new ones being added, reflecting the growth of the city and the demand for celebrations of civic pride and community engagement. Festivals and events enhance citizens' quality of life and are an essential element in creating complete communities. The experiences and benefits derived from festivals and events have significant value for citizens and visitors and are a vital ingredient in the municipality's on-going development as an active and vibrant City.</p> <p>Applications for festivals support will be based on the following:</p> <ul style="list-style-type: none"> <li>• Encourages community identity and spirit and aligns with the City's brand</li> <li>• Provides opportunities for economic development and alignment with City strategies</li> <li>• Builds community involvement</li> <li>• Demonstrates a sense of responsibility to the community</li> </ul> <p>Events will encourage community involvement that builds the capacity of local residents and the power of local associations and institutions which contributes to a vibrant and sustainable community. Through this policy, the City is committed to supporting:</p> <ul style="list-style-type: none"> <li>• A vibrant, inclusive and diverse range of festivals and special events</li> </ul>	

- Opportunities to celebrate history, living heritage and diverse cultural character
- Growth of volunteerism, tourism and business

This policy provides a foundation for the development, management and resource allocation of grants and services that support festival and event development by:

- Providing a base level of support, per definition below.
- Articulating a clear definition of festivals and special events eligible for support from the City.
- Providing guidelines and criteria for financial and in-kind support requests from qualified festival groups. All requests will be considered within the context of available resources, alignment with municipal strategies and benefits to the community.
- Creating an effective, efficient and adaptable management process by ensuring a streamlined approval process.
- Ensuring festivals and events are safe, accessible, and sustainable.
- Reviewing applications and making recommendations for funding allocation.

## Definitions

**Festival:** A free or low-cost volunteer-driven celebration, entertainment or activity (new, one-time, annual or infrequently occurring) held in a City owned and/or operated facility that is accessible, promotes local community spirit, identity and responsibility and is promoted to the general public including Maple Ridge residents and tourists. It raises the City's profile, supports its culture plan and adds economic benefit from a tourism perspective.

For the purpose of clarity and this policy, this definition does not include sporting events, tournaments, fundraisers, consumer shows, trade shows, private events, conferences, symposiums, marketing initiatives, artistic competitions or exhibits, religious causes or commercial events.

**Qualified Festival Group:** A Maple Ridge based festival group or a group in the region with a Maple Ridge partner, registered as a non-profit society, or similar group with the potential to become a non-profit society, that has made application and agrees to enter into a grant agreement for activities that take place in Maple Ridge.

**Available Resources:** The budget established through the City to support qualified Maple Ridge festivals and groups, plus in-kind allocations including parks, facility and equipment use or staff time provided by the City.

**Base Level of Support:** The level of support available to any and all qualified festival groups in accordance with resources, policies and procedures. It is the responsibility of festival organizers to develop, plan, manage, fund and implement their festival.

## Benefits Criteria Definitions

**Encourages community identity and spirit and supports the City brand:** Involves citizens in planning creatively for the community. Enhances the image and reputation of the City of Maple Ridge demonstrating clear alignment with the City. Involves citizens in planning creatively for the community, contributing to a vibrant and creative environment that attracts citizens, visitors and business.

**Grows economic opportunities and aligns with City strategies:** Draws a critical mass opportunity, attracting a large number of attendees including tourists. Provides opportunities for businesses to network with or promote their services to the community in a positive environment.

**Builds community involvement:** Increases the range of experiences available to residents and visitors through cultural, recreational and educational components. Provides an environment for public gathering, mingling and safe celebration and increases residents’ sense of belonging and enjoyment in participating in their community that includes access to these activities through inclusive practices and low-cost opportunities.

**Demonstrates a sense of responsibility to the community:** Uses sound financial practices and has sources of revenue other than from the City. Demonstrates environmental stewardship. Supports local business and community projects. Ensures safety is a primary consideration when planning and staging Festivals and special events. Incorporates a range of quality opportunities for volunteer engagement, training and leadership development that helps to fulfill the group’s mission and vision.

<b>Key Areas of Responsibility</b>	
<b>Action to Take</b>	<b>Responsibility</b>
Provides base level support to qualified festival groups.	Parks, Recreation & Culture
Facilitates festival support in accordance to this policy.	Parks, Recreation & Culture
Provides networking and skill development opportunities.	Parks, Recreation & Culture
Allocates financial and in-kind resources.	Parks, Recreation & Culture
Meets criteria, ensures insurance requirements and safety plans are met.	Qualified Festival Groups