



City of Maple Ridge News Release

FOR IMMEDIATE RELEASE

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For further information, contact:
Kathryn Baird, 604-467-7459
festival@mapleridge.ca

Festivals and Special Events Review Workshop on March 15, 2016 at 7:00 pm

Maple Ridge, BC: Maple Ridge is home to a diverse range of special events year round, many of which have matured and new ones have been added, reflecting the growth of the city and demand for celebrations that generate civic pride and community engagement. The experiences and benefits derived from festivals and events have significant value to citizens and visitors and are a vital ingredient in Maple Ridge's ongoing development as an active and vibrant city. It is timely to assess the merits, gaps and shortfalls of the current approach and structure and to identify recommendations for future strategic development. Community Services and the City of Maple Ridge invite community groups, businesses and organizers of festivals and special events (current, old or new) that take place in Maple Ridge to help shape the future of festivals and special events in our community to join us on Tuesday, March 15 from 7:00 to 9:00 pm in the Blaney Room at City Halls at the Festivals and Special Events Review Workshop. RSVP by Friday, March 11 to festival@mapleridge.ca or call 604-467-7325 (2).

In 2015, an estimated 62 special events took place in Maple Ridge with an estimated total of 175,000 people attending these events. The proposed review process of special events and festivals is intended to be inclusive and engaging and is an opportunity to review the event application process, festival support grant program and identify recommendations for future development to ensure that resources and investments are appropriate to maximize the benefit to the community and its growth. Recommendations will be developed that help to better define and shape special event policies and procedures and develop an events strategy that nurtures "Celebrate Maple Ridge". Let's build a stronger and richer Maple Ridge together!

The Festivals, Events and Volunteers section of the Community Services department supports the full range of special events and community building initiatives using an asset based community development approach. The section also plans and hosts various educational workshops and provides many resources for event planning and volunteer management. Additional information can be accessed at mrpmparksandleisure.ca/274/Planning-a-Special-Event and mrpmparksandleisure.ca/290/Volunteer. For further questions, please contact Kathryn Baird at 604-467-7459 or kbaird@mapleridge.ca.