

TO : CITY MANAGER DATE: 1997 JUNE 19  
FROM : ACTING DIRECTOR RECREATION AND CULTURAL SERVICES  
SUBJECT : SPECIAL EVENT POLICY  
PURPOSE : To provide Council with information on the Special Event Policy.

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**RECOMMENDATION:**

1. THAT this report be received for information purposes.

**REPORT**

At its meeting of 1997 June 18, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the three recommendations contained therein.



KATE FRIARS  
ACTING DIRECTOR RECREATION  
AND CULTURAL SERVICES

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Attachment  
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~~ITEM 8  
DIRECTOR'S REPORT NO. 12  
COMMISSION MEETING 97/06/18~~

**SUBJECT: SPECIAL EVENT POLICY**

**RECOMMENDATIONS:**

1. THAT a definition and guidelines for Special Events be approved as outlined in this report.
2. THAT the Commission policy be amended to reflect the definition and guidelines.
3. THAT a copy of this report be forwarded to Council for information purposes.

**REPORT**

At its Committee meeting of 1997 May 21, the Commission requested that staff bring forward information regarding definitions of special events and criteria for evaluating community requests for fee reductions and waivers.

The following information provides a summary of current practices and provides policy recommendations for a definition and guidelines for evaluating special event financial support.

**CURRENT PRACTICE**

Fees are established to provide accessible rates to groups hosting tournaments, fund raisers, and special events in their particular area of interest. Within the current Recreation Fees and Admissions Bylaw several categories for special use bookings are identified. Each category describes special event activities and applies rates according to market, facility costs recovery, type of user group, benefits to the public and age category.

The definitions for preferred rentals are as follows:

- Rentals for any sport, art, recreation club or registered non-profit society for intermittent activity including special event activities, i.e. tournaments, meets, displays and exhibitions
- Facility rentals for any recreation, sport or art club/organization or registered non-profit society sponsored by Burnaby Parks & Recreation Department for all intermittent activities e.g. festivals, special events, art shows, craft markets, recitals, classes (as approved).

Special events can be defined as organized public celebrations designed to satisfy specific needs.

Yearly, the Parks & Recreation Department houses many special events throughout Burnaby. Special events are managed or supported by the staff in various service areas and require different levels of involvement.

## SPECIAL EVENT POLICY

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Large scale events have typically been managed through key Department staff in sports, outdoors and the arts.

Special use bookings which represent the majority of special event allotments are user groups holding tournaments, play days, exhibitions, displays, performances, beer gardens, etc. in which the user group uses the event to raise funds for their organizations. Rates charged to these groups are significantly lower than the commercial rates for the facility use and in some cases are free, i.e. sports fields, recreation centres, pools and youth events.

### **RECOMMENDATION:**

A variety of fee reduction policies have been developed over a period of time, specific to the service area and considering the economics of the day. It is proposed that a policy with a general definition be established and include guidelines to govern consistent decisions as follows:

### **Definition of Special Event:**

"An organized intermittent activity, event, or related function that is considered to be of public interest."

- To receive a fee reduction from the established commercial rate groups hosting events must be a Burnaby sport, art, recreation club or registered non-profit society.
- The event must bring positive attention to Burnaby and enhance community awareness of sports, arts, culture and recreation.
- The event should promote Burnaby as a tourist destination place.
- The event should have potential value to the whole community. The extent to which an event meets this criteria would determine the extent of support.

### **Policy Guidelines:**

Special events are subject to appropriate fee reductions as detailed in the current Recreation Fees and Admissions Bylaw.

Exceptions in whole or in part must be approved by the Parks & Recreation Commission upon application by the client.

