

# Festivals & Events Delivery Action Plan

Version 2.0  
(October 2024)

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# EXECUTIVE SUMMARY

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***The purpose of this Festivals and Events Delivery Action Plan is to support the coordination and delivery of festivals and events in Edmonton that enhance the liveability and vibrancy of the city by providing places and opportunities for all residents and visitors to gather, connect, engage, and celebrate Edmonton's arts, culture, heritage, sport, diversity and unique identity.***

The City of Edmonton and collaborating agencies support festivals and events through transparent decision making processes, provision of civic services and places to gather and celebrate.

This Festival and Event Delivery Action Plan includes seven Strategic Priorities as identified and developed through engagement with Edmonton's local, homegrown festival and event producers. Cascading from the seven Strategic Priorities are 34 Strategic Actions that provide direction for the coordination and delivery of festivals and events in Edmonton.

The seven Strategic Priorities remain the same as the original 2018 Festivals and Events Delivery Action Plan, though they have been reordered, while the original Strategic Actions and principles have been refined with the addition of a number of new actions, and reordering for clarity.

## **The seven Strategic Priorities include:**

1. Event Type and Classification
  - a. This Strategic Priority identifies the types of events hosted in Edmonton and uses criteria to classify festivals and events into one of five groups. Classification supports fair and equitable resource allocation based on event classification.
2. Festival and Event Funding
  - a. This Strategic Priority identifies the various funding mechanisms and opportunities available to festivals and event producers.
3. City Support to Festivals and Events
  - a. This Strategic Priority recognizes that City assets and relevant resources must be allocated responsibly and transparently. This Strategic Priority guides the transparent and equitable distribution of relevant City civic services subsidies and in-kind support.
4. Festival, Event Site and Date Prioritization
  - a. This Strategic Priority recognizes that local festival and event producers require assurances that their existing dates and locations will be honored. This Strategic Priority ensures open and transparent decision making based on a process that identifies under what circumstances date and location changes may be considered.



5. Fees and Charges for Use of Parkland
  - a. This Strategic Priority recognizes that parkland and open spaces are valued resources providing integrated, multifunctional spaces to support healthy ecosystems, diverse wildlife habitats, and connect people with year-round opportunities to learn, commute, recharge, recreate, gather and celebrate. This Priority outlines when and where applicable parkland use fees apply for festivals and events.
6. Emergency Preparedness
  - a. This Strategic Priority outlines the need for a layered approach to enhance public safety and site security at festivals and events and identifies roles, responsibilities and resource allocation.
7. Governance, Operational Processes and Procedures
  - a. This Strategic Priority identifies that operational practices and rules of engagement be reviewed, modified and regularly documented with the intent to increase operational efficiencies and ensure transparency.



Edmonton City Hall  
Credit: Explore Edmonton





Edmonton

# BACKGROUND

Edmonton International Fringe  
Theatre Festival  
Credit: City of Edmonton

# BACKGROUND

## ***Edmonton is proud to be known for world-class festivals and events.***

From internationally recognized festivals and events to neighborhood block parties, Edmonton's rich and diverse arts, cultural, heritage and sporting scene provides year-round opportunities for people to connect, celebrate and explore. In a city connected through its passion for activity during every season, Edmonton's events unite, connect and delight residents and visitors.

### **Why have a Festivals and Events Delivery Action Plan?**

Edmonton's City Plan highlights how we will get to a future city of 2 million people, a city that has the benefits we enjoy today with new opportunities for the future. The Festivals and Events Delivery Action Plan (Delivery Action Plan) needs to prepare for this growth. The City of Edmonton supports a variety of open-air events produced across the city on public land by individuals, for-profit and not-for-profit organizations. Support is also provided to large venues such as Commonwealth Stadium, Rogers Place, Edmonton EXPO and Convention Centres, RE/MAX field and others. It is anticipated that as the population increases, so will the number of festivals and events, resulting in more demand for a share of the City's resources.

Developed in 2018, the Delivery Action Plan defines and guides how festivals and events will be supported and how the City of Edmonton will coordinate and deliver civic services for events, including access to City land (if required) and civic services such as Police, Emergency Services, Traffic, Transit, Fire, Permitting, Bylaw Enforcement, Communications, etc. For more information on the history and development of the Delivery Action Plan, see Appendix A.

For the purposes of the Delivery Action Plan the terms "festivals and events" refers to a variety of activities including, but not limited to, festivals, events, art and cultural events, concerts and performances, parades, charitable activities, sport and active living events including single or multi-sport games/championships. Many of these events are created by local festival and event producers, while other events are attracted through a bidding or negotiated process and/or are commercial in nature.

Residents and stakeholders/collaborators in the city have an expectation that the City's assets and resources are allocated responsibly, transparently and reflect the best interests of Edmontonians. There is also an expectation that residents have the opportunity to engage in a wide variety of activities throughout the city that contribute to our cultural, social and economic vibrancy.

This Delivery Action Plan creates a more equitable, efficient, transparent and safety-minded approach for the delivery of the many festivals and events produced in Edmonton for residents and visitors to enjoy annually.



The Festivals and Events Delivery Action Plan continues to provide strategic direction for the coordination and delivery of festivals and events in Edmonton as a result of:

- Growth of festivals and events in attendance, number and variety
- Growing number of equity deserving cultural events that support diversity and inclusion
- Cumulative impact of events on city parks, open space, communities and neighbourhoods
- Increasing public safety and security requirements at events
- Increasing severe weather and climate related impacts at events
- Expanding regulatory and best practice requirements for event organizers
- Expanding environmental and sustainable event management practices
- Growth in the number of for-profit and/or charitable organizations producing and hosting events on public land
- Increased requests for events with tickets, admissions or participation fees
- Increased demand for community consultation and notification for events
- Relocation of events affected by construction and capital development/rehabilitation
- Potential for relocation of events due to international attracted events
- Increasing Charter Rights activities (e.g. demonstrations, protests, rallies, and marches)
- Alignment with the City Plan, City building outcomes, policy intentions and directions
- Interconnectivity with the Tourism Master Plan, which recognizes the significant role festivals and events play in destination marketing and attracting visitors to our city
- Commitment to strong internal integration and communication in the attraction and delivery of events.





# CONTEXT & ALIGNMENT

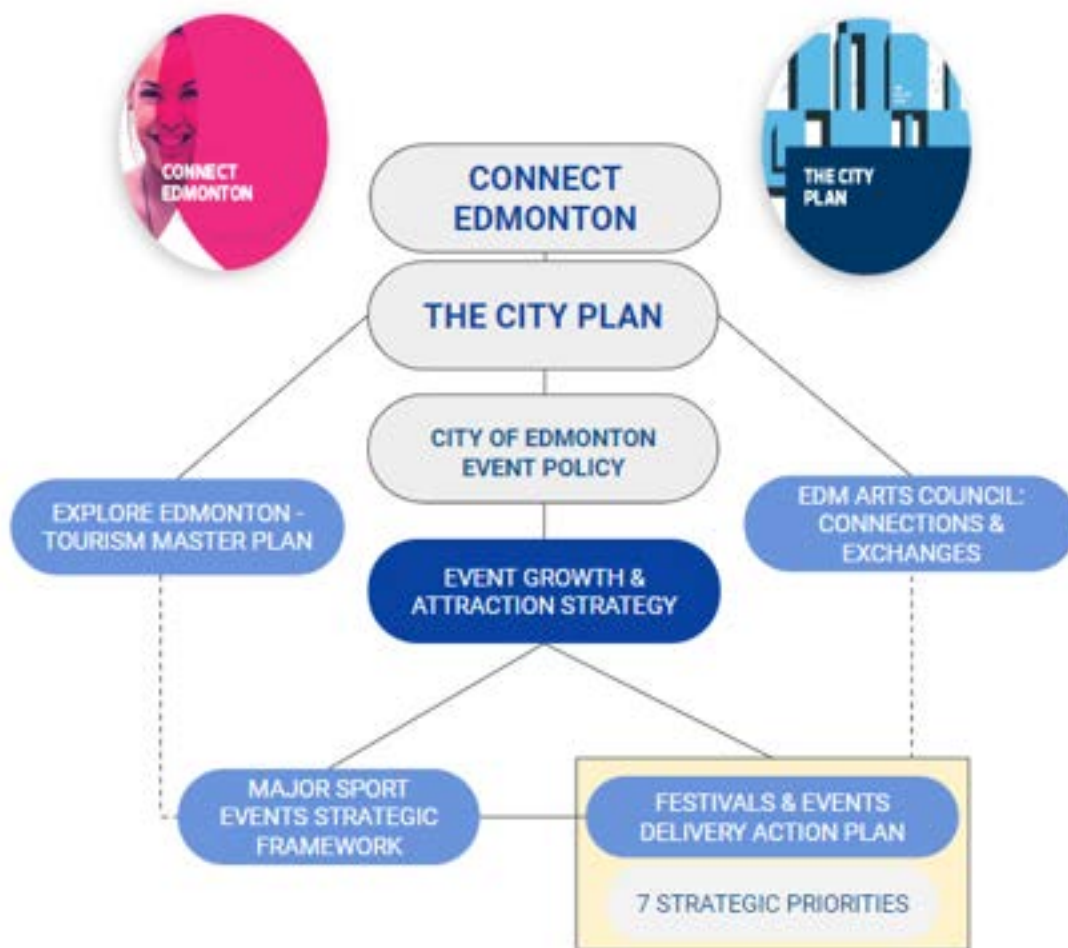


# CONTEXT & ALIGNMENT

Events are a strategic investment in our community and provide significant economic, social and reputational benefits. Great care and consideration is given to hosting, supporting, and delivering events that are the “right fit” for our city.

There are a number of strategic and governance documents that guide and influence the work in this area, including:

- [ConnectEdmonton | City of Edmonton](#)
- [The City Plan | City of Edmonton](#)
- City of Edmonton Event Policy [C603 - Events Policy](#) (updates to be made in 2025)
- Event Growth and Attraction Strategy (updates to be made in 2025)
- [Tourism Master Plan: Edmonton 2021-2030](#) (Explore Edmonton) and accompanying strategic plans
- Major Sport Events Strategic Framework (under development)
- [Connections and Exchanges: A 10-Year Plan to Transform Arts and Heritage in Edmonton \(2019-2029\)](#) (Edmonton Arts Council)



For more information on the alignment of the Festivals & Events Delivery Action Plan with the City Plan, see Appendix B.



# STRATEGIC PRIORITIES & ACTIONS

Edmonton

Credit: Explore Edmonton



# STRATEGIC PRIORITIES & ACTIONS

*The Festivals & Events Delivery Action Plan outlines seven Strategic Priorities and 34 corresponding Actions*

## Action Plan Strategic Priorities

The Festivals and Events Delivery Action Plan outlines seven Strategic Priorities, which are supported by a number of Actions. The Actions outline various principles, models, mechanisms, criteria, and procedures to ensure fair, equitable and transparent decision making related to the City support for outdoor festivals and events, produced by the community, in the public realm.

### The seven Strategic Priorities include:

1. Event Type and Classification
2. Festival and Event Funding
3. City Support to Festivals and Events
4. Festival, Event Site and Date Prioritization
5. Fees and Charges for Use of Parkland
6. Emergency Preparedness
7. Governance, Operational Processes and Procedures

The seven Strategic Priorities are the same as those contained in the 2018 Festivals and Events Delivery Action Plan; though they have been reordered. For a summary of the new and revised Actions, and corresponding City Council Reports, see Appendix C.



Taste of Edmonton  
Credit: Taste of Edmonton



## **Strategic Priority One - Event Type and Classification**

This Strategic Priority identifies the types of events hosted in Edmonton and uses criteria to classify festivals and events into one of five groups. Classification supports fair and equitable resource allocation based on event classification.

The City works primarily with three types of events on City property: Local Festivals and Events, Attracted Events, and For-Profit/Commercial Events. Civic services are coordinated for these events in similar ways; however, available funding, subsidies, grant opportunities and/or other City support can vary depending first on the event type and then on the event classification as outlined in this document.

Events produced by major venues operators such as Edmonton EXPO Centre, and Convention Centre, Rogers Place and Ice District, West Edmonton Mall, RE/MAX Field and others are not considered within the scope of this document, rather other forms of support may be considered on an event by event basis (i.e. event sponsorship). Charter Right Activities and private events are not eligible for event classification nor eligible for in kind or funding support as outlined in this Action Plan.

### **ACTION 1.1 Classify Events Using Established Criteria**

This Action classifies festivals and events into one of five groups using established criteria, regardless if they are Local Not-for-Profit, Attracted or For Profit/Commercial Events.

#### **The Classifications:**

##### **Mega Event**

These are “once in a generation” events that generate international interest and deliver considerable economic, social and reputational benefits to Edmonton, Alberta and Canada. These events typically require a bid or negotiation process to attract. These large-scale, often multi-day events, may be hosted every 20 to 30 years in indoor or outdoor spaces and may require some custom infrastructure. Attracting and bidding activities to bring this level of event to Edmonton would be strategically evaluated by a governance committee and approved by City Council as well as other orders of government. *Examples include:*

***Attracted Events:*** FIFA World Cup events; Major multi-sport events such as the Commonwealth Games, Universiade and World Masters Games, etc.

##### **Major Event**

These would be expected to deliver significant economic, social and reputational benefits to Edmonton, Alberta and Canada. These large-scale events may be multi or single day and would likely be hosted in existing indoor or outdoor spaces. These events may be attracted through a bid process or negotiation to come to Edmonton every three to 10 years and hold an international and/or national audience.

***Attracted Events:*** These events typically require a bid or negotiation process and similar to Mega events, attracting and bidding activities would be strategically evaluated by the City's Partnership and Event Strategy section and Explore Edmonton. *Examples include:* ITU Grand Final, JUNOs, Canadian Country Music Awards, Grey Cup and Festival, etc.

***Local Festivals and Events:*** These events are typically larger home grown annual festivals that meet higher thresholds for economic impact, tourism opportunities, attendance and reputational impact. The addition of major festivals recognizes their impact and importance in the community. *Examples include:* Edmonton International Fringe Theatre Festival, Edmonton Folk Music Festival.

### Signature Festivals and Events

These are annual or biennial festivals, events and parades that hold a national and some international profile and tourism draw for Edmonton and Alberta, deliver significant social benefits to our residents and support the city's economy. These events may require a bid or negotiation process to attract or they may be locally grown. They align closely with civic priorities. The majority of these are high attendance, multi-day festivals and events that have been hosted in our community for many years and are produced by professional event organizers.

*Examples include:*

**Attracted Events:** *ITU World Triathlon Series, FISE World Series and Tour of Alberta, Canadian Finals Rodeo, etc.*

**Local Festivals and Events:** *Taste of Edmonton, Edmonton International Street Performers Festival, The Works Art and Design Festival, Silver Skate Festival, Edmonton Heritage Festival, etc.*

### Foundational Festivals and Events / National Sporting Events

These are annual or biennial existing or emerging festivals, events and parades that hold a regional and/or provincial profile and tourism draw for Edmonton, deliver social benefits to our residents and modest support to the city's economy. The majority of these events have moderate attendance, are multi or single day festivals and events and are mainly produced by professional event organizers. This classification may include some national level sporting events.

*Examples include:*

**Attracted Events:** *Americas Triathlon Cup, Canadian Road Cycling Championships, Tim Hortons Brier, Red Bull Soapbox Race, etc.*

**Local Festivals and Events:** *Deep Freeze and Kaleido Festival, UFest, Strathearn and Whyte Ave Art Walks, Sikh Parade, Cariwest Festival, Candy Cane Lane and Edmonton Marathon, etc.*

**For Profit:** *Great Outdoor Comedy Festival*

### Niche Festivals and Events

These are smaller, one-time or recurring festivals, events and parades that hold a local, community or neighbourhood profile, encourage community participation and align with civic priorities. These primarily single day or weekend events are usually smaller, homegrown and run by Edmonton based non-profit associations, volunteer groups, community leagues, etc. This classification includes local and provincial level sporting events.

*Examples Include:*

**Local Festivals and Events:** *Africanival, Alberta Indigenous Games, Hip Hop in the Park, Rock Fest, Orange Shirt Day Run / Walk*

**Community Events:** *Business Improvement Area (BIA) events, Open Street events, local and charitable runs and walks, Community League Day, neighbourhood and Community League seasonal events, etc.*

**For Profit:** *Pumpkins After Dark*

### The Classification Process

- Assessment tool(s) use established criteria to evaluate the benefits and impact of festivals and events and organize events into one of five classifications. Data is gathered from event producers to understand the complexity of the event and assess community impact and public benefit, organizational resilience and economic drivers.
- New and emergent local festivals and events are typically classified as Niche.
- Attracted Events are assessed for classification throughout the bid process.
- Growing local festivals and events may be assessed for higher classification once they operate in Edmonton for more than five years and reach a size, scope and scale that is comparable to existing Foundational, Signature or Major events.
- To ensure the criteria and/or tool(s) remains relevant, reviews and adjustments are made as necessary.



### Event Classification Criteria

- **Community Impact and Public Benefit:**
  - Attendance: Number of Participants, Spectators and Volunteers
  - Number of Event Days and Public Program Hours
  - Complexity of program elements (e.g. road closures, vendors, large scale entertainment, security risks, cooking on site, etc.)
  - Program quality and opportunities for community and volunteers:
    - Variety of activities (e.g. music, food, arts, culture, play elements, entertainment, etc.)
    - Opportunity for skill development and learning
  - Opportunity for demonstrated support and involvement by local business
  - Marketing & Media Exposure
    - Broadcast (live or streaming viewership),
    - Media uptake: Digital Social Media presence; and Website views
- **Economic Driver:**
  - Total Revenues and Expenses: based on actuals
  - Economic Impact as measured by the Tourism Economic Impact Calculator (if available)
  - Geographic reach / in town and out of town spectators
- **Organizational Resilience:**
  - Financial Health and Sustainability (financial statement review)
  - History of the event (number of years in existence)
  - Organizational capacity (demonstrated by number of full time / part time / year round / seasonal employees)
  - Timely submission of application requirements and annual reporting if required (assessment by Civic Events & Festivals experience)
  - Established relationships with the City, Edmonton Arts Council (EAC) and /or Explore Edmonton (EE) or other reputable organizations in the city (assessment by Classification Committee made up of representatives from City, EAC and EE)
- **Alignment** with [The City Plan](#) | [City of Edmonton](#)
  - Healthy City
  - Urban Places
  - Climate Resilience
  - Regional Prosperity
  - For a current list of local festivals and events classified at the Foundational level and above, as of February 2024, please see Appendix D.



International Triathlon  
Credit: Explore Edmonton

## **Strategic Priority Two - Festival and Event Funding**

This Strategic Priority identifies the various funding mechanisms and opportunities available to local and attracted festivals and event producers as outlined in the Actions below. Other sources of funding through various City of Edmonton channels may periodically be available as situations arise such as the Festivals and Events COVID-19 Recovery Grant Program, see Action 2.8

### **ACTION 2.1 Edmonton Arts Council as the Primary Funder for Local Not-for-Profit Festivals and Events**

This Action confirms the Edmonton Arts Council continuing as the primary organization that funds and distributes operational City funding for local not-for-profit festivals and events through various operating investments and annual programming grants. The Edmonton Arts Council provides multi-year and annually renewable funding structures for arts and festivals organizations in alignment with the Council approved Connections & Exchanges: A 10-Year Plan to Transform Arts and Heritage in Edmonton (2019–2029). This provides festival producers with the assurance that long-term funding is in place.

#### **Financial Implications**

The Edmonton Arts Council will continue to submit budget requests, as appropriate, through the City of Edmonton's established four year and/or supplemental operating budget processes.

### **ACTION 2.2 Attracted Event Funding to be provided through the Partnerships and Event Strategy Section and / or Explore Edmonton**

As guided by the Major Sport Events Strategic Framework, the Partnerships and Event Strategy section, in partnership with Explore Edmonton, will continue to sponsor international sport events and national cultural events that are attracted to Edmonton. Funding may be provided by both the City of Edmonton and Explore Edmonton. Explore Edmonton's funding for event sponsorship comes from Edmonton Destination Marketing Hotels and is primarily focused on visitor stay and economic return. City funding may also be provided in support of social and community benefits derived from hosting events. Funding may be provided annually or over a number of years depending on the sponsorship amount. Events are evaluated for three key outcomes: economic impact, reputation benefits and community/social benefits.

City and Explore Edmonton staff work with event producers in the bid or negotiation phase to review proposals, identify resource requirements, provide adequate, timely information and high level estimates for civic services and negotiate appropriate funding/sponsorship, and value-in-kind support.

#### **Financial Implications**

Existing City and Explore Edmonton budgets may be used to provide sponsorship funding to attracted events,

Partnerships and Event Strategy uses its existing base budget however, depending on the scope and scale of bids, event funding requests may be advanced through the City of Edmonton's established four year, and/or supplemental operating budget processes or to Council directly.

**ACTION 2.3 Funding for Smaller, Outdoor (Niche) Festivals and Events (2023-2026)**

Implement a Festivals and Events Micro Grant Program to provide support for smaller, not for profit, outdoor community festivals and events throughout the city that showcase local talent, celebrate local history, culture and diversity and add vibrancy to our city year round. Priority focus for 2023–2026, as per City Council direction, includes Indigenous and cultural events and events held in Business Improvement Areas.

**Financial Implications**

Council approved multi-year funding in the amount of \$250K annually from 2023 - 2026, to support smaller community festivals and events. The budget is held within the Civic Events & Festivals section. In 2025, this grant program will be evaluated for priority focus and eligibility and funding level in preparation for the 2027-2030 budget cycle.

**ACTION 2.4 Funding for Winter Festivals and Events (Ongoing)**

Provide ongoing WinterCity Festivals and Events grant funding to support events that take place in the winter and experience higher operational costs due to the cold season. The WinterCity Festivals and Events Grant allocations will vary based on the size, scope and scale of each event.

**Financial Implications**

Ongoing funding in the amount of \$200K annually, and \$80K for 2023-2026 approved by City Council, supports this grant program. The budget is held within the Civic Events and Festivals section. In preparation for the 2027-2030 budget cycle, this grant program will be evaluated to determine if existing funding levels are appropriate.

**ACTION 2.5 Funding for Neighbourhood Festivals and Events (Ongoing)**

Neighbourhoods Micro-Grants are available to support community initiatives including small, local (i.e. block-level) projects and events. Neighbourhoods Connections grants are also available to support larger neighbourhood-wide projects, initiatives and events in which multiple community stakeholders collaborate to plan, implement and participate.

**Financial Implications**

Existing ongoing budget within Neighbourhood Services is used to fund these grant programs.

**ACTION 2.6 Sport Hosting (Ongoing)**

Hosting grants support organizations with the hosting of provincial, national or international recreational/amateur sport events within the city of Edmonton. Amateur sport or recreational events must be endorsed or sanctioned by the appropriate provincial, western Canadian, national or international body, determine a champion for the respective level of competition and be open and not restricted to members of certain groups or clubs. Successfully hosting sporting events can contribute to the overall well-being and vibrancy of the community.

**Financial Implications**

Existing ongoing budget within Partnership and Event Strategy section is used to fund these grant programs.



**ACTION 2.7 Live Active Grant (Ongoing)**

The Live Active Grant provides financial support to organizations offering Live Active initiatives to Edmontonians, such as advancing a barrier free (time, cost, transportation, social, cultural) active recreation and sport system and advancing Physical Literacy and quality sport and active recreation experiences for all Edmontonians, especially for all children 0–12 years.

**Financial Implications**

Existing ongoing budget within Partnership and Event Strategy section is used to fund these grant programs.

**ACTION 2.8 Festival and Events COVID-19 Recovery Grant Program (2021-2025) - Action Complete**

A festivals and Events COVID-19 Recovery Grant Program was available in 2021 & 2022 in recognition of the significant impact of the global pandemic on local festivals and events.

In order to support the recovery of this important sector, the City of Edmonton created a grant program for festivals and events to encourage their return by offsetting additional costs as a result of COVID-19 and continue to build and inspire our community through vibrant experiences bringing people and visitors together again. One-time funding support was available for in-person public events hosted between July 1, 2021 and March 31, 2023. The grant program is now closed.

**Financial Implications**

\$1,000,000 was allocated in the City Manager's 2021 Emergent COVID-19 recovery budget to provide funding for this grant program. All funds have been expended and the grant program is now closed.



Flying Canoe Volant  
Credit: City of Edmonton

## Strategic Priority Three - City Support to Festivals and Events

This Strategic Priority recognizes that City assets and resources are allocated responsibly and transparently, and that the decisions around these assets reflect the best interests of residents. Based on festival and event type and classification, this action provides transparent and equitable distribution of relevant City support. This priority includes actions to provide civic services subsidies and in-kind support.

### ACTION 3.1 Local Not-for-Profit Festival and Event Civic Services Subsidy

This Action provides direction on how the Civic Services Subsidy program will be administered to local not-for-profit outdoor festivals and events classified at the Major, Signature or Foundational level. The program provides up to 50 per cent subsidy on eligible civic services and a up to 75 per cent subsidy on Edmonton Police Service costs for events administered through the Civic Events and Festivals section. For a list of eligible and ineligible civic service fees, see Appendix E.

#### Eligible:

- **Local Not-for-Profit Festivals & Events:** Only local, not-for-profit festivals and events on City property classified at the Foundational level and above, per Strategic Priority One, and administered through the Civic Events and Festivals section, are eligible for the Civic Service Subsidy.

#### Ineligible:

- **Attracted Events:** Events attracted by the City and/or Explore Edmonton are not eligible for the Civic Services Subsidy program and will be responsible for all event delivery costs including civic services. For potential support to Attracted Events, see Action 2.2.
- **For-Profit Events:** Festivals and events organized by for-profit organizations are not eligible for the Civic Services Subsidy program and will be responsible for all event delivery costs including civic services. For potential support to Commercial Events, see Action 3.7.
- **Charter Right Activities:** such as demonstrations, protests, rallies, marches, and vigils and other public gatherings for the purpose of coming together to dissent or support a cause are not eligible for the Civic Services Subsidy program and will be responsible for all event delivery costs.

#### Financial Implications

Civic Events and Festivals, as appropriate, may assess the need for additional funding to increase the Civic Service Subsidy base budget, through the City of Edmonton's City of Edmonton's established four year and/or supplemental operating budget processes.

Partnerships and Event Strategy uses its existing base budget to sponsor Attracted Events, however, depending on the scope and scale of bids, event funding requests may be advanced through the City of Edmonton's established four year and/or supplemental operating budget processes or to Council directly.



Oilers NHL Playoffs 2024  
Credit: City of Edmonton



**ACTION 3.2 Provide In-Kind Support to Festivals and Events based on Classification**

This Action provides in-kind support for festivals and events based on Event Classification. Support may include the following, as appropriate:

- Amplify festival and events marketing efforts through social media mentions, proclamations and road closure announcements for events classified at, or above, the Foundational level.
- Connect Major, Signature and Foundational festivals and events producers with Explore Edmonton to maximize and amplify Tourism support. Support may include program growth through travel media and social engagement, event activation, marketing and intercept surveys, etc.
- Parkland Use Fees for Local Festivals and Attracted Events, may be waived, as outlined in Strategic Priority 5.
- For potential support to For-Profit Event Producers, see Action 3.7.

**ACTION 3.3 Provide Public Transit to Local Festivals and Events that meet or exceed a 15,000 person per day threshold**

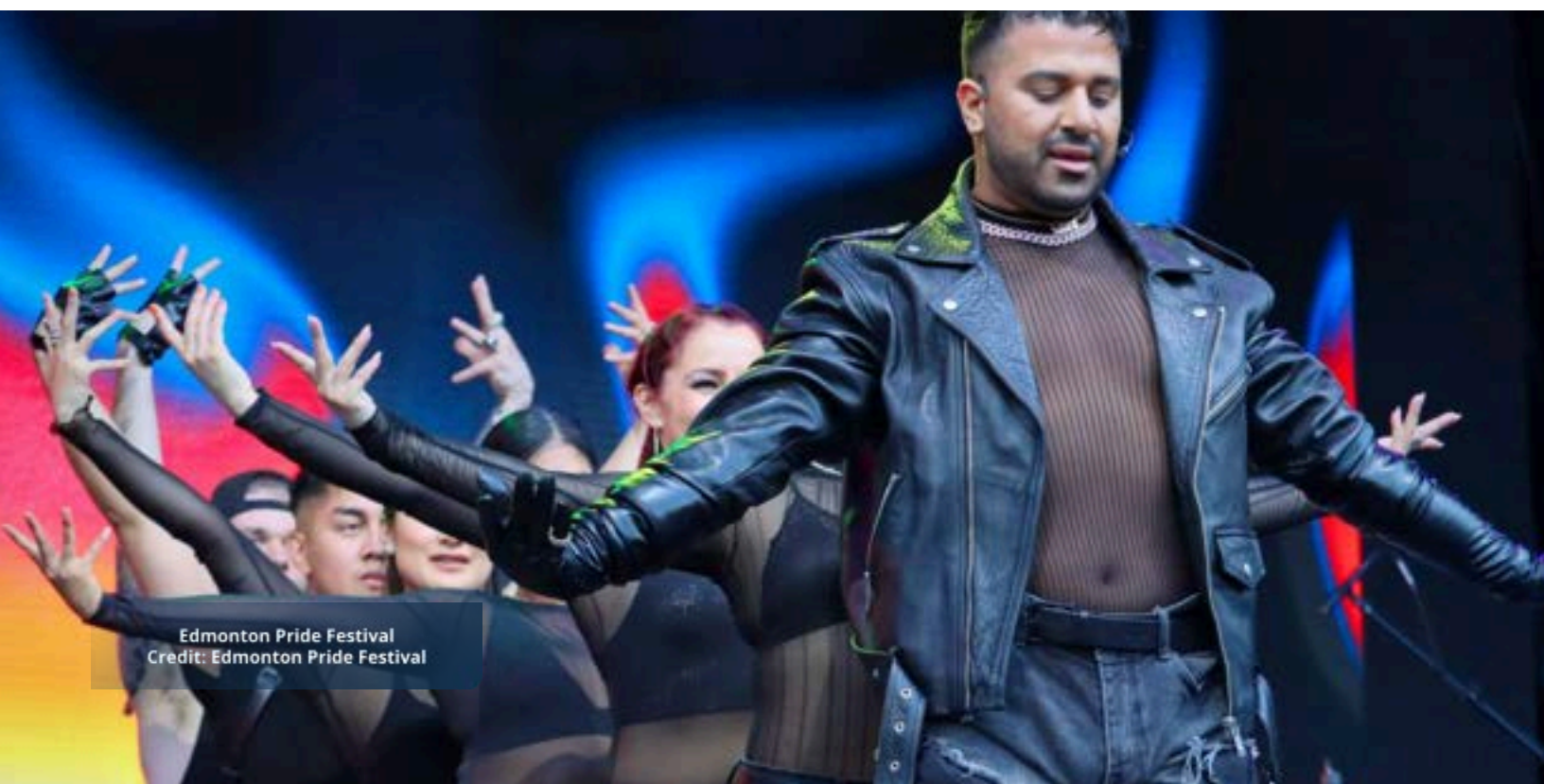
Movement of people to and from festivals and events is critical to their success; therefore, when an event meets or exceeds the threshold of 15,000 attendees per day, public transit becomes a necessity.

For Local Events at the Foundational level or above, that attract a minimum of 15,000 attendees per day, and where sufficient public transit does not already exist, this Action indicates that the City provides access to public transit at no cost to the festival/event producer, however event participants would still be required to pay a transit fare to use the service. The level of increased service will be provided based on what can be reasonably accommodated by Edmonton Transit Service.

Attracted and For-Profit/Commercial Events requiring transit services will be responsible for all transit service costs.

**Financial Implications**

Edmonton Transit to periodically review and assess budget requirements based on the number of events meeting established thresholds and any additional requests through the City of Edmonton's established four year and/or supplemental operating budget processes.



Edmonton Pride Festival  
Credit: Edmonton Pride Festival

### **ACTION 3.4 Layered Approach to Traffic Management**

This Action considers a layered approach to traffic management and security for festivals and events hosted on roadways or adjacent to major roadways. To reduce the need for Edmonton Police Services resources for roadway events, this approach is reviewed and evaluated collectively for efficiencies. Strategies, where feasible, may include:

- allowing for road and bike lane closures and detours as required to support event programming, site safety and crowd management with proactive messaging on impacts required;
- proposing less impactful event/route alternatives to avoid having the festival or event adjacent to or impacting high speed, high volume or complex roadway operations;
- reviewing current and proposed traffic control operations for each event. For example, taking traffic signals offline and switching them to flash mode, where safe and practical, to decrease the need for police officers;
- using trained traffic control staff such as flaggers, event marshalls, and others rather than police officers as appropriate; and
- strategic placement of additional traffic materials and infrastructure such as barricades, signage, mobile vehicle barriers (MVB), police cruisers and/or City heavy duty fleet vehicles, to enhance safety infrastructure as appropriate.

#### **Financial Implications**

Efficiencies and creative solutions that result in cost saving measures support all festival and event operating budgets, including the Civic Services Subsidy budget for eligible festivals and events.

### **ACTION 3.5 Provide access to CityScape Banners and City Specialty Lighting Program**

The City has access to a number of assets that can be used by festivals and event producers to enhance event promotion, including the CityScape Banner program and Specialty Lighting program of key City assets (e.g. iconic bridges and buildings). This Action specifies which assets are made available to Attracted, Local Festivals and Events and For-Profit Event Producers at the Foundational level and above. Note: per the CityScape Banners - Design/Artwork Guidelines, there are restrictions on design and sponsor logo size and content.

#### **CityScape Banner Program:**

This legacy program from the 2001 IAAF World Championships in Athletics provides the opportunity for international sporting events to enhance marketing efforts and increase community awareness. Attracted Events are therefore prioritized and encouraged to utilize this program and in some cases City sponsorship is specifically allocated for this purpose. The Partnerships and Event Strategy section may reserve dates for these Attracted Events.

Local festivals and events at the Major, Signature and Foundational level may request location-specific or city-wide access to the CityScape banner program. If there is a date conflict, banner poles may be distributed between two events if appropriate.

#### **Specialty Lighting Program:**

Event producers may apply to light the High Level Bridge through existing processes for the City's Specialty Lighting program on a first come first served basis. The City may reserve and prioritize dates for Attracted events. Signature and above festivals may be reserved as space allows.

#### **Financial Implications**

The CityScape Banner program requires the event organizer to fund the cost of design, production, installation and removal unless otherwise included as part of the City's sponsorship.

There is not cost to eligible event organizers for the City Specialty Lighting program.



### **ACTION 3.6 Support for Local Festival's Intentional Growth**

The City Plan sets direction for how Edmonton grows to a city of 2 million people by 2050. This Action acknowledges Administration's commitment to working with local festival and event producers, and engaging in thoughtful and deliberate discussions with those who would like to grow and adapt their events. This includes changes and additions to existing locations, new locations, dates, times and/or program elements.

Administration will work with festivals and event producers to explore opportunities for intentional growth. For those eligible for the Civic Services Subsidy program, the incremental civic service costs associated with intentional growth (e.g. program expansion, increasing event hours, number of days, total distance of road closures, etc.) will be the responsibility of the event organizer in the first year of growth, and/or until such time as Administrative budgets are available to subsidize the incremental civic service costs.

Organizers are also responsible to manage the growth with a full understanding of the site's opportunities/limitations and the impact on operations, safety and security (e.g. crowd management, traffic and transit implications, etc.).

#### **Financial Implications**

Additional funding required to support intentional festival growth is the responsibility of the event organizers in year one and/or until such time as Administrative budgets are available to subsidize the incremental civic service costs.

Civic Service Subsidy funding levels will be assessed annually to determine if intentional growth can be supported based on existing budgets. As appropriate, an increase to the base budget may be requested through the City of Edmonton's established four year and/or supplemental budget process.

### **ACTION 3.7 Support for For-Profit / Commercial Events**

These events are produced by for-profit organizations and are important as they contribute to the event ecosystem in Edmonton. While for-profit/commercial events are not typically classified for the purposes of City support, they may be evaluated on a case-by-case basis to determine suitability for sponsorship and grant programs, including the Downtown Vibrancy Fund administered by Urban Planning and Economy. Support may be in the form of sponsorship and/or services and funding.

**Event Examples:** *Great Outdoor Comedy Festival, Pumpkins After Dark, Edmonton Blues Festival*

### **ACTION 3.8 Support for Meetings, Conventions, Tradeshows and Exhibitions**

Explore Edmonton is responsible for the attraction and delivery of meetings, conventions, tradeshows and exhibitions. At times, civic services are required to support these events due to their high profile. Coordination of services, and/or sponsorship may be provided in partnership with the Urban Planning and Economy's Downtown Vibrancy Team. Support may be evaluated on a case-by-case basis to determine suitability based on the size, scope and scale of the event proposed. Support may be in the form of sponsorship funding, subsidies, fee waivers and/or services.

**Event Examples:** *Hydrogen Conference, Intergovernmental Panel on Climate Change, World Heavy Oil Congress and Exhibition, Winter Cities Shake-Up*

### **ACTION 3.9 Support for Events at Commonwealth Stadium**

The City is responsible for attraction and delivery of events at Commonwealth Stadium. At times, civic services are required to support these events due to their high profile. Coordination of services, and/or sponsorship may be provided and are to be negotiated directly with the facility.

## **Strategic Priority Four - Festival, Event Site and Date Prioritization**

This Strategic Priority recognizes that local festival and event producers have requested assurances that their existing dates and locations will be honoured, especially when new or Attracted Events are brought to Edmonton. This Priority ensures open and transparent decision making based on a process that identifies under what circumstances date and location changes may be considered.

### **ACTION 4.1 Date and Location Prioritization for Annual Festivals and Events**

Returning festivals and events are given first priority for date, time and location based on event classification (size, scope, scale) and historical allocation and requirements.

Civic Events Applications may be submitted at any time. For returning festivals and events, reminders for annual rollover submission deadlines are issued in the fall. Applications received after the fall rollover deadline are considered new requests and are placed in a queue in the order received. Events wishing to change date and/or location, will be reviewed and prioritized based on classification, and alternate date and location availability.

Date, time and location availability is subject to unforeseen circumstances which may not be under the City's control such as capital construction/ rehabilitation or unexpected maintenance/repairs. In the event historical dates or locations are not available, efforts will be made to adjust dates, times and locations to accommodate the event.

This Action requires biennial monitoring and assessment for fair and equitable distribution for emerging festivals and events. Site assessment tools and existing site data will be used to identify appropriate and available locations throughout the city based on event needs and desires.

### **ACTION 4.2 Site and Date Commitment for Festivals and Events at the Foundational Level and Above**

The Delivery Action Plan already provides events with historical date and location priority per Action 4.1. For local festivals and events at the Foundational level and above, Administration will provide a Letter of Confirmation to give three year advanced confirmation for existing date and site locations.

For Attracted Events, Administration will consider during the bid phase, providing date and location commitments for the year required, based on site availability and impacts to adjacent venues, as negotiated per Action 4.3.

For Commercial Event commitments, Administration will consider providing 2–3 year date and location commitments based on site availability and impacts to adjacent venues and infrastructure as applicable.

This Confirmation is subject to unforeseen circumstances which may not be under the City's control such as capital construction/ rehabilitation or unexpected maintenance/repairs.

Dates and sites for the attraction of Mega and Major international events such as FIFA Men's World Cup, Grey Cup, JUNOS, etc. are normally known at least two to three years in advance and engagement with any impacted festival or event would occur during the attraction process.

### **ACTION 4.3 Site and Date Prioritization for Festivals and Events Impacted by Attracted Events**

Civic Events and Festivals will make every effort to safeguard existing local and recurring Major, Signature and Foundational events historical dates and locations. In situations where a date or location of an existing local Major, Signature or Foundational festival or event may be impacted due to an incoming attracted Mega, Major or Signature event, consultation and input from the existing local event producers will take place to determine the feasibility of adjusting dates or locations and/or opportunities to work together.



All efforts will be made to ensure incoming attracted Mega, Major or Signature events occur around existing local festivals or events. However, Attracted Events classified at a higher level may take precedence over Local Events classified at a lower level.

- For example, an Attracted Signature event would not displace a local Signature festival. It could, however, displace a Foundational level local event if there was a requirement for specific infrastructure such as the pond in William Hawrelak Park.
- In the case of a Mega event, the City would engage existing festivals and events to explore opportunities for involvement in the Mega event's cultural program.
- Date and event venue discussions will be held at the bid stage for international sporting and cultural events and will consider existing Major and Signature festival dates and locations.
- In the event a local Major, Signature or Foundational festival is required to move as a result of an Attracted Event of a higher Classification, a process will be used to determine relocation sites, dates and impacts of the relocation including a site assessment, civic service assessment, and impacts to the festival or event.

#### Financial Implications

In the event a local Major, Signature or Foundational Festival is required to relocate, the assessment will be required to determine if relocation support and funding is appropriate and available. Relocation support may require City Council approval through established budget processes.

#### **ACTION 4.4 Variety and Distribution of Events Across the City in all Seasons**

This Action encourages a variety of festivals and events across the city throughout the year, with a priority focus on community, Indigenous, heritage and cultural events. The intent is to provide opportunities for Edmontonians to create connections and be active in their communities year round.

- Explore locations for new and existing events outside of traditional central locations.



Edmonton Marathon  
Credit: City of Edmonton

## **Strategic Priority Five - Fees and Charges for Use of Parkland**

This Strategic Priority recognizes that parkland and open spaces are valued resources providing integrated, multifunctional spaces to support healthy ecosystems, diverse wildlife habitats, and connect people with year-round opportunities to learn, commute, recharge, recreate, gather and celebrate. Residents access parkland and open spaces for leisure, and therefore a balanced approach is required when determining permitted access for planned festivals and events. The City of Edmonton seeks to provide opportunities for both spontaneous and planned events.

This Priority outlines when and where applicable Parkland Use Fees apply. This does not apply to City recreation facilities (e.g. amphitheatres, recreation centres (including gyms, multipurpose rooms, amenities, etc.), stadiums, pavilions, stages, gazebos, etc). Festivals and events that use City facilities will be charged established rental rates.

### **ACTION 5.1 Fees and Subsidies applied for the use of Parkland and Open Spaces**

Festival and event producers and residents recognize that there is a value to the land used to deliver festivals and events. While the ongoing maintenance and upkeep of the land is the City's responsibility, those looking to secure a permit for Parkland and Open Space for activities with over 50 attendees will be charged for use and in some instances a fee subsidy may apply.

#### **Fees for Use of Parkland and Open Spaces**

- A Parkland and/or Open Space rate and Trail fees will apply to all festivals and events that require a permit to use parkland, open space and trails, unless the organization meets criteria for a subsidy.
- Ticketed for-profit/commercial, fundraisers and private events will be charged at established Parkland/Open Space and Trail for-profit rates and be subject to a ticket surcharge on tickets sold.
- The City's Joint Use Agreement partnership with Edmonton Public and Catholic Schools and Conseil scolaire Centre-Nord only applies to shared use sports fields, adjacent Parkland and picnic sites during typical school days and hours, therefore Open Space and Trails fees apply in all other Parkland and river valley locations.

#### **Fee Subsidies for Use of Parkland and Open Spaces**

In some instances fees may be subsidized using the following criteria:

- Local not-for-profit events classified at the Foundational level and above will be eligible to receive a subsidy of 100 per cent on the established Parkland / Open Space rate.
  - Note: local Niche not-for-profit events may apply for a Micro Grant which may be used to cover Parkland / Open Space fees.
- Local not-for-profit, ticketed events classified at the Foundational level and above, will be eligible to receive a subsidy of 100 per cent on the established Parkland/Open Space rate for the event setup and strike dates. Events in these Classifications will pay established Parkland/Open Space rates during the event's public hours.
- Attracted Events could be eligible for fee subsidies if they are agreed to and negotiated up front.
- For-profit/Commercial, private and/or fundraising events will not be eligible for fee subsidies regardless of event Classification.
- For Civic Centre not-for-profit partner-operated facilities looking to partner with the City to animate Sir Winston Churchill Square or the City Hall Plaza, a fee subsidy may apply.
- Parkland fee subsidies are considered City sponsorship and appropriate recognition will need to be established.

#### **Financial Implications**

Parkland and Open Space fees result in nominal revenue for the City of Edmonton.



**ACTION 5.2 Booking Fees and Subsidies applied for the use of Community (Neighbourhood) and District Parks**

Community neighbourhood and district parks are the primary gathering place for neighbourhood residents and provide passive and active recreation opportunities. An hourly booking fee will be charged to all Niche festivals and events on open Parkland in community (neighbourhood) and/or district parks.

The hourly booking fee rate is based on the total number of anticipated attendees.

**Fee Subsidies for Use of Parkland and Open Spaces**

- Understanding the important role neighbourhood events play in creating strong and vibrant communities where everyone feels like they belong, the City will waive the hourly booking fee for Community League events, free public and charitable events or fundraisers with a direct connection to the neighbourhood in which the event is taking place.
- Private ticketed events and events that do not have a direct neighbourhood connection will be charged the hourly booking fee for Parkland/Open Space.

**Financial Implications**

Parkland and Open Space hourly booking fees result in nominal revenue for the City of Edmonton.

**ACTION 5.3 Festivals and Events are responsible for Damages and Costs of Repair**

Festivals and events are responsible for costs of any damage they cause above normal wear and tear to City property, including turf, trees, shrubs, trails, equipment, infrastructure and amenities (e.g. power boxes, light poles, benches, buildings, pavilions, washrooms, etc.).

Event organizers will be required to develop a plan to mitigate impact on Parkland such as damage from motorized vehicles or heavy infrastructure to open grass areas, trails and horticulture areas, etc. If inclement weather is expected or conditions suddenly worsen, contingency plans must be implemented to lessen the severity of turf damage.

Should damage occur during setup, the event or strike (teardown), the City of Edmonton will normally complete the repairs with all associated costs being the responsibility of the event organizer. In exceptional circumstances, an alternate repair solution may be considered with all costs associated being the responsibility of the event organizer.



Chiseled  
Credit: Explore Edmonton

## **Strategic Priority Six - Emergency Preparedness**

This Strategic Priority outlines the need for a layered approach to enhance public safety and site security at festivals and events and identifies roles, responsibilities and resource allocation.

Emergency Preparedness requires integrated and well-coordinated Safety, Security and Crowd Management planning, implementation and evaluation. This is particularly important for events with mass gatherings such as festivals, parades, sporting events, fan fests, fireworks displays, markets, demonstrations, protests, rallies, marches and vigils.

This need has been highlighted more recently as a result of the impact on gatherings related to increased weather events, external threats, geo-political and charter rights activities. This priority includes Electronic Dance Music Events due to the inherent risk of drug overdoses. There is also a need to align with the City's Community and Safety Well Being Strategy to ensure all people feel safe and secure throughout the city through community collaboration and culturally appropriate approaches to reduce crime.

It is important that as a corporation, the City along with external event producers and other agencies, as required, are prepared for incidents at festivals and events before they happen, that our organizations respond effectively should an incident occur and that we learn and adapt our collective response for future events based on experience.

The actions below are designed to ensure continuous improvement and ongoing efforts to improve coordination and information sharing with event stakeholders to enhance security and improve emergency response in the event of an incident.

### **ACTION 6.1 Interdepartmental / Interagency Committees to address Festival and Event Safety and Security**

This Action confirms an integrated approach to providing oversight and addressing safety and security at planned festivals and events in Edmonton through formal interdepartmental and interagency Committees.

**6.1.1 Festival and Event Safety & Security Team (FESST)** - Reporting as a sub committee of the Civic Events Management Team, this team is made up of representatives from Edmonton Police Services, the Office of Emergency Management, Fire Rescue Services, Alberta Health Services-EMS, Corporate Security, Traffic Operations, Transit, Law, Civic Events and Festivals, and others as required. This working committee ensures continuous improvement and ongoing efforts to coordinate and share information with event stakeholders, to determine when safety and security enhancements are required at events as a result of higher threat levels or security intelligence, and to improve emergency response in the event of an incident.

**6.1.2 Electronic Dance Music Events Interagency Panel (EDME-IAP)** - In alignment with the Electronic Dance Music Event Bylaw (Bylaw 19166), the Electronic Dance Music Events Inter-Agency Panel will review electronic dance music event applications and operational plans and provide advice, guidance and suggested changes or modifications to applicant operational plans in advance of a permit being issued. Reporting as a sub committee to the Civic Events Management Team, this Panel provides recommendations to the Community Standards and Neighbourhoods Branch in the issuing of event permits.



**ACTION 6.2 Conduct Safety and Security Planning Reviews with Festival and Event Producers**

This Action supports the development of appropriate emergency response plans, through coordinated planning, implementation and evaluation for public gatherings and acknowledges that safety is the joint responsibility of the event producers and municipal service providers regardless of the size, scope and scale of the event.

Emergency Response Plan reviews consider the event site(s), program, activities, anticipated attendees, usage patterns, crowd demographics, crowd management strategies, operational requirements, crime prevention through environmental design principles, security intelligence (if available), geo-political activities and event industry best practices. This information is shared, whenever possible, with event organizers to identify possible risks, hazards, vulnerabilities, and mitigation actions which are the responsibility of the event producers to incorporate into event Emergency Response Plans.

- Public safety and security reviews and analysis are required for all festivals and events regardless of size, scope and scale.
- All events are provided with access to an Emergency Response Plan Guide which identifies common event risks such as a lost persons, inclement weather, general safety and security, etc. The guide encourages organizers to identify all risks associated with their event along with the actions they will use to address identified risks.
- In addition, festivals and events at a Foundational level or above have access to more complex safety and security planning tools, resources and expertise, including opportunities for training and topical discussions related to more severe risks and mitigation strategies specific to each festival or event.
- A more in depth review by FESST, as resources allow, is conducted for those festivals and events that require higher level coordination with civic services and other agencies to implement the safety and security actions. Plan reviews are coordinated by the Civic Events and Festivals section and may include festival and event producers and impacted civic services. These reviews are completed every 2-3 years, prioritizing events with higher risk.



### **ACTION 6.3 Use the Festival and Event Risk Matrix Tool**

This Action utilizes the existing Festival and Event Risk Matrix tool to assess risks and vulnerabilities and determine the level of City involvement in planning, implementing and evaluating the overall safety and security plans for festivals and events.

The Risk Matrix tool identifies overall threat levels, risks and vulnerabilities along with corporate tolerance for an incident and assists in assessing the various civic support required to mitigate threats. The tool informs an integrated and layered approach to safety and security, including security personnel, temporary infrastructure enhancements, and activation of Civic Command Centres and/or Emergency Operations Centre. See Action 6.4 and Action 6.5. The tool is annually reviewed and amended, as required, to ensure the evaluation remains relevant.

### **ACTION 6.4 Civic Command Centre and/or Emergency Operations Centre Activations**

This Action confirms that where appropriate, based on the Festival and Event Risk Matrix tool assessment, the City will identify and activate a Command to support the efficient coordination and communication between civic services and respond effectively to emergent and emergency situations. This may involve onsite civic services scheduled at a “Civic Command Centres (C3)” or activation of the City’s “Emergency Operations Centre” (EOC).

Unless an Emergency Preparedness Subsidy applies, events are responsible for all incremental costs required by the City to enhance security plans and/or any Civic Command Centres.

#### **Eligible Festivals and Events:**

- Local festivals and events classified as Major, Signature or Foundational based on event classification outlined in Strategic Priority One.

#### **Ineligible Festivals and Events:**

- Niche Level Events: Niche events are eligible to apply for and receive funding through a variety of other sources and do not typically require this level of on site coordination
- Events at Commonwealth Stadium
- Event produced by other external large venues (e.g. Edmonton EXPO Centre and Convention Centre, RE/MAX Field, West Edmonton Mall, Rogers Place and Ice District)
- For-Profit/Commercial: Festivals and events organized by for-profit organizations will be responsible for all event delivery costs including civic services required in a Civic Command Centre
- Events attracted by Explore Edmonton and/or the City (e.g. Partnerships and Event Strategy section, Commonwealth Stadium, etc) are not eligible for the Emergency Preparedness Subsidy program, as:
  - Attracted Events receive funding through a variety of other sources (e.g. Partnerships and Event Strategy budget, City Council directed funding and/or Explore Edmonton sponsorships). It is expected that the combined City funding, Explore Edmonton sponsorship and other sources of funding will cover required civic services, including Command requirements.



Silver Skate Festival  
Credit: City of Edmonton



**ACTION 6.5 Layered Approach to Security Personnel/Temporary Site Infrastructure Improvements**

Where appropriate and based on the Risk Matrix assessments, the need for a layered approach may be required to enhance public safety and site security at festivals and events to protect event attendees during times of heightened threat assessments. These enhancements may include temporary infrastructure deployment and/or enhanced security personnel, such as volunteer and contracted security, peace officers and/or police officers.

This Action also indicates that the City may cover costs associated with identified enhancements required by the City, to ensure public safety at local, not-for-profit festivals and events. The enhancements and recommendations will be identified through safety and security plans review, by the Festival and Event Safety and Security Team (FESST).

- Costs may include additional enforcement personnel such as a higher level of trained personnel (e.g. EPS tactical support, Remote Piloted Aircraft Systems (RPAS) team) if deemed to be required based on situational assessments.
- Costs may also include temporary infrastructure modifications (barricades, vehicles, etc. for hardening of sites).

Events produced by for-profit organizations are responsible for all incremental costs required by the City to enhance security plans.

This action requires festival and event producers to continue to be responsible for all typical event security costs generally associated with the event including contracted security and police that may be required to support crowd and/or traffic control. Examples include but are not limited to beverage garden security, management of road closures, management of crowds, site access, attendees, assets, equipment, supplies, etc.

**ACTION 6.6 Adopt Crowd Management Best Practices**

This Action addresses the need to adopt tools and provide educational opportunities to assist festival and event producers to plan for and manage large crowds and crowd movement (ingress, circulation and egress) based on industry best practice. This may include hosting crowd management experts, conducting tabletop exercises and workshops and reviewing local, national and international crowd management incident After Action Reports, as available, for learning opportunities.

**Financial Implications**

For Strategic Actions 6.4, 6.5 and 6.6, Civic Events and Festivals, as appropriate, may assess the need for additional funding to increase the Emergency Preparedness Subsidy base budget, through the City of Edmonton's established four year and/or supplemental operating budget processes.

Attracted Events that require support for Emergency Preparedness will be responsible for all event delivery costs including Emergency Preparedness. Explore Edmonton and Partnerships and Event Strategy will work with these events to provide adequate, timely information and consult with the various civic services to identify requirements to be included during the bid phase when funding and in-kind services are determined and approved.

## **Strategic Priority Seven - Governance, Operational Processes and Procedures**

This Strategic Priority identifies that operational practices and rules of engagement be reviewed, modified and regularly documented with the intent to increase operational efficiencies and ensure transparency. Rules of engagement and operational practices will be developed, reviewed and recommended by Civic Events and Festivals and the Civic Events Implementation Team and endorsed by the Civic Events Management Team for approval by the Director of Civic Events and Festivals.

### **ACTION 7.1 Confirm the Governance Roles for Support to Festivals and Events in Edmonton**

This Action confirms the roles of various areas in the City that are responsible for providing oversight, for the attraction, planning, implementation and evaluation of planned festivals and events in Edmonton. This includes the Civic Events Management Team, Civic Events Implementation Team, Festival and Event Safety & Security Team, Electronic Dance Music Events - interagency Panel, the Partnership and Event Strategy section, Commonwealth Stadium section and Civic Events and Festivals section within the Community Recreation and Culture Branch.

#### **COORDINATING COMMITTEES:**

- 7.1.1: The Civic Events Management Team (CEMT)
  - provides strategic oversight for the planning, implementation and evaluation of planned festivals and events
- 7.1.2: The Civic Events Implementation Team (CEIT)
  - manages the direct planning, delivery and evaluation of civic services required for planned festivals and events
- 7.1.3: The Festivals and Event Safety and Security Team (FESST)
  - prepares for incidents before they happen, respond effectively and learn and adapt our collective response for future events based on experience
- 7.1.4: Electronic Dance Music Events InterAgency Panel (EDME-IAP)
  - reviews electronic dance music event applications and control plans and provides advice and guidance to the Community Standards Branch in advance of a permit being issued
- 7.1.5: Civic Events and Festivals section
  - acts as the external facing section that works with festivals and events producers looking to use outdoor City property such as roads, open space, plazas, squares and parks
  - chairs the committees listed above and provides internal leadership and direction, ensures operational processes and procedures are integrated and considers the needs of the various branches and departments involved in the delivery of festivals and events in Edmonton
- 7.1.6: Partnerships and Events Strategy section
  - collaborates with Explore Edmonton to promote Edmonton and attract global, national, and provincial sport and cultural events to the city which provide economic vitality, social cohesion, and image building opportunities for Edmonton
- 7.1.7: Commonwealth Stadium
  - hosts a broad range of local and world-class spectator events from world cups to iconic concerts and everything in between; the section coordinates the civic services required to support events at this venue
- 7.1.8: Neighbourhood Services
  - supports Block Parties and Niche Events to animate open parkland, build capacity, and enable belonging in neighbourhoods



**ACTION 7.2 Commitment to working with Festivals and Events in an Integrated Way**

This Action maintains the City's commitment to being integrated in how we work with and support festivals and events. The City will incorporate the perspectives of event organizers, civic services, affiliated agencies (Edmonton Police Services, Alberta Health Services, Alberta Gaming, Liquor and Cannabis) and others to find ways together to capitalize on opportunities and mitigate and find solutions to challenges.

This integrated approach includes:

- coordination of civic services through a one-stop-shop approach
- collective meetings with event organizers, civic services and affiliated agencies
- establishment of Command Centres, when required (see Strategic Priority 6)
- consolidated City of Edmonton invoicing on behalf of the civic services



Symphony in the City  
Credit: City of Edmonton

### **ACTION 7.3 Ongoing Internal Documentation, Review and Updates to Operational Processes and Procedures**

This Action requires the Civic Events and Festivals section to continually document and update operational processes and procedures in discussion with the appropriate Department and Branch contacts including input from the Civic Events Management Team and Civic Events Implementation Team.

Processes and Procedures will be documented and reviewed at least on a biennial basis, with some reviewed annually. A minimum of one year notice will be provided when changes to processes and procedures will directly impact festival and event organizers, including changes to fees or funding support.

Processes and procedures may include, but are not limited to, the following:

- Festival and Event Classification and Classification Criteria
- Appropriate support to festivals and events
- Civic Services Costs and Subsidy
- Festival and Events access to Public Transit Process - threshold and cost review
- EPark Billing Procedures
- Application and Approval Processes
- Civic Services Requirements
- Date and Site Prioritization Process
- Charging for Use of Parkland
- Development / Building Permit Requirements for Events
- Sound Compliance / Noise Waivers
- Cumulative Impact of Events
- Council directed event grant programs
- Tools and Templates
- Consequences of Non-Compliance
- Role clarity with Departments, Branches and Sections
- Community Notification and Engagement
- Emergency Preparedness
  - Safety and Security Planning, Implementation and Evaluation
    - Risk Matrix Tools and Risk Tolerance Level
    - Safety and Security Task Teams (as required)
    - Emergency Response Plan Guide
  - Crowd Management
  - Electronic Dance Music Event Safety and Security
- Air Quality Event Response Plans
- Environmental Review Process (River Valley Events)
- Film Permit Process (including use of commercial drones)
- Commitment to Brokering Relationships with all festival and event producers
- Collaboration between the two Authorities having jurisdiction for the Safety Codes Act and associated regulations (Development Services and Fire Prevention), and CEIT to develop clear and appropriate oversight and understanding of requirements for events in Edmonton

## **STAKEHOLDER ENGAGEMENT**

***The Festivals and Events Delivery Action Plan was created collaboratively with feedback from a number of stakeholders from within the City and from the community.***

To ensure the Festivals and Events Delivery Action Plan remains relevant and responsive to changes, Administration reviews the plan biennially, with more extensive updates at least every four years with feedback from festival and event producers. Local festivals and event producers continue to work with Administration to identify and suggest process and procedure updates that support more effective delivery of festivals and events in Edmonton. See Appendix F for a list of internal and external collaborators in the development of and updates to the Festivals and Events Delivery Action Plan.



# Appendices



## APPENDICES

### Appendix A: Festivals and Events Delivery Action Plan History

In late 2016, Council approved the creation of a residents' Panel to guide the development of a strategic framework for hosting international, national and provincial sports events. The Panel included nine business, community and sport leaders.

The Panel's report, "The Changing Field of Play - residents' Panel on Major Events" was approved in June 2017 and served as a guide for framing the City of Edmonton's Event Policy and Strategy, as well as the Edmonton Events Sport & Cultural Attraction Plan.

In September 2018, Council approved the City of Edmonton's Event Policy, which was developed to articulate the importance of events in advancing Edmonton as a vibrant, creative and desirable city where people want to live, visit and operate a business. It further establishes a framework and governance structure to make Edmonton the first choice for event organizers. This policy is currently being updated to better reflect alignment with the City Plan

In 2018, Council also adopted the Event Growth and Attraction Strategy and endorsed the two accompanying Action Plans. The Edmonton Events Sport & Cultural Attraction Plan (now called the Major Sports Events Strategic Framework) and the Festival and Event Delivery Action Plan.

The Festivals and Delivery Action Plan was created, and endorsed by City Council in 2018, to address concerns from local festivals and event producers including the increasing cost of civic services, overall funding for festivals, festival date and location security and funding equity.

Between 2019 and 2024, the Festival and Event Delivery Action Plan has undergone a number of reviews which have resulted in the changes outlined in this document. For a summary of the changes see Appendix D. The Action Plan continues to define and guide the coordination and delivery and equitable allocation of resources of civic services for festivals and events.

## Appendix B: City Plan Alignment

The framework for the Festivals and Events Delivery Action Plan aligns with the four strategic goals outlined in the City Plan, including Healthy City, Regional Prosperity, Urban Places and Climate Resilience.

### City Plan Alignment

1. Edmontonians can connect, be active in their community, and celebrate Edmonton's heritage, diversity and unique identity. (City Building Outcomes 1.2)
2. Promote personal and community wellness and connection through inclusive and welcoming places. (City Plan Intention 1.1.1)
3. Support Edmonton's identity as a winter city through its infrastructure, design, events and economy (City Plan Intention 1.3.2)
4. Encourage healthy and active living by supporting community focused recreational, leisure, social and cultural programs. (City Plan Direction 1.1.1.4)
5. Encourage winter events, activities and festivals through community and business partnerships (City Plan Direction 1.3.2.3)
6. Design public spaces that are easy to navigate and explore for Edmontonians and visitors. (City Plan Direction 2.1.1.3)
7. Promote gathering spaces for culture, sports, recreation and entertainment opportunities to support both formal and informal uses. (City Plan Intention 2.3.3)
8. Host major events and a wide range of community festivals in partnership with community organizations. (City Plan Direction 2.3.3.1)
9. Provide gathering and event spaces for hosting Indigenous cultural and ceremonial practices (City Plan Direction 2.3.3.3)
10. Animate open spaces at all scales through programming, activities and events that encourage daily and all-season use. (City Plan Direction 2.3.3.4)
11. Encourage Indigenous led projects, programs, events and services. (City Plan Direction 3.1.1.4)
12. Embrace multicultural activities and events. (City Plan Direction 3.1.2.3)
13. Encourage activation of public rights-of-way to allow formal and informal gathering spaces (City Plan Direction 6.1.2.2)

### Importance of Events

Driven by memorable experiences, many of Edmonton's festivals and events have historical significance for our city and residents. These help shape the very fabric of what makes living in and visiting this city so extraordinary. Festivals and events provide opportunities for:

**Celebration:** Festivals and events offer a chance to celebrate rich and diverse arts, culture, heritage and sporting experiences. By celebrating as a city, residents and visitors can create new relationships through a shared appreciation of the diversity Edmonton has to offer.

**Connection:** Festivals and events are the link that connects residents and tourists alike. Whether it be through art, food, sport, winter activities, or music, a chance to connect over an experience often means enriching lives by creating new relationships and memories.

**Diversity:** Edmonton is a city full of beauty and diversity, and our festivals and events give visitors and residents the chance to experience and celebrate, bringing the whole city together and uniting our community. Our festivals and events are a part of what makes Edmonton unique and authentic.

**Vibrancy:** Our festivals and events animate public spaces and remind residents and visitors that Edmonton is a place for everyone to enjoy year round.

**Tourism:** Event season never ends in our city. Whether it be winter or summer, our year-round festivals and events never cease to delight and encourage visitors from around the world.

**Economic Impact:** Events offer opportunities for employment, volunteerism, and investment.

**Reputation, Image and Civic Pride:** Our diverse, vibrant and safe festivals and events showcase and elevate Edmonton's image to the province, nation and globe by attracting visitors, businesses, media and a worldwide audience. Festivals and events enhance quality of life for residents, contributing to their sense of pride in our city.

## Appendix C: Summary of Delivery Action Plan Updates

### City Council Reports that guided revisions to the Festivals and Events Delivery Action Plan

- February 2020: [Bylaw 19166 Electronic Dance Music Events Bylaw CR7808](#)
- June 2021: [Hosting Events and Festivals in the City CS00190](#)
- June 2022: [Festival Support and Growth CS00949](#)

### Strategic Priority 1 Event Type and Classification - Refined / reordered (formerly Strategic Priority 2)

- Updated to include Event Type - Attracted Events, Local Festivals & Events and For Profit Events
- Action 1.1 Classify Events Using Established Criteria - **Refined**
  - Definitions Refined
  - Classification Process & Criteria Refined
  - Consideration to use the same tool to classify existing Local Festivals and Events and Attracted Events

### Strategic Priority 2 Festival and Event Funding - Reordered (formerly Strategic Priority 1)

Increased from one Action to eight Actions

- Action 2.1 Edmonton Arts Council as the Primary Funder for Local Homegrown Edmonton Festivals and Events - **No change**
- Action 2.2 Attracted Event Funding to be provided through the Partnership and Event Attraction Section and / or Explore Edmonton - **New**
- Action 2.3 Funding for Smaller, Outdoor (Niche) Festivals and Events (2023-2026) - **New**
- Action 2.4 Funding for Winter Festivals and Events (Ongoing) - **Refined / Moved from Strategic Priority 3**
- Action 2.5 Funding for Neighbourhood Festivals and Events (Ongoing) - **Added to document, existing procedures**
- Action 2.6 Sport Hosting (Ongoing) - **Added to document, existing procedures**
- Action 2.7 Live Active Grant (Ongoing) - **Added to document, existing procedures**
- Action 2.8 Festivals and Events COVID-19 Recovery Grant Program (2021-2022) - **Completed**

### Strategic Priority 3 City Support to Festivals & Events

Increased from three Actions to eight Actions

- Action 3.1 Local Not-for-Profit Festival and Event Civic Services Subsidy - **Refined**
  - Added 75 per cent Police Service subsidy
- Action 3.2 Provide In-Kind Support to Festivals and Events based on Classification - **Refined**
- Action 3.3 Provide Public Transit to Local Festivals and Events that meet 15,000 person per day threshold - **No change**
- Action 3.4 Layered Approach to Traffic Management - **New**
- Action 3.5 Provide access to CityScape and City Specialty Lighting Program - **Added to document, existing procedures**
- Action 3.6 Support for Local Festival's Intentional Growth - **New**
- Action 3.7 Support for For-Profit / Commercial Events - **New**
- Action 3.8 Support to Meetings, Conventions, Tradeshows and Exhibitions - **New**
- Action 3.9: Support for Events at Commonwealth Stadium - **New**

### Strategic Priority 4 Festival, Event Site and Date Prioritization

Increased from one Action to four Actions

- Action 4.1 Date and Location Prioritization for Annual Local Festivals and Events - **No Change**
- Action 4.2 Site and Date Commitment for Festivals and Events at the Foundational level and above - **New**
- Action 4.3 Site and Date Prioritization for Festivals and Events Impacted by Attracted Events - **New (refined from Action 4.1)**



- Action 4.4 Variety and Distribution of Events Across the City in all Seasons - **New**

#### Strategic Priority 5 Fees and Charges for Use of Parkland

Increased from one Action to three Actions

- Action 5.1 Fees and Subsidies applied for the use of Parkland and Open Spaces - **Refined**
- Action 5.2 Booking Fees and Subsidies applied for the use of Community (Neighbourhood) and District Parks - **New**
- Action 5.3 Festivals and Events are responsible for Damages and Costs of Repair - **New (previously a Principle, now an Action)**

#### Strategic Priority 6 Emergency Preparedness

Increased from five Actions to six Actions

- Action 6.1 Interdepartmental / Interagency Committees to address Festival and Event Safety and Security - **New**
  - 6.1.1 Festival and Event Safety & Security Team (FESST)
  - 6.1.2 Electronic Dance Music Events Interagency Panel (EDME-IAP)
- Action 6.2 Conduct Safety and Security Planning Reviews with Festival and Event Producers - **No change**
- Action 6.3 Use the Festival and Event Risk Matrix Tool - **No change**
- Action 6.4 Civic Command Centre and/or Emergency Operations Centre Activations - **No change**
- Action 6.5 Layered Approach to Security Personnel/Temporary Site Infrastructure Improvements - **Refined**
- Action 6.6 Adopt Crowd Management Best Practices - **No change**

#### Strategic Priority 7 Governance, Operational Processes and Procedures

- Action 7.1 Confirm the Governance Roles for Support to Festivals and Events in Edmonton - **Refined**
- Action 7.2 Commitment to working with Festivals and Events in an Integrated Way - **New**
- Action 7.3 Ongoing Internal Documentation, Review and Updates to Operational Practices and Procedures - **Ongoing Refinement**

## Appendix D: Classification List - Local Festivals and Events

This is the list of Local Not-for-Profit festivals, operating outdoors on City property, currently classified as foundational level and above, as of February 2024. This list does not include Attracted Events as they may or may not be recurring.

### Major Festivals (To be classified with updated tool)

1. Edmonton Folk Music Festival
2. Edmonton International Fringe Theatre Festival

### Signature Festivals

3. Edmonton Heritage Festival
4. Edmonton International Street Performers
5. Flying Canoë Volant Festival
6. Silver Skate Festival
7. Taste of Edmonton
8. The Works Art & Design Festival

### Foundational Festivals

9. Candy Cane Lane
10. Cariwest Caribbean Arts Festival & Parade
11. Corporate Challenge
12. Deep Freeze: A Byzantine Winter Festival
13. Edmonton Marathon
14. ESO Symphony Under the Sky
15. Freewill Shakespeare Festival
16. Kaleido Family Arts Festival
17. Mill Woods Canada Day
18. Strathearn Art Walk
19. U-FEST Edmonton Ukrainian Festival
20. Vaisakhi Nagar Kirtan (Sikh Parade)
21. Whyte Avenue Art Walk

## Appendix E: Civic Services Subsidy - Eligible / Ineligible Services

### Types of Eligible Civic Service Charges include, without limitation, the following:

- Edmonton Police Services
  - traffic and crowd management staffing;
  - layered approach to security
- Parks and Roads Services
  - temporary traffic control (road closures / lane closures), temporary parking restrictions (e.g. E-Park lost revenue, and closures), signage, etc.
  - access to ROW electrical
  - tree trimming
  - site servicing
  - printing services required by the City
- Edmonton Transit Services
  - bus detour planning and detour operating costs
  - increases to regular service
- Community Recreation and Culture
  - River Valley site servicing / regular service snow removal
- Fire Rescue Services
  - permits, inspections
- Development Services
  - development, building, and mechanical permits
  - site inspections
- Community Standards
  - community peace officers, park rangers, parking enforcement
  - transit peace officers
- Employee and Legal Services
  - corporate / hired security (if security at this location MUST be provided by City of Edmonton contracted staff)
- Communications and Engagement
  - public service advertisements (road closures, detours, etc.)

### Types of Ineligible Costs include, without limitation, the following:

- Community Services (Community Recreation and Culture)
  - rental fees for facilities, parkland or picnic sites
  - property or equipment damage or loss
  - garbage or cleaning required following event
  - breaches of permit conditions
  - equipment rentals that could be procured from an external provider (picnic tables, garbage receptacles, fencing, etc.)
  - CityScape Banner production, install and/or removal
  - marketing / promotion
- City Operations (Park and Roads Services / Fleet and Facility Services)
  - property or equipment damage or loss
  - garbage or cleaning required following event
  - breaches of permit conditions
  - equipment rentals that could be procured from an external provider (picnic tables, garbage receptacles, etc.)
  - facility-specific fees (e.g. Churchill Square-lock changing, trades support, custodial, city hall parkade, security guards)
  - permanent infrastructure removal and reinstallation to accommodate the festival (e.g. permanent picnic tables, bus shelters / benches / garbage cans, light standards etc). Exceptions may be made to include temporary bike lane infrastructure on 99 Street between 102 Avenue and City Hall Parkade only, in the civic services subsidy program.



- City Operations (Edmonton Transit Services)
  - park and ride services
  - charter services
  - personnel (inspectors) that are required to support the park and ride / charter services / LRT services
- City Operations (Waste / Utility Services)
  - landfill fees
  - significant water usage (e.g. snow making, ice making, etc.)
  - significant electrical usage
- Development Services
  - Business Licenses
- Provincial Agencies
  - Alberta Gaming, Liquor and Cannabis fees
  - Alberta Health Services - Emergency Medical Services & Environmental Public Health fees
- Festival and Event Organizer Operational Costs
  - society/association base operating expenses or deficit management
  - civic service costs for ongoing programs outside of primary event
  - costs related to a lease, license or agreements
  - costs related to waste management
  - costs related to marketing activities

## Appendix F: Festivals & Events Engagement

Administration engaged with local festival and event producers and the City's civic service providers to develop the original Festivals and Events Delivery Action Plan. Several reviews have taken place since the initial plan development to assess if changes to the plan were warranted.

Local festivals and events continue to identify and suggest process and procedural updates to support more effective delivery of festivals and events in Edmonton. For example the request for civic service subsidy adjustments as a result of increased costs, and more financial support due to the impact of the COVID-19 pandemic on their operations, programs and services. In response to this ongoing feedback, the Festivals and Events Delivery Action Plan has been updated.

The updated 2024 Festivals and Events Delivery Action Plan was shared for comment and consideration with the following organizations:

- Activate Arts Alberta: Chiseled and Whyte Ave Art Walk
- Arts on the Ave: Deep Freeze Festival and Kaleido Festival
- Cariwest Caribbean Arts Festival & Parade
- Edmonton Arts Council (EAC)
- Edmonton Folk Music Festival
- Edmonton Heritage Festival
- Edmonton International Fringe Theatre Festival
- Edmonton International Street Performers Festival
- Edmonton Symphony Orchestra: Symphony Under the Sky
- Events Edmonton: Taste of Edmonton
- Explore Edmonton
- Flying Canoë Volant
- Freewill Shakespeare Festival
- Mill Woods Canada Day Festival
- Silver Skate Festival
- Strathearn Art Walk
- The Works Art & Design Festival
- U-Fest: Edmonton Ukrainian Festival
- Vaisakhi Nagar Kirtan (Sikh Parade)

Consultation was also completed with members of the Civic Events Management Management Team made up of frontline and supervisory staff from the following City of Edmonton Department, Branches and partner organizations:

- Community Services
  - Community Recreation and Culture
    - Civic Events and Festivals
    - Partnerships and Event Strategy
    - River Valley and Horticulture Facilities
    - Commonwealth Stadium
  - Community Standards and Neighbourhoods
- Edmonton Police Services
- Edmonton Fire and Rescue Services
- City Operations
  - Edmonton Transit Services
  - Parks and Road Services
- Employee and Legal Services division
- Financial Services
- Communications and Engagement
- Urban Planning & Economy, Development Services

- Alberta Health Services
  - EMS - Emergency Medical Services
  - EPH - Environmental Public Health

Surveys and regular check ins are conducted to understand event producer's comments and feedback, such as:

- Festivals & Events Delivery Action Plan Review - Survey 2021
- Hosting Events & Festivals in Edmonton (*related to satisfaction with civic services*) - Survey 2021
- COVID-19 & Event Sustainability in Edmonton - Survey 2021
- Post event debrief meetings - Annually
- Satisfaction Surveys - Annually
- Signature and Foundational Festival and Events bimonthly round table meetings (2023 & 2024)
- Niche festival and events annual workshops (annually)
- Planning meetings with Festival and Event Liaisons (ongoing as required)





Walterdale Bridge Edmonton  
Credit: City of Edmonton

Edmonton