



FESTIVAL RESOURCE GUIDE

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INTRODUCTION

“Culture is vital to a healthy community.” – Maple Ridge Official Community Plan

Festivals and special events contribute towards community celebrations, place-making, citizen engagement and quality of life. Hosting a special event in Maple Ridge (new, recurring and established) is an opportunity to celebrate our cultural identity, community spirit, pride and unique sense of place.

Maple Ridge is home to many new and emerging festivals and has a long tradition of community-hosted festivals. There are many benefits associated with community festivals and special events—for both event planners and participants—including:

- development of community identity
- providing opportunities for economic development
- nurturing community involvement by creating a sense of responsibility
- alignment with the City's strategic goal to prioritize community pride and spirit

For further information, please see the [City's Festival Support Policy 4.22](#).

HOW TO USE THIS GUIDE

This document acts as a resource guide during the planning and implementation of your festival and/or special event. It covers what you can expect from the application process, commonly required permits and licenses, insurance requirements, safety planning, site planning, food vendors, volunteer info and more.

If you have any questions during the application or planning process, please contact us directly. The Cultural Services team is here to support you through the development of your event.

Cultural Services Office | 604-467-7325 | culture@mapleridge.ca



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OUR COMMITMENT

The City of Maple Ridge's Parks, Recreation & Culture (PRC) team is committed to supporting a range of festivals and special events, giving groups an opportunity to celebrate and explore culture, history, identity and meaningful topics/themes. City staff can support emerging and established organizations with:

- Networking opportunities through the Cultural Collective Network
- Assisting with filling special event applications and providing advice to develop required site and safety plans
- Educational workshops
- Access to the City's online festival calendar
- Grant opportunities for eligible groups and in-kind support

We extend our sincere appreciation to event organizers who donate their time and energy to plan events for the community. Their hard work and dedication to these events creates invaluable, enduring relationships and memories for many of the citizens of Maple Ridge.



THE CULTURAL COLLECTIVE NETWORK

The Cultural Collective Network is a group of individuals and community organizations working together to grow arts, culture and heritage in our community. They support collaborations and shared initiatives identified in our award-winning Culture Plan, *"Walking Together – Growing Community Connections through Culture."*

This Network is facilitated through the City of Maple Ridge and is a great resource for event planners to network and collaborate with others interested in supporting culture in Maple Ridge. They offer several capacity-building workshops per year focusing on different elements relating to culture/event planning. Training and learning opportunities are mostly free or minimal cost as we leverage the power of the Network and City funding. If you are interested in learning more or joining future Network meetings, please [read about the plan here](#), or email us at culture@mapleridge.ca.



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FESTIVAL GRANT PROGRAM

The City of Maple Ridge provides a festival grant program to eligible groups and approved festivals and special events held in Maple Ridge with both in-kind and cash contributions for small, medium and large festivals that are new or recurring under the City's [Festival Support Policy 4.22](#). The two streams in this grant program are:

GRASSROOTS GRANTS

Available for emerging, small, or new festivals that have been publicly presented for less than three years. Apply year-round until available funds are allocated. As per the policy, staff review and approve applications pending availability of funds.

Before submitting a [Grassroots Grant Application](#), please review the [Guidelines](#) and [Festival Support Policy](#).

FESTIVAL SUPPORT GRANTS

For established festivals and special events that have taken place for three or more years. These applications are reviewed by an inter-departmental Committee that makes recommendations within the Council approved budget.

There are two intake deadlines:

- March 11, 2022 for festivals taking place between May 1 through September 30, 2022
- September 9, 2022 for festivals taking place between November 1, 2022 through April 30, 2023

Before submitting a [Festival Support Grant Application](#), please review the [Guidelines](#) and [Festival Support Policy](#).



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SPECIAL EVENT APPLICATION PROCESS

If you are hosting a festival or special event in Maple Ridge, a Special Event Application will serve as the starting point to planning your event. A Special Event Application will outline the basic details of your event, such as location and activities, as well as plan for site and safety requirements. It will also include information on applicable permits and help you, the event organizer, to have a clear understanding of your responsibilities before, during and after the event.

The application should be submitted to the Cultural Services team a minimum of 90 days prior to the event, as this will ensure there is adequate time for planning and to receive approval for any applicable permits. To streamline the process, the completed application is reviewed by many departments that provide approval and/or comments including Fire, RCMP, Engineering, Parks and Bylaws. Please note that organizers are encouraged to advertise for the event *after* preliminary approval is provided from the City of Maple Ridge.

HOW TO FILL OUT THE SPECIAL EVENT APPLICATION

The Special Event Application can be found by [clicking here](#) or on the [Hosting a Community Event webpage](#). It is categorized into 4 sections: Event Information, Site & Safety Planning, Activity Permits & Additional Information and Applicant Information & Agreement.

EVENT INFORMATION

In this section, please provide as much detail as possible about the proposed special event including venue, location, times, activities, estimated attendance, staffing levels, etc.

SITE & SAFETY PLANNING

This section will allow organizers to share plans for site planning and public safety. It will allow organizers to identify who is in charge of Safety Coordination on event day, as well as upload a site plan, safety plan and traffic plan (if applicable) for the event.



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Please review the definitions below as well as Site Planning (starting Page 11) and Safety Planning (starting Page 15) of this guide for more details on each. Links to PDF maps of commonly used and popular event locations are included on the Special Event Application and in this guide on Page 11. These maps can be used as the starting point for creating site and safety plans. Further assistance is always available from City staff at 604-467-7325 or culture@mapleridge.ca.

- **Site Plan** | A map reference of your event that identifies the location of buildings, roadways, parking lots, loading zones, tents, washrooms, event activities, etc.
- **Safety Plan** | Outlines the procedures used to increase safety during your event and will prepare event personnel on how to deal with emergency situations.
- **Traffic Plan (if applicable)** | Information relating to road closures, sidewalk use, designated parking areas and road safety.

ACTIVITY PERMITS & ADDITIONAL INFORMATION

This section outlines the requirements for some of the major activities that usually take place during a festival or special event (see list below). It also provides information on what type of permits will be required and who to contact regarding those permits.

- Insurance requirements
- Food service and/or food trucks
- Alcohol service
- Garbage removal, including a Waste & Recycling Plan

Please review and check through each of the applicable requirements. Additional information about permits and insurance can be found on Page 8 and 9 of this guide.

In addition to Activity Permits, you can also use this section for additional comments, questions, or documents (marketing materials, maps, etc.).

APPLICANT INFORMATION & AGREEMENT

In this section, please provide contact information for the applicant, organization/group, and/or event day contact. This will ensure that City staff are able to connect with the correct people throughout the event planning process. We will also ask you to review the City's privacy agreement and indemnification, and finally to sign and date to complete your application.



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SPECIAL EVENT APPLICATION - PRELIMINARY APPROVAL

After you have submitted your Special Event Application, it will be reviewed by City staff responsible for public safety and use of public spaces. A member of the Cultural Services team will then contact you and provide feedback on your application. During this time, you may need to clarify details or submit additional documents, but you can continue to plan for and develop your event.

Once preliminary approval has been granted, you can move forward with full event planning which may include finalizing contracts, completing permits, and promoting your event. If applicable, you may also apply to our [Festival Grant program](#). Please see Page 5 of this guide for more information on this program.

PERMITS & LICENSES

It is the organizer's responsibility to ensure that any required permits and licenses are approved—apply early (at least 90 days ahead) to avoid delays from other provincial, regional and federal bodies.

| EVENT ASPECT | APPLICABLE PERMIT OR LICENSE | ORGANIZATION TO CONTACT | WEBSITE |
|---|---|---|--|
| Serving food/Food trucks | Temporary Food Premises Permit | Fraser Health | fraserhealth.ca |
| | Gas Installation Permit/ Inspection | Technical Safety BC | technicalsafetybc.ca |
| | Annual Inspection | Greater Vancouver Fire Chiefs Association | jclelland@mapleridge.ca |
| Serving alcohol | City Approval & Special Event Permit | BC Liquor Control & Licensing Branch | specialevents.bcldb.com |
| Includes live or pre-recorded music | Performing Rights License | Etandem (A joint venture between RE-SOUND and SOCAN) | entandemlicensing.com |
| Includes gaming or raffles | Gambling Event License/ Fundraising | Gaming Policy & Enforcement Branch | gov.bc.ca |
| Includes inflatables or other amusement devices | Must be operated by Licensed Contractor with required permits and inspections | Technical Safety BC | technicalsafetybc.ca |



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EVENT LOCATIONS

Maple Ridge has several different venues to consider for outdoor festivals, including parks and park shelters, Memorial Peace Park, and the Albion Fairgrounds. When deciding on a location for your event, it is important to consider:

- The demographics of those attending (consider accessibility, transit and parking requirements)
- Space or staging requirements for performances
- Food vendor requirements
- Electrical and power requirements
- Washrooms
- The cost of renting the venue

If you have any questions about venues, contact us at 604-467-7325 or culture@mapleridge.ca. Requesting public space for your event is part of the Special Event Application.

If you would like to rent an indoor facility or meeting room, inquire at facilitybookings@mapleridge.ca.

INSURANCE

The City requires that the organizer have a five million dollar (\$5,000,000) general liability insurance policy in place, naming the City of Maple Ridge and School District 42 as additional insured. The policy must cover all activities taking place at the event and may not list any exclusions relating to activities being presented as part of the event. The policy must be in place from the first day of set-up to the last day of clean-up. Detailed requirements will be listed on your facility use agreement. Work with your insurance provider to ensure that your event is appropriately insured.

If any alcohol is being served at the event (such as a beer garden or vendor tasting), the insurance policy must include host liquor liability.

The City of Maple Ridge reserves the right, solely at its discretion, to set higher insurance limits based on best practices or risk management recommendation. This may be required depending on the type of activity planned during the event (e.g., fireworks display, amusement rides).

The certificate of insurance must be provided to the City a minimum of two (2) weeks prior to the event.



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VENDOR INSURANCE

When you meet with your insurance provider, include a discussion about how best to manage vendor and participant insurance at the event. Often vendors or participants will carry their own general liability insurance, and it is a good practice to have your own organization named as additional insured. As the City's relationship is with the primary event organizer, the City will not accept insurance certificates directly from event vendors or activities.



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SITE PLANNING

One of the creative aspects of planning a festival or special event is developing a comprehensive Site Plan. The purpose of a Site Plan is to:

- Create a map reference of the event that will identify any buildings, roadways, parking lots, green spaces and other infrastructure
- Identify where any tents, activities, recycling stations, etc. will be located

SITE PLAN

There are several resources available to help develop your Site Plan, including PDF maps of popular public venues (see below), a [waste and recycling plan template](#), and [pop-up tent safety guidelines](#). When developing a Site Plan, be sure to include:

- The locations of tents, activities, first aid, lost and found, volunteer headquarters, etc.
- The locations of electrical panels (distribution panels with multiple outlets) and the electrical needs of vendors
- The locations of washrooms, portable toilets and portable hand washing stations (if required)
- The locations of waste, recyclables and organic bins
- Areas designated for parking, unloading/loading zones, no parking zones, fire lanes, etc.

Below are links to PDF maps that may be used as a starting point for your site plan:

- [Albion Fairgrounds Map](#)
- [Memorial Peace Park Map](#)
- [Port Haney Wharf Map](#)
- [Maple Ridge Park Map](#)



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ELECTRICAL INFO

Depending on the location and electrical requirements of your event, we recommend you map out how much power each of your tents or activities will require and where these will be plugged in. This will ensure that you have enough power where you need it, help you avoid power issues on the event day and/or signal you to order additional generators at your own cost. When reviewing your electrical needs, please consider the following safety measures:

- All electrical cables must be grounded, in good repair and of appropriate gauge/design for intended use. As event organizer, you are responsible for checking that cables work.
- Cords should be covered, preferably by an industry standard cord cover, to reduce tripping hazards, especially in areas where cords are crossing a sidewalk, roadway, or other areas where pedestrian traffic exists.
- Ensure there is adequate lighting where cord covers are situated so they are visible to the general public.
- Generators must be compliant with BC Electrical Code. They must be grounded and operated within the manufacturer's guidelines.
- All generators must be turned off and cool to the touch prior to refueling from a portable fuel container.

A [Wattage Use Chart](#) is available to help with your planning, which lists common equipment used at festivals or events and the amount of power they require.

WASTE & RECYCLING

It is the event organizer's job to ensure that all garbage and recyclables have been removed from the event site and disposed of properly. Please refer to the list below for a few considerations when developing your Waste & Recycling Plan:

- How many waste and recycling stations are on site, and how many will you need to rent?
- Who will service the waste stations? And how often?
- What supplies are needed to service the waste stations?

Please refer to the [Waste & Recycling Plan template](#) and [Tips for Hosting a Green Event](#) for additional information and resources.



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GUIDELINES FOR USING PARKS

Most parks, including Memorial Peace Park, have underground services (electrical, water, etc.) that need to be safeguarded during event set up. To ensure that all facilities are left in original condition, please follow the rules listed below and communicate them to all vendors or participants:

- Secure tents or equipment using portable weights – do not secure tents or other items by pushing stakes into the grass or gardens. Any damage to parks and park services will be reviewed and may be billed back to the organization hosting the event.
- Vehicles and trucks are not permitted to drive on grass areas unless written permission is given in advance
- Any stage or structure on the grass needs to be discussed, planned, and approved by the Cultural Services team
- Washroom facilities are limited and you may need to arrange for portable toilets at your expense. If portable toilets are required, please discuss placement, drop off, and pick up with the Cultural Services team during your application process
- Parks are for the enjoyment of everyone; posting promotional bills is not permitted in any park, facility, or grounds

City facilities and public spaces are maintained on a regular basis. It is up to the event organizer to inspect the event site(s)/facility(ies) and ensure that it is suitable for the activities being presented at the event.

TENTS

There are generally two types of tents used at festivals and special events – pop-up tents and marquee tents. Pop-up tents are easy to set-up, require no assembly, and come in various sizes, with the most common size being 10' x 10'. Marquee tents are larger in size and more difficult to set up, usually requiring a team of professionals. The centre pole of a marquee tent is supported by diagonal cables, giving a spacious and obstruction free interior.

General Requirements for ALL tents based on best practices, safety standards and insurance brokers:

- All tents must be secured with weights following manufacturer's directions, or by using a minimum of 20lbs per leg for pop-up tents dependent on weather conditions. Even a small gust of wind can cause a tent to blow over and can be dangerous. Marquee tents will require additional weights, best determined by the manufacturer or installation professional.



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- Acceptable types of tent weights include ones that are suspended or secured to the base of the leg
- Weights can be suspended from the top corners of the tent, but must be held secure with a bungee cord or rope to the pole (half-way down) or to the base of each leg
- Weights should be secured in a manner that does not cause an additional safety concern (tripping hazard, tethered lines must be visible, weights should have soft edges, etc.)
- Staking tents into the ground is not permitted on any City property. Event organizers will be responsible for all damages caused to underground utilities by unapproved staking
- Cooking is not permitted under pop-up tents unless they are flame resistant in conformance with CAN/ULC S109 as identified by a factory label

When in doubt, please contact City staff or refer to the [pop-up tent safety guidelines](#).

EQUIPMENT & SUPPLIES

Consider what type of equipment or supplies you need for the activities, tents, entertainment, etc. that will be featured at your event. The City has basic equipment that you may be able to borrow, such as tables, chairs, signage, cones, etc. but please be aware that there may be charges for staff time to assist with the set-up and take-down of equipment. If the equipment is not available to borrow from the City, you may need to rent from elsewhere.

WASHROOMS

As event organizer, you will be required to provide an adequate amount of washrooms for people attending your event. Depending on the location, there may be public washrooms available for use but you may still need to rent additional portable toilets and handwashing stations. It will be your responsibility to ensure portable washrooms are clean, supplied, and secure before, during, and after the event.

For events taking place at Memorial Peace Park, the Leisure Centre and the ACT Arts Centre have public washrooms available. Please connect with the facility operators prior to your event and be aware of the hours of operations for these facilities, as they may be closed during your event depending on the day, time, etc.

GREY WATER

Grey water is soiled water from handwashing stations. All vendors are responsible for disposing of grey water in an appropriate manner and are not allowed to let it flow onto grass or planted areas. Some parks, including Memorial Peace Park, have specific grey water receptacles. Please review site maps to make yourself and vendors aware of grey water receptacle locations.



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SAFETY PLANNING

As event organizer, it is your responsibility to create a Safety Plan that includes the safety of spectators, participants, vendors, and volunteers. It should be effective and manageable and must be communicated to everyone involved in your event. It is beneficial to appoint someone to be in charge of Safety Coordination leading up to and on event day, so you can focus on other aspects of organizing the event.

SAFETY PLAN

A Safety Plan outlines the procedures that will be used to increase safety during your event and will prepare event personnel on how to deal with emergency situations. A [Safety Plan template](#) is available to get you started. At minimum, a Safety Plan should include the following information:

- First Aid (personnel, locations, etc.)
- Road Closures/Traffic Plan
- Unloading/Loading Zones
- Risk Mitigation
- Communication Info

Ensure that safety information is clearly communicated to participants and volunteers at their respective orientation meetings.

FIRST AID

Please consider how you will provide first aid care in the event that someone is injured. There are several important questions to consider:

- Expected attendance?
- Event location?
- What specific activities are happening at the event? Are they low-risk or high-risk activities?

The number of first aid attendants on site should be proportionate to the level of risk at your event as well as public attendance. Please ensure that incidents are properly documented, including photos, for investigation and follow up purposes.



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ROAD CLOSURES & TRAFFIC MANAGEMENT PLAN

If you are planning to close a road, a Traffic Management Plan will need to be included with your Special Event Application.

The Traffic Plan will outline information such as road closure times, equipment needed, sidewalk use, detours and road safety. When developing a traffic plan, please consider the following:

- Ensure that your event budget includes the cost for professional traffic control personnel (TCP) and/or a Traffic Management Plan as this may be a condition to public spaces use
- Ensure that the proper equipment is used to ensure public safety including barricades, traffic cones, signage, etc.
- All volunteers working in or around roads must be well versed on the Traffic and Safety Plans, as well as wear a high visibility safety vest.
- All fire access roads must maintain a 20' clearance at all times.
- Sidewalks must be kept clear for pedestrians at all times.
- All cords crossing sidewalks or roadways must be covered with cord covers.
- Note that pay parking is in effect at most facilities and parks and is strictly enforced, even on weekends. Please communicate any parking requirements to your vendors and volunteers.

UNLOADING/LOADING ZONES

Providing a loading and unloading plan will help create a better experience for volunteers and vendors. Be sure to include any specific requirements such as schedule, special equipment, traffic flow, etc. You will be responsible for communicating the final unloading/loading plan with vendors, event staff, and volunteers, at least 1 week prior to your event. Please follow the rules outlined below and communicate these rules to vendors and staff at your event:

- Fire lanes are to remain clear at all times during the event—these should be marked by cones and/or signage. As event organizer, you are responsible for monitoring and keeping the fire lanes clear during your event.
- Vendors may park in the designated unloading/ loading zones, which should also be marked by cones and/or signage.
- We suggest that vendors have a 10-15 minute time limit to unload/ load and use their hazard lights to indicate they are loading.
- Plan for a staggered set-up and take-down of your event to decrease congestion and ensure fire lanes are kept clear.
- Vehicles remaining in the park longer than 15 minutes may be subject to a parking ticket as this infringes on the parking bylaw.



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RISK MITIGATION

A large portion of your Safety Plan will focus on risk mitigation and your plans on how to deal with emergency situations, should they arise. To complete this section of your Safety Plan, think about what could go wrong during your event and the steps you will take to deal with that situation. Below is a list of potential situations that can be included in your Safety Plan:

- A lost child
- A medical emergency
- A fire emergency
- An evacuation



COMMUNICATION INFO

Many events use portable radios to keep organizers and volunteers informed before, during, and after the event, as it is a quick and efficient way to communicate. If it is not possible for all event personnel to have a radio, it is a good idea to assign one radio to a group of two or three people that will be performing a specific job together during the event. Alternately, provide a list of cell phones for on-site communication.

It is also a good idea to establish an “event central” location (ex: a room or a tent) at your event where you can display site plans, maps, an event schedule, contact information for event organizers, emergency procedures, etc. This will ensure that all event personnel are informed about the overall plan for the day and know where to look for information when they need it.



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VENDOR GUIDELINES

If you are planning to hold an event where vendors are selling food, beverages, or items for the purpose of profit, it will be your responsibility as event organizer to ensure that all vendors have current permits and/or licensing prior to the event.

MOBILE FOOD VENDORS

Any mobile food vending unit that is used outdoors for the preparation and dispensing of food and/or beverages and that contains cooking appliances, will require a food permit from Fraser Health and a yearly inspection of equipment, fuel sources, fire extinguishers, and other safety requirements from the *Greater Vancouver Fire Chiefs Association*.

These guidelines, along with the application and approval process, have been developed to create a regional approach to mobile food vendor inspections, helping to expedite approvals for mobile food vendors that travel throughout the Lower Mainland across multiple municipalities.

Please refer to the links below for more information from the *Greater Vancouver Fire Chiefs Association*, and ensure that all mobile food vendors are compliant with these guidelines.

- [Mobile Food Vendor Public Overview](#)
- [Mobile Food Vendor Checklist](#)
- [Food Truck Fact Sheet](#)

Please see the list below for contacts regarding food and beverage service:

- To ensure that each vendor at your event has a food permit from *Fraser Health*, please contact [Brian Wojciechowski](#)
- To download the Temporary Food Premises Application, visit [Fraser Health](#)
- To ensure that each mobile food vendor has their annual inspection sticker from the Greater Vancouver Fire Chiefs Association, please email [James Clelland](#)



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SERVING ALCOHOL

If any of your vendors are planning to sell or serve alcohol during the event, please connect with the Cultural Services team first to ensure the event location, vision, etc. will fit with the sale and consumption of alcohol. Once preliminary approval has been granted from the City, please follow the steps below:

- Apply online for a [Special Event Permit from Liquor and Cannabis Regulation Branch](#)
 - The BC Special Event Permit will allow the temporary sale and service of alcohol at a community event, in accordance with BC's liquor laws and regulations
 - All individuals hosting or serving alcohol are required to have their [Serving It Right \(SIR\)](#) certificate
- A copy of your BC Special Event Permit (SEP) will automatically be sent to the RCMP for approval. The RCMP may provide guidelines depending on the location, size, potential risk factors, etc. of your event
- Ensure that your insurance policy includes host liquor liability as this will provide additional coverage for beer gardens or vendor tasting
- Plan for additional requirements including refrigeration, electrical, security, fencing, seating, etc.

A SAFE RIDE HOME

At events where alcohol will be served, it would be beneficial to have a 'safe-ride home' plan for those who need it. ICBC has a [Special Event Kit](#) that includes materials to help prevent alcohol-related incidents at your event and encourages people to use a designated driver or other options to get home safely.



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VOLUNTEERS

Festivals and special events engage the community through a variety of ways, and one of the most important ways is by inviting the public to volunteer – either on your committee or on event day. Developing and maintaining a system of recruitment, orientation, training and recognition will help build a strong volunteer base for your event.

RECRUITMENT

There are a variety of ways to recruit volunteers. Try a positive message on social media with links to your website (if you have one), along with a volunteer schedule or information about orientation sessions. Network with other event organizers and ask them to send an invitation to their volunteer list. You can also contact any volunteers you have worked with in previous years or check with local high schools as students may be interested in learning new experiences or may benefit from a letter outlining their efforts.

ORIENTATION & TRAINING

Volunteers should be provided with as much information as possible about the event, prior to event day. It is often best to schedule a meeting so volunteers are prepared for the event and come with a general knowledge of what is happening. Other tips for training include:

- Provide job-specific training and materials to volunteers prior to the event (ex: running a piece of equipment)
- Create a schedule for all aspects of the event and provide handouts to volunteers, or post schedule at the volunteer base
- Ask volunteers to arrive 5-10 minutes early for their shift so there is time to show them to their area, outline their responsibilities, answer questions and introduce them to others
- Teach volunteers that safety come first. Any incidents or accidents that occur during the event should be recorded as soon as possible after the incident happens so as not to forget important details
- Create a fun and positive atmosphere. Provide refreshments or snacks for volunteers and make sure it's a social experience

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RECOGNITION

Volunteering should always be a rewarding experience for the volunteer. After the event, it is good to follow-up with each volunteer to thank them for their time and efforts on event day. A few examples include:

- Create a thank you letter or fun certificate
- Hold a volunteer appreciation or recognition event
- Highlight volunteer stories on a website or social media outlet
- Give volunteers a small token of gratitude (Starbucks card, flowers, etc.)

VOLUNTEER HANDBOOK

The City of Maple Ridge's Parks, Recreation, & Culture Team has developed a [Volunteer Handbook](#) which may be a useful reference tool when recruiting and training volunteers for your event. Information includes volunteer procedures, personal safety, first aid and emergency procedures, working with children and more.



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HOW TO GROW YOUR EVENT

MARKETING

The Cultural Services team is able to provide you with several opportunities to promote your event free of charge, such as the Online Event Calendar and City Reader Boards. These opportunities, as well as others, are provided where possible at the City's discretion. Please contact the Cultural Services team at 604-467-7325 or culture@mapleridge.ca for more information.

PLANNING FOR NEXT YEAR

Now that you have a successful event under your belt, it's time to start planning for next year. While the scope of your event is likely to stay the same, how can you build on your event and attract new attendees? Below are a few tips:

Know your Audience | What type of audience is your event attracting? What trends are they into? How can you use audience demographics to build on the event?

Change It Up | Add something new to your entertainment or activity line-up to ensure both previous attendees and new ones are enticed back to your event!

Utilize your Resources | Do you or someone on your organizing committee have connections in the community that would be beneficial to your event? If yes, then utilize them! Is there a social media expert in your family? Ask them for some insight on growing your online presence through Facebook, Instagram, etc.

Join the Cultural Collective Network | This is a great resource for event planners to network and collaborate with peers who are working on similar initiatives within the community. Attend one of the capacity building workshops to help grow your event.

Ask Our Team | Get feedback from Cultural Services team and public safety staff.



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APPENDIX

The following documents will provide additional support when planning your event:

- [Safety Plan Template](#)
- [Waste & Recycling Plan Template](#)
- [Tips for Hosting a Green Event](#)
- [Sample Event Day Checklist](#)
- [Sample Event Planning Checklist](#)
- [Traffic Plan Template](#)

If you have any questions or concerns during the planning process, please contact the Cultural Services team at 604-467-7325 or culture@mapleridge.ca.



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