

CITY POLICY



POLICY NUMBER: C603

REFERENCE:

ADOPTED BY:

City Council 9 October 2018

SUPERSEDES:

New

PREPARED BY: Citizen Services

DATE: September 12, 2018

TITLE: **Events Policy**

Policy Statement:

Events are important to Edmonton. The City of Edmonton has made a strong commitment to investing, attracting, and hosting events that offer economic vitality, social cohesion, and image building opportunities for the community. Events are a strategic investment in our community that can provide significant benefits, great care is given to hosting, supporting, and delivering events that are the “right fit” for our city. Edmonton is viewed as a vibrant, creative and innovative city because of how we have staged global, national, provincial and local events in distinctive ways providing a unique Edmonton experience, while simultaneously fostering increased civic pride and inclusiveness.

The purpose of this policy is to:

This policy articulates the importance of events in advancing Edmonton as a vibrant, creative and desirable city where people choose to live and visit and businesses choose to operate. It further establishes a framework to make Edmonton the place event organizers choose to stage their events. Through this policy the City of Edmonton, along with our partners, is committed to:

- hosting an exciting and dynamic range of events in the city
- fostering of a strong sense of civic pride
- supporting efforts to build a healthy Edmonton
- safe, caring communities
- advancing Edmonton as a community through the development of community leaders
- the growth of volunteerism in our community
- the growth of tourism in the region, province and country
- the advancement of economic opportunities and diversification of the local, provincial and national economies sparking and supporting community investment in events
- the attraction and retention of businesses and workers interested in active, dynamic communities

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- developing funding sources for events that balance appropriate public support with industry and corporate support, as well as user pay where applicable

Definitions

EVENTS for the purpose of this policy includes a variety of activities: single or multi-sport games/championships, music awards shows, festivals, community-based cultural celebrations, meetings, conventions, trade shows, and exhibitions that provide economic, social/community and/or reputation benefits.

Guiding Principles

The City of Edmonton supports the attraction, retention and growth of events through the application of the following principles that will guide our decision making in determining the events we support and / or pursue. The following principles guide the policy:

Build on What We Have to Secure the Future We Want

Edmonton's rich history has already established a solid foundation for events. It is important that Edmonton continue to leverage existing strengths and focus on opportunities that help propel it towards our city's vision.

Inclusion

Tremendous strides have been made in Edmonton to build an inclusive community therefore all citizens and visitors are made to feel welcome and valued at any event as participants, spectators, or volunteers.

Future Focus

As our world evolves, it is important that Edmonton continues to stay ahead of the curve in our pursuit and support of events of all types and sizes, and that these efforts support the city's long term planning objectives.

Regional Approach

As the Metro Edmonton regional context continues to grow and solidify, the city, as the region's central hub, should look for opportunities to partner with other municipalities to leverage the region's collective strengths.

Foster Economic Development in the city and region

Events are an important economic driver of Edmonton and the region by helping to diversify the economy. As part of the analysis of events, economic impact is a critical element and will guide our strategic investment in events.

Foster & Employ Community Leadership and Partnerships

An important aspect of the legacy of all events is the development and promotion of community leadership, volunteerism and partnership opportunities.

Community Legacy

Achieving legacies and long lasting benefits, including social/community building, economic, image and infrastructure developments are key outcomes of events.

Align with relevant strategies, priorities and policies of other orders of government

This policy is subject to any specific provisions of the Municipal Government Act or other relevant legislation or Union Agreement.

Edmonton's strategies for events should, where possible, align with strategies, priorities and policies of the federal and provincial government, and must have the flexibility to be updated as required to continue this alignment.

Financial Sustainability

Clarity and transparency in the operating and capital costs of staging events is essential to ensure that the investment is appropriate to the benefits, including the accrual of positive economic development impacts, realized.

Financing

A clear, stable financial model is crucial to manage, develop and grow, our ability to attract, deliver and sustain events in Edmonton.

Events Strategy

An overarching strategy based on this policy direction will provide alignment on efforts to ensure that all events, regardless of scope and scale, will support the purpose outlined in this policy through the following strategic pillars:

- Sport & Cultural Event Attraction
- Event & Festival Delivery
- Meetings and Conventions
- Trade Shows and Exhibitions

Each of these pillars will have a Strategic Action Plan developed that will be reviewed annually by the Governance Committee to ensure continued alignment with City priorities.

Governance

Effective governance is a critical aspect of ensuring that Edmonton optimizes the benefits from the events it hosts. A governance committee will establish a structure to guide the implementation of Edmonton's Events Strategy. This group will be responsible for:

- approval of annual plans for the four strategic pillars of the Events Strategy.
- review and approval of budget allocation to support pillars,
- advocacy with corporate Edmonton and other orders of government as appropriate,
- advancing efforts to build collaborative partnerships with key partners, and
- reporting annually to Council.

Terms of Reference must be established for the committee.

Review

Council will review this policy at least every five years to ensure ongoing alignment with the City's vision and priorities.