



EVENT POLICY

Economic Development and Events
City of Moncton
January 2013



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INTRODUCTION: Moncton Live En Direct

WHO WE ARE

A key division of the City of Moncton's Economic Development and Events program, **Moncton Live En Direct (MLED)** is made up of events-minded people who have one goal in mind – to become the hub for entertainment and activity in Atlantic Canada.

WHAT WE DO

The MLED team works with community groups and event organizers who want to expand the city's already bustling entertainment portfolio.

HOW WE DO IT

1. **Made in Moncton (CREATE)** – Produced by the City
Examples: Canada Day, Acoustica Series.
2. **Made for Moncton (HOST)** – Hosted by the City
Examples: Ford World Men's Curling, IAAF World Junior Track and Field Championships, Memorial Cup, CFL Games and Touchdown Atlantic Festival, Uteck Bowl, H.O.G. Rally.
3. **Made possible by Moncton (SUPPORT)** – Supported by the City
Examples: Frye Festival, Magnetic Hill Music Festival, Legs for Literacy, Atlantic Nationals Automotive Extravaganza, FICFA, Mosaïq Multicultural Festival, MotoMoncton, Acadie Rock.
4. **Made known in Moncton (PROMOTE)** – Promoted by the City
Examples: MLED marketing programs are not event-specific. They either group together events of a similar scope (i.e. festivals billboard program), or encompass a wide range of events (i.e. summer event publication and banner program).

MLED EVENT PLANNING OBJECTIVES

The City of Moncton's MLED team strives to meet the following event planning objectives:

- **Accessibility:** Promoting free and accessible celebrations to residents and visitors.
- **Diversity:** Developing and supporting events that appeal to a broad range of demographics (all ages—children, adults, seniors; our two main linguistic communities; Moncton's many ethno-cultural communities; special populations, etc.).
- **Community Engagement:** Working with a variety of partners to produce and present quality events.
- **Responsible Planning:** Planning efficiently and spending responsibly. Promoting responsible planning with event organizers, to keep costs minimal.
- **Sustainability:** Promoting the diversification of funding sources to ensure the long-term sustainability of events and festivals.
- **Accountability:** Conducting thorough evaluation and reporting of events to ensure that event objectives were achieved.

EVENTS SERVICED BY MLED

MLED services a wide range of events in Moncton, of varied scope, size, purpose and content.

CRITERIA FOR MLED EVENT SUPPORT

Events eligible for MLED support must meet the following criteria:

- The event is operated by or for a non-profit organization.
- The event offers free programming in a large proportion.
- The event is inclusive, accessible and available to the community at large.
- The event occurs on City-owned property.
- The event occurs mostly in Moncton (i.e. festivals with extensive programming).
- The event has a specific theme or purpose.
- The event has a predetermined opening and closing time.
- The event is annual or occurs infrequently.
- The event contributes to enhanced quality of life in Moncton.

EVENTS NOT ELIGIBLE FOR MLED SUPPORT

Events not eligible for MLED support include:

- for-profit events;
- ticketed events with no alternate free programming;
- events that are not destined primarily for the public;
- events that offer most of their programming outside of Moncton; and
- events that offer no significant contribution to quality of life in Moncton.

FUNCTIONS NOT SUPPORTED BY MLED

The following functions are not supported by MLED, as they are serviced through other municipal departments:

- meetings
- public consultations
- press conferences
- official ceremonies
- flag raisings
- protests and demonstrations
- neighbourhood block parties
- film shoots

TYPES OF EVENT SUPPORT

MLED offers three types of event support:

1. Event Support Services
2. Funding
3. Combination - Event Support Services and Funding

EVENT SUPPORT AGREEMENTS

Upon evaluation of requests and pending the availability of resources, event support agreements are developed with event organizers based on each event's specific needs and requirements. These agreements clearly outline both the City of Moncton's and the event organizer's roles and responsibilities for the event, as agreed upon by both parties during negotiations. Event support may include event support services, funding or a combination thereof.

NOTE: Applications for event support must be submitted at least 90 days prior to the event to allow for processing.

1. EVENT SUPPORT SERVICES

General event support includes but is not limited to the provision of event venues, delivery and installation of event equipment, street closure support, poster printing, web treatment, billboards and inclusion of key events in MLED marketing strategies as well as general event planning guidance.

2. FUNDING

MLED, on a limited basis, is able to provide funding support to some events. Cash contributions to an event may be negotiated between MLED and the event organizer, based on the merit of the event and availability of financial resources.

MLED-funded events should not rely solely on funding from MLED, but aim to seek funding from other sources. MLED funding is meant to help event organizers establish their event, and is not meant to be a long-term source of funding.

3. COMBINATION – EVENT SUPPORT SERVICES AND FUNDING

In some cases, MLED is able to provide event organizers with a combination of event support services and funding.

MLED evaluates each event, taking into consideration all elements of the application including community impact, accessibility to the community (free admission or a significant free component), budget, sources of funding from other organizations or grant programs. For-profit events and fundraisers do not qualify for funding.

NOTE: The assessment of applications is a competitive process, and resources are limited. Even if your organization and application are determined to be eligible, you are not guaranteed funding for your event. If your application is successful, the funding you receive may be less than the amount requested.

ALLOCATION OF RESOURCES

To qualify for event support resources from MLED, the event must meet the criteria outlined in the “Types of Event Support” section. MLED owns a limited inventory of event support equipment and each request is evaluated based on size of request, availability of the equipment, and the level of service or support required.

Resources available from MLED include:

- Event zones or venues
 - o Riverfront Park, Bore Park, Centennial Park Bandstand, Centennial Park Playground, and Victoria Park are equipped with a stage or amphitheatre
 - o Other available venues include City Hall Plaza and other parks, trails, and public spaces within the City of Moncton.
- Equipment such as picnic tables, garbage cans, and crowd control fencing, etc.
- Street closure support
- Site planning support
- General event planning guidance

CONDITIONS OF EVENT SUPPORT

Event organizers must comply with all municipal by-laws, policies and provincial laws. The City of Moncton reserves the right to cancel an event—up to and including the day of the event, or at any time during an event—if applicable regulations are not being followed.

In order to ensure that City of Moncton property (venues, equipment, etc.) remains in prime condition, event organizers are required follow these guidelines:

- No vehicle traffic is permitted on the grass in any park or event zone without prior approval from MLED.
- If authorized by MLED, only official entry points and pathways may be used to travel through a park or event zone.
- Event organizers are responsible for all litter collection and must ensure that it is properly bagged and left next to a waste receptacle.
- Any damages to property as a result of the event will be the responsibility of the event organizer.

Event Insurance

The event organizer must supply a general liability insurance policy for the event, designating the City of Moncton as “additional insured” and holding the City harmless from all actions, causes of action, interests, claims, demands, costs, damages, expenses and loss. The value of the policy shall be in the amount of not less than two (2) million dollars.

RECOGNITION OF MLED EVENT SUPPORT

Each event offers unique opportunities for recognition of City of Moncton support. A recognition program may be developed and adapted to each event to meet both the City of Moncton's and the event organizer's objectives.

Suggestions on how event organizers may recognize City support:

- Inclusion of City of Moncton logo on event promotional pieces and event website
- Inclusion of City of Moncton logo on event signage
- Mention of City of Moncton support during event press conference
- Mention of City of Moncton support during event
- Opportunity to display City of Moncton banner at event
- Speaking opportunity offered to Mayor or delegate during event

POST-EVENT REPORTING

Moncton Live En Direct strives to continually improve its service delivery and to honour its commitment to event organizations. To this end, following an event, Moncton Live En Direct requires event organizers to submit the following:

- a) a Feedback Questionnaire (all events) – **Appendix A**
- b) an Event Report (funded or major events only) – **Appendix F**

Both the Feedback Questionnaire and the Event Report are required to be submitted to MLED **within 90 days** after an event has occurred.

GUIDELINES FOR EVENT SUPPORT

Event organizers may apply for different types of event support from MLED; event support services, funding, or a combination of event support services and funding.

If you are applying for:

- **Event Support Services:** please complete **sections 1, 2, 3, 5 and 6** of application form
- **Funding Support:** please complete **sections 1, 2, 4 and 6** of application form
- **Both event support services and funding:** please complete **all sections** of application form

The event application form can be found on page 16. Below is a detailed overview of the different information that will be required in your application.

1. Basic Event Information
2. Request for support
3. Event Plan
4. Financial Information
5. Safety Plan
6. Contact Information

Applications must be submitted at least 90 days before the event to allow for processing and approval by Moncton City Council.

More details on what to include and how MLED can assist you with components of your application are listed in the sections below.

1. BASIC EVENT INFORMATION

Basic event information provides MLED with the fundamental information required to evaluate your event support request. In this section of the application form, you should include the event title, the type of event (i.e. celebration, fundraiser, festival, etc.), the location(s) of event (confirmed or requested), date(s) and times of event (including when set-up must begin, event hours, and tear-down time), expected attendance (participants or general public), the demographics of your target audience, the number of volunteers and a list of roles for volunteers.

2. REQUEST FOR SUPPORT

In this section of the application form, you are asked to provide a letter, outlining the specifics of your request for support (services and/or funding) from MLED. Supporting documents, where applicable, should be included with the application. Your request should include the following information:

- A detailed description of your event (who, what and why). This should include, but is not limited to:
 - o Tentative program of activities
 - o Registration, admission, or other participation fees
 - o The benefit your event for the community at large
- A list of event staff, volunteers, committee members or board of directors

- Proposed recognition of City of Moncton support
- Your specific request for funding (amount) or equipment and services (a list of what you are requesting)
- Any other information important to your event application.

3. EVENT PLAN

Your Event Plan is an important part of your overall event development process and is a necessary step in the application approval process. Please review the information below and include all details that relate to your event. You may attach additional documents to help support your application.

- Site Plan or Route Plan (for walks, parades, marathons, etc.)
- Request for street closure
- Request for noise by-law exemption
- A list of all tents and temporary structures
- A list of all vendors
- Parade line-up (include list of floats)

More details on what to include for each of these items are listed below.

Site Plans

MLED has developed a number of ready-to-use site plans to assist event organizers in mapping out their event. Please ask your MLED contact about the availability of a site plan for your event location.

What to include on a site plan:

- Tents
- Portable toilets
- Picnic tables
- Bleachers
- Stage
- Vendors
- First Aid
- Security Postings
- Fencing
- Other

Site plans must be included as part of the event application process. They help MLED staff to know where to deliver equipment, to approve locations for tents and temporary structures and to help identify any issues with the layout of your event site. It is important to include as much detail as possible on your site plan.

Route Plans (for Walks, Parades, Marathons, etc.)

Routes outside of an event zone must be submitted for approval with your application. MLED will review the route with the Events Management Committee taking into consideration public safety, public transit service, impact on the community, traffic flow, and construction activity within roadways.

The following criteria should be considered when planning your route:

- Parades should occur between 6 a.m. and 4 p.m. on a Saturday or Sunday.
- Marathon and duathlons should occur between the hours of 6 a.m. and 4 p.m. on a Sunday and must limit the use of main arteries and intersections within the projected route, with a portion included on trails.
- Walks and runs should take place primarily within a designated event zone or trail system.
 - o Street closure requests are reserved for special events, parades, marathons and duathlons.

In exceptional circumstances, an event organizer may request permission for an event to be held outside the designated times and routes outlined above.

Street Closure Requests

All street closure requests must be included in the application and should contain:

- The date and times of the street closure
- A detailed route of the closure request
- A security plan that shows where security staff will be posted on the event site

Once reviewed by MLED, street closure requests are submitted to the Events Management Committee (EMC) for review. If approved, MLED will submit the request and the recommendation from the EMC to Moncton City Council, on behalf of the event organizer.

The Events Management Committee (EMC) is a committee represented by MLED, Codiac RCMP, Downtown Moncton Centre-Ville Inc., Codiac Transpo, Moncton Fire Department and the City of Moncton's Clerk's office, Engineering, Public Works and Legal departments.

MLED will set-up and dismantle barricades, detour signs and other equipment required for approved street closures.

Costs for security and RCMP—required for some street closures—will be the responsibility of the event organizer.

Once the street closure is approved, the following fire safety criteria must be met for the full duration of the street closure:

- A fire lane of at least three (3) metres must be left clear to allow access for emergency vehicles.
- Sites enclosed with fencing or barricades must have a designated person at each of the blocked points at all times. This designated person should be prepared to move the fencing or barricades quickly to allow emergency vehicles through.

Noise By-law Exemption Requests

A noise by-law exemption request must be included in the application for any event that will create excessive noise past 11 p.m. or before 7 a.m., (City of Moncton by-law # H-102). Requests for exemption will be subject to restrictions of decibel levels.

Communicating By-law Exemptions to the Public

When a street closure or noise by-law exemption is granted, the City of Moncton will notify the **community** of the times of the exemption, what streets are affected, length of the street closure and the planned traffic re-route.

It is the **event organizer's** responsibility to notify **area residents** of their event at least three (3) weeks before the event. See **Appendix C** for Community Event Notice Template. The notice must be in writing, in both official languages, and include the following applicable points:

- Event organizer contact information
- Event date, hours and specific location(s)
- Description of activities
- Participant fee
- Street closure information
- Noise by-law exemption information

A representative from MLED must approve a copy of the notice. In some cases, the event organizer may be required to provide more than three weeks' notice of an event. This will be discussed on a case by case basis.

Tents, Inflatables and Temporary Structures

Under the provision of the national standards of tent installation, a tent permit is mandatory for any tent exceeding 200 square feet. **It is the responsibility of the event organizer or tent rental company to apply for a tent permit.**

Information can be found [here](#) or at the Building Inspection Department, on the 2nd floor of Moncton City Hall, 655 Main Street. Info: 506-856-4375.

Underground Locates

Please consult MLED if you wish to install any items in the ground. Items that penetrate the ground more than 6 inches (15 cm), such as temporary fencing, signage posts or tent pegs, could potentially damage underground infrastructure (gas, power and phone lines, irrigation systems in parks, etc.). Event organizers must obtain underground locates from the utilities listed below in order to have permission to install these items.

Contacts for underground locates:

Bell Aliant: 506-859-3447

NB Power: 1-800-442-4424

Enbridge Gas: 1-800-994-2762

City of Moncton Utilities: 506-859-2643

City of Moncton Parks: 506-853-3570

Once you receive the underground locate confirmation numbers, **you are required to submit appropriate confirmation numbers to MLED for final approval.**

***Please make requests for underground locates at least two weeks in advance of the event date to allow for processing.**

Vendor Guidelines

All vendors are subject to approval by MLED. Some event zones have vendor restrictions and, as a result, a list of vendors is required with the event application.

It is the **event organizer's responsibility** to contact the New Brunswick Department of Health (Health Protection Branch – East Region) to confirm that all food vendors are licensed. For more information, visit www.gnb.ca

4. FINANCIAL INFORMATION

All applications for funding must include the following information:

- A detailed event budget, outlining planned revenue and expenses. ***See Appendix E for a sample budget.***
- Corporate Financial Statements from the previous event (and if incorporated, the balance sheet, income statements and ownership structure)
- A list of confirmed/targeted sponsors
 - o Please detail the amount of cash and in-kind products and services confirmed/requested from each.
- Marketing Plan
- Business Plan (if applicable)

5. SAFETY PLAN

Public safety is a main priority for the City of Moncton and MLED. The information required in the safety plan will depend largely on the size and scope of your event. Smaller events may have a very basic safety plan which includes a list of volunteers and confirmation of event security, where larger events may require additional information.

Some events require a combination of professional security and RCMP (i.e. street closures, for crowd control where alcohol is being served, and to protect the site and/or equipment). MLED can assist event organizers in determining what security is needed for their event.

The safety plan should include the following information, if applicable:

- List of volunteers who will act as marshals to ensure participants respect crosswalks and the rules of the road
 - o Minimum of 1 marshal required per 25 people at all walk/run events
- List of event security personnel and contact information
- Confirmation of on-site medical services (i.e. St. John Ambulance)
- Detailed request for RCMP assistance
 - o If approved, MLED will connect event organizers with an RCMP member to make final arrangements.

- The size, scope and program or schedule of an event will determine if RCMP presence is required. Any costs that may arise for RCMP services will be the responsibility of the event organizer and must be negotiated directly with the RCMP. MLED will not be responsible for the costs of RCMP services, but can assist with the discussions on behalf of event organizers.
- Liquor license information (location, capacity, etc.)
- Expected size and demographics of the crowd

6. CONTACT INFORMATION

Please provide your full contact information to MLED.

Day-of event contact numbers for event organizers are also essential to ensure proper communication should there be any issues to resolve that day.

MARKETING AND COMMUNICATIONS

PROMOTION

As part of the overall event promotion program, MLED has access to a number of marketing tools to assist with the development of events. Access to these marketing programs will be evaluated on a case-by-case basis as not all options are applicable and/or relevant to all events.

Marketing and Communications support will be evaluated based on:

- Size and scope of the event
- Other marketing programs available to or that could be put in place by organizers
- Connection with departmental event goals (community-focused, etc.)

Types of Marketing and Communications support available:

- Billboard ads
- Print ads
- Web support
- Social Media

Poster and Flyer Printing

MLED has the capability to print various sizes of posters to act as promotional materials for events. This value-in-kind service is limited to a quantity of 100 per applicable event.

EVENT NOTICES

Proper communication to all target audiences is a key element to ensure the success of community and major events. To that end, event organizers are asked to complete a 'Community Event Notice' and/or 'Event Notice to Downtown Businesses', should their event affect either of these two groups. Please note that Event Notices must be completed in both official languages. ***Template letters can be found in Appendices C and D.***

Community Event Notice

If an event affects a residential area, a 'Community Event Notice' must be completed by the event organizer and distributed no later than three (3) weeks prior to the event. The distribution of the notice is the responsibility of the event organizer. The event notice must be reviewed and approved by MLED staff.

Event Notice to Downtown Businesses

If an event affects the downtown core, an 'Event Notice to Downtown Businesses' must be completed by the event organizer and distributed no later than three (3) weeks prior to the event. The distribution of the notice can be facilitated by MLED through a partnership with Downtown Moncton Centre-Ville Inc. The event notice must be reviewed and approved by MLED staff.

MEDIA RELATIONS

The City of Moncton's Communications department can provide media relations support in the form of:

- Distribution of press releases (if appropriate)
- Assistance with translation

Access to communications services will be evaluated on a case-by-case basis by the Corporate Communications department as not all options are applicable and/or relevant to all events. Translation services have a cash value and approved requests will be treated as a value-in-kind contribution from the City of Moncton.

EVENT APPLICATION FORM

[Go to Online Application Form](#)



IMPORTANT: Applications must be submitted at least **90 days before the event** to allow for processing and approval by Moncton City Council.

If you are applying for:

- **Event Support Services:** please complete sections 1, 2, 3, 5 and 6 of application form
- **Funding Support:** please complete sections 1, 2, 4 and 6 of application form
- **Both Event Support Services *and* Funding:** please complete all sections of application form

SECTION 1: Basic Event Information

Event Title: [text field]

Type of event: [text field]

Location(s) of event: [text field]

Dates and times of event:

Start Date: [date field] End Date: [date field]

Set-up time: [text field]

Start time: [text field] End time: [text field]

Dismantle: [text field]

Projected attendance: [text field, 30 characters]

Volunteers (#): [text field, 30 characters]

SECTION 2: Request for support

* Please detail your request for support from MLED, the benefit to community, tentative program, proposed recognition of MLED support, and any other information important to your event application.

[text field] [attachment]

You may attach a detailed letter here: [attachment]

Or you may complete the following on-line form:

- A detailed description of your event (who, what and why), including, but not limited to:
 - o Tentative program of activities [text field]
 - o Registration, admission, or other participation fees: [text field]
 - o The benefit your event has to the community: [text field]
- A list of event staff, volunteers, committee members or board of directors: [text field]
- Proposed recognition of City of Moncton and MLED support: [text field]
- Your specific request for funding (amount) or equipment and services (a list of what you are requesting): [text field]
- Any other information important to your event application: [text field]

SECTION 3: Event Plan

Site plan: [attachment]

List of vendors: [text field]

Public health permits for food vendors: [attachment]

Event route: [text field] [attachment]

* Required for all parade, marathon, duathlon, walk and run applications

For parades, please include line-up with a list of all floats and vehicles: [text field] [attachment]

Are you requesting a street closure? [yes/no]

If yes, describe your street closure request, including section of street for which closure is requests, date(s) and time(s) of closure [text field]

List any tents, inflatables or temporary structures: [text field]*

* include quantity, size, ownership, location & type of anchorage

Other: [text field]

SECTION 4: Financial Information**Event Budget:** [attachment]**Financial Statements from previous event:** [attachment]**Corporate Financial Statements:**

balance sheet, income statement, description of corporate structure and ownership, including letters patent and by-laws [attachment]

List of confirmed sponsors and amounts: [text field]**List of targeted sponsors:** [text field]**Business Plan (if applicable):** [attachment]**Marketing Plan (if applicable):** [attachment] [text field]**SECTION 5: Safety Plan****Have you hired a professional security company?** [yes / no]

Name of company: [text field] Contact name: [text field]

Phone Number: [text field] Number of guards hired: [text field]

Have you requested RCMP assistance: [yes / no]**Will you have medical services (i.e. St John Ambulance) on site?** [yes / no]**Will alcohol be served at the event?** [yes/no]*If yes*, have you applied for your liquor license? [text field]**Copy of Insurance:** [attachment]

* Proof of insurance is only required after the event is approved. Event organizers must carry no less than \$2million in general liability coverage for the event and designate the City of Moncton as additional insured with respect to the event.

SECTION 6: Contact Information

Name of organization: [text field]

Mailing address: [text field]

City: [text field] Province: [text field] Postal Code: [text field]

Primary Contact

Name: [text field]

E-mail: [text field]

Primary telephone: [text field] Cell: [text field]

Secondary Contact

Name: [text field]

E-mail: [text field]

Primary telephone: [text field] Cell: [text field]

I have read and understand the Event Policy prior to completing my application.

APPENDIX A: FEEDBACK QUESTIONNAIRE

Please fill out this questionnaire and return to your City of Moncton contact within three months of the completion of your event.

Event Details

- Name of Event:
- Date of Event:
- Location of Event:

Service Delivery

1. Using a scale from 1 to 5, where 1 is “poor” and 5 is “excellent”, how well did the City of Moncton perform as an event partner/supporter on each of the following points:

| | Poor | | | Excellent | |
|---|------|---|---|-----------|---|
| | 1 | 2 | 3 | 4 | 5 |
| Service delivery (event set-up services – picnic tables, electrical, bleachers, risers, etc.) | 1 | 2 | 3 | 4 | 5 |
| Honouring of commitments by MLED as outlined in the event agreement | 1 | 2 | 3 | 4 | 5 |
| Quality of interactions with MLED in general | 1 | 2 | 3 | 4 | 5 |
| Other (specify): | 1 | 2 | 3 | 4 | 5 |

Feel free to explain your rating on any of the above elements:

2. Overall, what were your expectations of the City of Moncton as an event partner/supporter? Did we meet your expectations? Why or why not?
3. How could we improve our service delivery to your organization in the future?

Recognition of support

4. Please explain how the City of Moncton’s support was acknowledged at your event.

Thank you for your input.

APPENDIX B: COMMUNITY EVENT NOTICE (TEMPLATE)

***This notice must be reviewed and approved by MLED before being delivered to residents.**

Notice: Upcoming Event in your Neighborhood

The (name of organization) would like to inform area residents that an outdoor event held from __ to __ this (date) at the (location of event).

(Description of event)

For more information on the event, please visit (website) or call (phone number).

The event is free (or indicate cost). Everyone is invited to attend, and we hope to see you there!

***Include the following information if there you have been granted a street closure:**

Street Closure Information: The following street closure was approved by Moncton City Council on (date):

- (portion of street to be closed to traffic)
- (date of street closure)
- (hours of street closure)
- (why street closure was requested)
- (detour, if applicable)

***Include the following information if you have been granted a noise by-law exemption:**

Noise By-Law Exemption: The following exemption to the City of Moncton noise by-law was approved by Moncton City Council on (date):

- (hours of exemption)
- (location of activities that are covered under the exemption)

If you have any questions, please do not hesitate to contact (name of event organizer) at (phone number).

Thank you.

(Name of organizer)

(Name of event)

c.c.: Moncton Live En Direct
Economic Development and Events
City of Moncton
655 Main Street
Moncton, NB E1C 1E8

APPENDIX C: EVENT NOTICE TO DOWNTOWN BUSINESSES (TEMPLATE)

***This notice must be reviewed and approved by MLED before being delivered.**

Event Notice to Downtown Moncton Centre-Ville Inc. Members**Event Overview:**

_____ will be hosting will be hosting EVENT from DATE/TIME.

Street Closure:

Outline complete details of the street closure including:

- Time and date of street closure and when it will reopen;
- Parameters of street closure (what street to what street);
- When the street closure was approved by City Council;
- Specify whether or not the closure is limited to pedestrian access;
- Advise if an alternative delivery drop-off schedule is required for local businesses.

Other event details:

- Name of event
- Date
- Time
- Content
- Website
- Contact information

APPENDIX D: EVENT BUDGET TEMPLATE

Below is a budget template that you can use to help track your revenues and expenses:

EXPENSES

| Site | Cash | In-kind |
|--------------------------|------|---------|
| Facility / Venue Rental | | |
| Portable Toilets | | |
| Electricity / Generators | | |
| Tents, Tables and Chairs | | |
| Miscellaneous Site Prep | | |
| Entertainment | Cash | In-kind |
| Entertainers | | |
| Accommodations | | |
| Transportation | | |
| SOCAN ¹ Fees | | |
| Backstage Set-up | | |
| Publicity | Cash | In-kind |
| Advertising | | |
| Printing | | |
| Signage | | |
| Other | | |
| Refreshments | Cash | In-kind |
| Staff/Volunteer Meals | | |
| Green Rooms | | |
| Hospitality Riders | | |
| Ice | | |
| Stage Production | Cash | In-kind |
| Lights, Stage, Sound | | |
| Other | | |
| Miscellaneous | Cash | In-kind |
| Photography | | |
| Event Tickets | | |
| Professional Services | Cash | In-kind |
| Professional Security | | |
| Saint John Ambulance | | |
| RCMP | | |
| Other | | |
| Total Expenses: | | |

¹ SOCAN (the Society of Composers, Authors and Music Publishers of Canada) is a not-for-profit organization that represents the Canadian performing rights of millions of Canadian and international music creators and publishers. SOCAN administers the *Copyright Act of Canada*, according to which, any public performance of copyright-protected musical works requires a license. More info at www.socan.ca.

REVENUES

| Registration / Ticket Sales | Cash | In-Kind |
|------------------------------------|-------------|----------------|
| Day 1 Sales | | |
| Day 2 Sales | | |
| Weekend Sales | | |
| Sponsorships | Cash | In-Kind |
| Sponsor A | | |
| Sponsor B | | |
| Sponsor C | | |
| Exhibitors / Vendors | Cash | In-Kind |
| | | |
| | | |
| Other Revenue | Cash | In-Kind |
| | | |
| | | |
| Total Revenues: | | |

| | |
|---|--|
| Net Income (Loss): *Cash Revenues – Cash Expenses | |
|---|--|

APPENDIX E: EVENT REPORT

Moncton Live En Direct strives to continually improve its service delivery and to honour its commitment to event organizations. To this end, following an event, Moncton Live En Direct requires event organizers to submit an Event Report and a Feedback Questionnaire within 3 months following the completion of their event.

In your Event Report, please include details on the following points that apply to your event:

- Name of Event
- Date of Event
- Location of Event
- Event Highlights and Successes
- Event Overview
- Event Objectives
- Event Attendance
- Demographic Targets in Attendance
- List of Sponsors and Partners
- Final Budget (Actuals)
- Recognition of City of Moncton Support
- Media Coverage
- Economic Spin-offs
- Volunteer Participation
- Issues encountered / Solutions found
- Details on how you plan to grow or improve your event in future years

FEEDBACK QUESTIONNAIRE

Please also remember to fill out the Feedback Questionnaire included in **Appendix A**.

APPENDIX F: GLOSSARY

Events Management Committee: The Events Management Committee (EMC) is a committee represented by MLED, Codiac RCMP, Downtown Moncton Centre-Ville, Codiac Transpo, Moncton Fire Department and the City of Moncton's Clerk's office, Engineering, Public Works and Legal departments.

Moncton Live En Direct: Moncton Live En Direct (MLED) is the division of the City of Moncton's Economic Development and Events Department responsible for event development.

Noise by-law exemption: A noise by-law exemption request is required for any event that will create excessive noise past 11 p.m. or before 7 a.m., (City of Moncton by-law # H-102).

SOCAN:

SOCAN (the Society of Composers, Authors and Music Publishers of Canada) is a not-for-profit organization that represents the Canadian performing rights of millions of Canadian and international music creators and publishers. SOCAN administers the *Copyright Act of Canada*, according to which, any public performance of copyright-protected musical works requires a license by law. More info at www.socan.ca.

Underground Locates: To ensure the safeguard of underground infrastructure (gas, power and phone lines, as well as parks irrigation systems), it is imperative to obtain what is called an "Underground Locate" from utility companies if any event equipment or anchoring systems will penetrate the ground more than six (6) inches. Once an Underground Locate is requested, utility companies will send a technician on the event site to locate any pipes or lines that event organizers should avoid when installing a tent or temporary structure on the site of the event.

VIK, value-in-kind or in-kind service: Refers to any equipment or services provided by MLED that would have a cash value if sourced from another service provider, but is being provided to the event organizer at no charge by the City of Moncton.