

Please review carefully to ensure that your event or activity listing aligns with our hub requirements



EVENT HUB REQUIREMENTS

The Discover.MapleRidge.ca Events Hub is for **community organizations** and **businesses** hosting unique time-bound events taking place in Maple Ridge.

1. Fundamental Requirements

1. **Maple Ridge location** – the event must take place inside the municipal boundary (virtual or hybrid is allowed only if it clearly spotlights Maple Ridge assets or talent). (discover.mapleridge.ca)
2. **Publicly accessible** – visitors must be able to attend/participate without belonging to a private club, membership or invite-only group. Ticketed or paid events are acceptable. (discover.mapleridge.ca)
3. **Complete Information** – Listings must include complete information including title, date(s)/time, venue, brief description, contact name, email and phone, web link, and high resolution imagery for banner and thumbnail images
4. **Unique** - Listings should be distinctly different from an organization or businesses regular services / offerings
5. **Limited Time** – Event listings should be time-bound and relatively infrequent. Multi-day events or monthly recurring events are acceptable. Listings with high frequency “sets” of multiple days will be considered programming and will not be accepted on the hub.
6. **Conforms To General Policy** – Events should not primarily serve political campaigning, religious promotion, or contain any discriminatory or abusive content. Events must be inclusive and compliant with all laws and licences.

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2. Event Quality Tests (applied to every Event submission)

Test	Passes when...	Fails when... (examples)
Uniqueness	The listing offers a distinct or timed experience that differs from the business or organization's everyday service (e.g., guided farm tour + tasting flight; one-night paddle-board glow tour; seasonal chef's table).	“Our regular lunch menu is available 11 am–3 pm” • Standard retail hours • Routine rentals with no added interpretation.
Added Value	Participants learn, make, taste, see or do something they cannot achieve through a normal visit (workshop, behind-the-scenes access, themed package).	The activity is essentially a discount code, loyalty punch-card, happy-hour, or basic “10 % off” promotion.
Time-bound	Has a fixed date/time or date range, a clear run (e.g., every Saturday in July) or bookable launch window. Limited time with average recurring frequency of 1 month or greater.	“Available any time we’re open” with no schedule or finite window. High frequency “sets” of activities that could be considered programming.
Capacity and Preparedness	The organizer can safely host the public, has necessary permits/insurance, and can accommodate expected attendance.	Unpermitted gatherings; no venue confirmation; potential crowding or safety issues.

3. Eligible Categories (illustrative, not exhaustive)

- **Festivals and Signature Events** – cultural celebrations, markets, parades, fireworks, seasonal light shows.
- **Outdoor and Adventure** – guided hikes, kayak tours, zip-line nights, cycling events, bird-watch walks.
- **Food and Drink Experiences** – chef pop-ups, brew-master tastings, farm dinners, foraging excursions.
- **Arts, Culture, and Heritage** – gallery openings, live performances, Indigenous storytelling circles, historic site tours.
- **Wellness and Sport** – drop-in community yoga in the park, charity runs, recreational tournaments.
- **Workshops and Classes** – hands-on sessions that highlight local skills or products (pottery, bee-keeping demo, chocolate-making).
- **Special Services** – unique one-off service events like Christmas tree chipping, hazardous waste disposal, etc.

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4. Ineligible Listings (will be declined)

- Price-driven promotions with **no experiential component** (BOGO meals, coupon nights, clearance sales).
- Regular day-to-day business operations presented as an “event” (standard dining, walk-in facility use).
- Private parties, invitation-only corporate functions, weddings, or membership-exclusive programs.
- Political or religious rallies, partisan fund-raisers, faith services, or events with the primary purpose of endorsing or opposing specific beliefs, ideologies, or candidates.
- Events that directly promote illegal, unsafe, obscene, discriminatory, or violent activities or content
- Events that breach copyright, privacy or permit requirements, or which share information that may compromise the safety or security of the public or public systems.
- Multi-level-marketing, real-estate or time-share promotions
- Events taking place outside of Maple Ridge.

5. Submission and Review Process

1. Submit via the “Add Event/Activity” form with required details and imagery.
2. City staff review within five business days for compliance with the above criteria.
3. **Approve** – listing goes live and may be featured across Hub channels.
4. **Needs Revision** – organiser receives guided feedback and may resubmit.
5. **Reject** – listings that remain non-compliant after revision or clearly violate the experience quality test, fundamental requirements, or both - are declined.

The City of Maple Ridge reserves final editorial discretion and may remove any listing that no longer meets these criteria or is cancelled without notice.

Tip for Organizers

Before submitting, ask: “Is my listing an experience that a resident or visitor would plan their day around – or simply a price promotion?”

If it’s the latter, consider adding a guided element, storytelling, or limited-edition component to make it Hub-worthy.

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EXPERIENCES HUB REQUIREMENTS

The Discover.MapleRidge.ca Experience Hub is for tourism, recreation, and hospitality **businesses** and **attractions** that are based in or serve the Maple Ridge community.

1. Fundamental Requirements

- Maple Ridge location** – the experience, restaurant or attraction must exist inside the municipal boundary (virtual or hybrid is allowed only if it clearly spotlights Maple Ridge assets or talent). Businesses from other municipalities hosting or providing an experience service within Maple Ridge (e.g. a bike tour) are allowed.
- Publicly accessible** – visitors must be able to attend/participate without belonging to a private club, membership or invite-only group. Ticketed or paid events are acceptable. (discover.mapleridge.ca)
- Complete Information** – Listings must include complete information including title, date(s)/time, venue, brief description, contact name, email and phone, web link, and high resolution imagery for banner and thumbnail images
- Focused on Tourism, Recreation, or Hospitality** – Attractions and businesses featured on the Experiences hub are currently limited to tourism, recreation, and hospitality categories. This includes everything from free sight-seeing attractions and parks to local restaurants or tour operators.
- Conforms To General Policy** – Experiences should not primarily serve political campaigning, religious promotion, or contain any discriminatory or abusive content. Events must be inclusive and compliant with all laws and licences.

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2. Experience-Quality Tests (applied to every submission)

Test	Passes when...	Fails when... (examples)
Tourism, Recreation Hospitality, Relevance	The focus of the experience is based on culture, heritage, outdoor adventure, agritourism, culinary, wellness, sport or leisure that motivates visitation or extends length of stay. If the experience is a business, it must be either tourism, recreation, or hospitality based.	Listing is a business focused on services areas outside of tourism, recreation, and hospitality (e.g. car maintenance, technology repair)
Business Licence	If experience is a business, they hold a valid business license.	Business experience does not hold a business licence.

3. Eligible Categories (illustrative, not exhaustive)

- **Tourism and Attractions** – Includes guided tours, sightseeing spots, heritage sites, cultural landmarks, farm experiences, and eco or adventure tourism operators.
- **Hospitality Businesses** – Includes restaurants with unique offerings, breweries and distilleries with tastings or tours, farm-to-table dining, and food trucks participating in larger events.
- **Recreation Providers** – Includes fitness studios, climbing gyms, drop-in sports or group fitness sessions, and recreation equipment rentals like bikes or kayaks.
- **Arts and Cultural Experiences** – Includes live music or theatre venues, art studios with public classes, cultural performances, and interactive maker or artisan experiences.
- **Agritourism experiences** - Include U-Pick activities or farm experiences like Pumpkin patch field visits, farm to table dinner etc.

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4. Ineligible Listings (will be declined)

Businesses outside of tourism, recreation, or hospitality categories

- Regular day-to-day business operations presented as an “event” (standard dining, walk-in facility use).
- Private parties, invitation-only corporate functions, weddings, or membership-exclusive activities.
- Experiences associated with political or religious rallies, partisan fund-raisers, faith services, or events with the primary purpose of endorsing or opposing specific beliefs, ideologies, or candidates.
- Experiences that directly promote illegal, unsafe, obscene, discriminatory, or violent activities or content, or
- Experiences that breach copyright, privacy or permit requirements, or which share information that may compromise the safety or security of the public or public systems.
- Experiences or attractions outside of Maple Ridge.

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These guidelines are subject to the City of Maple Ridge’s [Corporate Communications and Community Engagement Policy No. 5.57](#).