



# TOWN OF SUSSEX POLICY

<i>Subject</i> SPECIAL EVENTS POLICY		<i>Number</i> CS-21
<i>Date</i> APRIL 23, 2019	<i>Approved by</i> COUNCIL <input checked="" type="checkbox"/> OTHER(S) <input type="checkbox"/>	<i>Date</i> MARCH 12, 2019
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## 1.0 INTRODUCTION



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## 1.1 POLICY STATEMENT

The Town of Sussex recognizes special events as an important part of Sussex's quality of life and as providers of affordable entertainment to its citizens. It is also recognized that special events enhance tourism, culture, recreation and education as well as providing an economic benefit to businesses in the Town of Sussex.

## 1.2 PURPOSE

This manual is intended to be a comprehensive document which outlines the policies and procedures a Special Event Organizer (the "Organizer") is to follow in order to receive approval by the Town of Sussex and the Events Management Committee (EMC) to host and event in Sussex.

## 1.3 DISCLAIMER

This manual is intended to ensure consistence, convenience and safety of the Organizer and patrons alike. All efforts have been made to ensure the information contained herein was correct at the date of publication, however, no representations or warranties, expressed or implied, are made as to the accuracy of information contained herein. Notwithstanding the legislation, regulations, policies, procedures and Municipal By-Laws addressed in the appropriate sections, the Organizer is reminded that he/she is responsible for compliance with all applicable Federal, Provincial and Municipal legislation and regulations.

## 1.4 DEFINITIONS

### Special Event Categories

#### Festival

A festival is defined as a public event taking place in a Town of Sussex designated event zone (Appendix A) or other public park, facility, and/or street that is reserved for exclusive use and which meets the following criteria:

- Celebration of a specific theme,



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- Has a pre-determined opening and closing date/time, and
- Is available to the community at large (advertised).

Examples of a festival may include (but are not limited to):

- Fairs,
- Concerts and performances,
- Exhibitions, and
- Fundraisers

\* Park uses which are of an ad-hoc, amateur nature, deemed to be inoffensive, are not amplified and are intended for personal entertainment or the enjoyment of small groups of friends, family or parks visitors (picnics, family gatherings, weddings, etc) do not require a special event permit, however, for the purposes of this policy, the conditions outlined herein apply to all events with or without an application for a special event permit.

### **Walk, Run and/or Roll**

A **walk, run and/or roll** event is defined as a procession of people running or walking and may include wheelchairs, bicycles, and/or strollers. This includes marathons, cycling events, and other similar activities.

### **Parade**

A **parade** is defined as a procession of motorized vehicles and can also include walkers, marching bands or others on a Town of Sussex designated parade route (see Appendix B).

### **Events Management Committee (EMC)**

The Events Management Committee is a Committee represented by the Community Services, Works, and Fire Departments, Chief Administrative Officer, Clerk, and Sussex RCMP.

### **2.0 EVENTS SERVICED BY TOWN OF SUSSEX**

The Town of Sussex services a wide range of events in Sussex, of varied scope, size, purpose and content.



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## 2.1 CRITERIA FOR TOWN OF SUSSEX SUPPORT

Events eligible for Town of Sussex support must meet the following criteria:

- The event is operated by or for a non-profit organization.
- The event is inclusive, accessible and available to the community at large.
- The event occurs on Town-owned property.
- The event occurs mostly in Sussex (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 enhancing quality of life in Sussex.

## 2.2 EVENTS NOT ELIGIBLE FOR TOWN OF SUSSEX SUPPORT

Events not eligible for Town of Sussex support include:

- For-profit events;
- Events that are not intended primarily for the general public;
- Events that offer most of their programming outside of Sussex; and
- Events that offer no significant contribution to quality of life in Sussex.

## 3.0 TYPES OF EVENT SUPPORT

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Town of Sussex offers three types of event support:

### 3.1 EVENT SUPPORT SERVICES



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General event support includes but is not limited to the provision of event venues, delivery and installation of event equipment, street closure support, event promotion (web, print, LED billboard) as well as general event planning guidance.

## 3.2 FUNDING

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

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

## 3.3 COMBINATION – EVENT SUPPORT SERVICES AND FUNDING

In limited/selected cases, Sussex may be able to provide event organizers with a combination of event support services and funding. Sussex evaluates each event, taking into consideration all elements of the application including community impact, accessibility to the community, budget, sources of funding from other organizations or grant programs.

**NOTE: The assessment of applications is a competitive process, and resources are limited. 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.**

## 3.4 EVENT SUPPORT AGREEMENTS

Upon evaluation of event requests and pending the availability of resources, event support agreements shall be developed with event organizers based on each event’s specific needs and requirements. These agreements shall clearly outline both the Town of Sussex’s and the event



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organizer’s roles and responsibilities for the event, as agreed upon by both parties during pre-event 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.**

### 3.5 ALLOCATION OF RESOURCES

To qualify for event support resources from Sussex, the event must meet the criteria outlined in the “Types of Event Support” section. Sussex 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. Fees or rental rates for this equipment shall be subject to approval by the Town of Sussex.

Resources available from Sussex include:

- Event zones or venues
  - Sussex Rotary Amphitheatre (see Appendix A1 for Site Plan)
  - Leonard’s Gate (see Appendix A2 for Site Plan)
  - Other available venues include Princess Louise Park, 8<sup>th</sup> Hussars Sports Centre, and other parks, trails, and public spaces within the Town of Sussex.
- Equipment such as bleachers, picnic tables, garbage cans, crowd control fencing, pylons, etc.
- Street closure support
- Site planning support
- General event planning guidance

### 4.0 CONDITIONS OF EVENT SUPPORT

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Event organizers shall comply with all municipal by-laws, policies and provincial laws. The Town of Sussex 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 at the sole and absolute discretion of the Town of Sussex.



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In order to ensure that Town of Sussex 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 Town of Sussex.
- If authorized by Sussex, 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.
- As well as any other venue specific guidelines required by Town of Sussex.

## 4.1 EVENT INSURANCE

The event organizer shall supply a general liability insurance policy for duration of the event, inclusive of any pre-event setup period or post event tear-down, if so applicable, and shall designate the Town of Sussex as “additional insured” and holding the Town harmless from all actions, causes of action, interests, claims, demands of any kind whatsoever, costs, damages, expenses and loss. The value of the policy shall be in the amount of not less than two (2) million dollars on a per occurrence basis. Such policies shall remain in full force and not subject to termination without 30 days notification prior to the scheduled event. (see Appendix C – Standardized Certificate of Insurance Form)

## 4.2 WORKER’S COMPENSATION

The Worker’s Compensation Act of New Brunswick requires employers who employ three (3) or more workers at any time to register with WorkSafe NB, following which the employer / event organizer is furnished with a certificate which verifies registration in good standing in accordance with the Act, if applicable.





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The event organizer shall provide proof of registration at the time of special event permit signing and to ensure ongoing proof of registration with the Worksafe NB during the term of the event is so required. The event organizer must provide to the Town a copy of his registration renewal one (1) month prior to the expiration of the current, if applicable.

#### 4.3 RECOGNITION OF SUSSEX EVENT SUPPORT

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

Suggestions on how event organizers may recognize Town support:

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

#### 4.4 POST-EVENT REPORTING

Town of Sussex strives to continually improve its service delivery and to honour its commitment to event organizations. To this end, following an event, Sussex requires event organizers to submit the following:

- a) a Feedback Questionnaire (all events) – Appendix D
- b) an Event Report (funded or major events only) – Appendix E

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

#### 5.0 EVENT APPLICATION FORM

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Event organizers may apply for different types of event support from Sussex; 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 in Appendix F. 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 Sussex Town Council.**

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

## 5.1 APPLICATION SECTION 1 - BASIC EVENT INFORMATION

Basic event information provides the Town of Sussex 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



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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.

## 5.2 APPLICATION SECTION 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 Sussex. 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 Town of Sussex 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.

## 5.3 APPLICATION SECTION 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 Plans



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Sussex has developed a number of ready-to-use site plans (Appendix A) to assist event organizers in mapping out their event. Please ask your Sussex 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 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. Sussex will review the route with the Events Management Committee taking into consideration public safety, impact on the community, traffic flow, and construction activity within roadways.

The following criteria should be considered when planning your route:



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- Parades should occur between 6 a.m. and 4 p.m. on a Saturday or Sunday and should be limited to either all or a portion of the designated parade routes (Appendix B)
- 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** (See Appendix G for Street Closure Request Template)

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 safety plan that shows where volunteers/ marshals will be posted on the event route.

Street closure requests are reviewed by the Events Management Committee (EMC). If approved, EMC will submit the request and the recommendation to Sussex Town Council, on behalf of the event organizer. If necessary, the Town will also seek the required approvals for the use of Provincially Designated Highways from the New Brunswick Department of Transportation and Infrastructure on behalf of the event organizer.

Approved street closures will be managed by the Town of Sussex. Town or Town-authorized personnel will set-up and dismantle barricades, detour signs and other equipment required for street closures.

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



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## **Noise By-law Exemption Requests** (See Appendix H for Noise By-Law Exemption Request Application)

A Noise By-law exemption request must be included in the application for any event that will create excessive noise past 10 p.m. or before 7 a.m., (Town of Sussex By-Law # 750-09).

### **Communicating By-law Exemptions to the Public**

When a street closure or noise by-law exemption is granted, the Town of Sussex 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** and the **Downtown Business Association** (if applicable) of their event at least three (3) weeks before the event. See Appendix I for Community Event Notice Templates. The notice must be in writing, 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 the Town 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**

All tents, inflatables, and/or temporary structures must be properly anchored. Under no circumstances are event organizers permitted to anchor these items into asphalt or other permanent surfaces.



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## Underground Locates

Please consult the Town of Sussex 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, 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: 1-844-224-8344

NB Power: 1-800-663-6272

Town of Sussex Utilities: 506-432-4580

Once you receive the underground locate confirmation numbers, **you are required to submit appropriate confirmation numbers to Sussex 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

It is the event organizer's responsibility to contact the New Brunswick Department of Health (Health Protection Branch – South Region) to confirm that all food vendors are licensed. For more information, please call 432-2104. Copies of all licenses must be submitted with the completed Event Application.

## 5.4 APPLICATION SECTION 4 - FINANCIAL INFORMATION

All applications for funding must include the following information:



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- A detailed event budget, outlining planned revenue and expenses. **See Appendix J 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)

## 5.5 APPLICATION SECTION 5 - SAFETY PLAN

Public safety is a main priority for the Town of Sussex. To this end, all event organizers are required to outline measures for the provision of medical first response (First Aid), and security at their event.

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). Appendix K 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 related details (See Appendix K for requirements)
- Confirmation of on-site medical services (i.e. St. John Ambulance)
- Detailed request for RCMP assistance





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o If approved, Sussex will connect event organizers with an RCMP member to make final arrangements.

o 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. Sussex 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

## 5.6 APPLICATION SECTION 6 - CONTACT INFORMATION

Please provide your full contact information to Sussex.

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

## 6.0 MARKETING AND COMMUNICATIONS

### 6.1 PROMOTION

As part of the overall event promotion program, Sussex has access to a number of tools to assist with the promotion of events. Access to these marketing tools 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:

- LED Billboard ads



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- Print ads
- Web support
- Social Media