

EVENT PLANNING TOOLKIT

December 2022

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ARE YOU PLANNING TO HOST AN EVENT IN STRATHCONA COUNTY?

This toolkit is designed to help you plan your event in our community. We have the facilities and services to help you host tournaments, trade shows, award ceremonies, banquets, community celebrations and almost anything you can dream up!






BENEFITS OF HOSTING IN STRATHCONA COUNTY

- Easy access from all major highways and roads.
- FREE parking at all recreation facilities.
- A wide range of accommodations with 10 hotels to choose from and 1329 hotel rooms within an 8 to 10 minute radius of most recreation facilities. There are also a variety of bed and breakfasts, lodge, and camping accommodations.
- Hotels include:
 - Best Western Plus Sherwood Park Inn and Suites
 - Clarion Hotel & Conference Centre
 - Days Inn and Suites by Wyndham Sherwood Park
 - Four Points by Sheraton Sherwood Park
 - Hampton Inn by Hilton
 - Holiday Inn Express and Suites
 - Ramada by Wyndham Sherwood Park
 - Sandman Signature
 - Super 8 by Wyndham Sherwood Park
 - Towne Place Suites by Marriott
- Quality medical services including the Strathcona Community Hospital, several medi-centres, doctors offices, and physiotherapy clinics.
- A strong local business community with great shopping, restaurants and accommodations. See the [Activity and Travel Guide](#)
- Tourist attractions and recreational activities to compliment tournaments and events:
 - [Beaver Hills Biosphere](#)
 - [Cooking Lake-Blackfoot Provincial Recreation Area](#)
 - [Elk Island National Park](#)
 - [Ukrainian Cultural Heritage Village](#)
 - [River Valley Alliance](#)
 - Approximately 3.5 hours to the Rocky Mountains
- Over 287 kilometers of [trails](#) that wind throughout the community linking sports fields, local parks, regional parks and playgrounds.
- Public transportation options via [Strathcona County Transit](#).
- When hosting your event in a Strathcona County Facility or park space, you will work directly with a facility liaison.
- Strathcona County is less than 30-minutes from the Edmonton International Airport.



FACILITIES AND OFFERINGS

Strathcona County has a wide variety of facilities, sports fields, parks, and amenities to meet the needs of any event. Free public wifi is available in our recreation facilities. Contact us to discuss booking or your event by selecting the “Events” icon then “Special events (citizen inquiry)” on [County Connect](#). 

FACILITIES INCLUDE:

Ardrossan Recreation Complex

This complex is located just off of Highway 16 and hosts curling bonspiels, hockey tournaments, recreational skating, weddings, banquets, and more. Amenities include a fitness centre, twin arenas, indoor track, team training room, indoor playground, fitness studio, youth lounge, preschool Love to Play room, curling rink (home to the Ardrossan Curling Club), and a multi-use, licensable, event hall.

Adjacent to this facility is the Ardrossan Regional Park, which has a spray park, playground, dog off-leash park, walking trails, skate park, ice skating pathway, and outdoor rink. [More information](#) and [events/bookings](#).



Ardrossan Recreation Complex

Broadmoor Recreation Complex and Golf Course

The Broadmoor Complex is in the heart of Sherwood Park just minutes from Highway 16 and the Sherwood Park freeway, and only 15-minutes east of Edmonton. This complex features an 18-hole golf course, driving range, licensed clubhouse and arena ice. The Clubhouse features banquet seating for up to 200 guests, while the lounge area has additional seating for 36 guests and features a natural gas fireplace with access to the outdoor deck and patio. The Broadmoor Public Golf Course can accommodate golf tournaments, a wide range of meetings, corporate training classes, luncheons and dinners, weddings, and anniversaries. In the winter, this facility welcomes cross-country skiers, snowshoers, pole walkers, fat-tire bikers, and supports both holiday parties and fundraisers. [More information](#) and [arena details](#).

Broadmoor Lake Park

This iconic outdoor activity hub (shown above and on page 3) is located in the heart of Strathcona County. Surrounded by the Sherwood Park Arena and Sports Centre, Kinsmen Leisure Centre, Festival Place and nearby Community Centre, Broadmoor Lake Park has facilitated events and festivals of over 30,000 attendees per day. Broadmoor Lake Park features two sports fields, an outdoor track, baseball diamond, volleyball court, a gathering plaza, Broadmoor Lake itself and an outdoor skating track in winter. This park has been the perfect backdrop for outdoor events over the past 25 years. Included have been weddings, farmer’s markets, music festivals, charity runs, cultural celebrations, and almost everything in between.

Community Centre

This building features expandable meeting rooms, an auditorium for up to 150 individuals, and the Agora – Strathcona County’s newest event centre. This facility offers two large new digital screens, ceiling-hung speakers, a stage, tables, and chairs, for events of up to 500 individuals. This building also features in-house food services, an art gallery, and library. Street and underground heated parking are both available.

[More information](#) and [events/bookings](#).

Community Halls and Senior Centres

Many of the 14 community halls and four senior citizen’s centres located throughout Strathcona County are available for rent for a variety of functions. [More information](#)

Emerald Hills Leisure Centre

This facility features a 6-lane, 25-metre lap pool and whirlpool feature with accessible ramps. It also has a 4-lane, 25-metre warm pool with an adjustable depth floor and man lift. The Emerald Hills Leisure Centre also includes a children’s teach pool, steam room and universal changerooms. [More information](#)

Emerald Hills Regional Park

This 27-acre park features a grass sports field, two diamonds, and a FIFA II certified artificial turf facility. The Sports Pavilion features the artificial turf, four full-sized change rooms and washrooms, a multi-purpose room and a concession area. In the winter, a skating pathway is featured with a snow-banked rink and heated change facilities. The facility has hosted many elite-level sporting events including soccer, football, field lacrosse, as well as community events including outdoor movies.

[More information](#)

Festival Place

Located in the heart of Sherwood Park, backing on to Broadmoor Lake Park, Festival Place is Strathcona County’s premiere performing arts centre, which can host up to 496 guests in the theatre and up to 300 for a catered function. This facility is licensed, with full-service catering, a concession, meeting and entertainer dressing rooms, and is available to rent for any type of event, including banquets, weddings, performing arts festivals and workshops. [More information](#)

OUTDOOR AMENITIES

Strathcona County offers a wide variety of outdoor spaces to participate in many activities. With over 147 parks and playgrounds, including some with wheelchair accessibility and/or specialized equipment.

- Racquet courts (17 tennis, 4 one wall handball, 24 pickleball)
- 5 Sand volleyball courts
- 9 Basketball courts
- 106 Outdoor fields
- 1 Artificial turf field
- 94 Diamonds
- 6 Spray decks and 2 spray parks
- Bike park and pump track
- 2 Skate parks and skateboard spots
- 287 Kilometers of multi-use trails
- 10 Tobogganing hills
- Ice skating (6 skating tracks/paths, 8 boarded rinks, 19 snowbank rinks, and 1 crokicurl sheet)
- Golf course and driving range
- Public art
- Gardens
- Camping
- Picnic shelters

Emerald Hills Sports Pavilion



[Click here to find your outdoor venue!](#)

[Download our Recreation Mobile App for the most up-to-date information.](#)

Gallery@501

Discover diversity in art styles, art media, voices and perspectives from contemporary local and national Canadian artists through virtual and in-person exhibitions, artist talks, member events and art classes. Services also include group tours, school field trips, team-building, space rentals and more.

[More information](#)

Glen Allan Recreation Complex

Offering a variety of wellness opportunities, including a fitness centre, arena, whirlpool, sauna, racquet courts, fitness studio, an outdoor nine-hole disc golf course, and curling rink that's home to the Sherwood Park Curling Club. With a licensed bookable (April to August) lounge, dry surface, and meeting rooms, there are options to accommodate any event. [More information](#)

Kinsmen Leisure Centre

This aquatic centre features a waterslide, 25-metre pool, 1-metre and 3-metre diving boards, multi-depth children's pool and universal changerooms. There is also an indoor preschool playground and meeting rooms.

[More information](#)

Millennium Place

A state-of-the-art multipurpose recreation facility featuring an aquatic and fitness centre, fitness track, skate park, indoor playground, gymnasium, twin arenas with leisure ice, and a field house/special event centre. The event centre includes 32,000 square feet of open space and can accommodate up to 2000 in round table seating for a large catered function or up to 180 booths (within the fieldhouses) for trade shows. The fieldhouses can also host a variety of events that require a dry surface, such as ball hockey, dance, gymnastics, handball, lacrosse, and wrestling, as the indoor turf is removed during the spring and summer months.

[More information](#) and [events/bookings](#).

Moyer Recreation Centre

This facility is home to the largest Strathcona County owned kitchen facility, a 5,300 square ft banquet hall that accommodates up to 500 people, and amenities such as an outdoor rink, skating track, tennis courts, pickleball courts, ball diamonds, walking trails, a playground, and a skate park (coming soon).

[More information](#) and [events/bookings](#).

Sherwood Park Arena and Sports Centre

The Sherwood Park Arena and Sports Centre is in the heart of Sherwood Park, minutes from Highway 16 and only 15-minutes east of Edmonton. This twin-facility has eight dressing rooms, lobby areas with a concession, two meeting rooms that can hold up to 100 people, and is media-friendly with modern equipment and broadcast lighting. This well-equipped facility is home to the AJHL Sherwood Park Crusaders, Sherwood Park Minor Hockey Association, and Sherwood Park Kings Athletic Club. The plaza of the Sports Centre also provides a large outdoor bookable space for runs, farmers markets, and events such as the Canada Day Festival. [More information](#)



Smeltzer House Visual Arts Centre

Offering a variety of arts and culture programs including creative crafts, drawing, painting, fused glass, pottery, and more. The facility provides opportunities for artistic expression for children, youth, and adults through visual art classes, camps, and events. [More information](#)

Strathcona Olympiette Centre

A beautiful rural location featuring arena ice, little kids skating rink, preschool spaces including preschool playground, outdoor playground, ball diamonds, meeting room, and curling rink and lounge. This facility an ideal location for any special event ranging from hockey tournaments to meetings. [More information](#)



Smeltzer House



Strathcona Olympiette Centre

Strathcona Wilderness Centre

The Strathcona Wilderness Centre (SWC) is located only 20-minutes east of Sherwood Park in UNESCO's Beaver Hills Biosphere Reserve. SWC is an experienced host venue for events in trail running, [disc golf](#), and regional to national level events for cross country skiing, including ParaNordic cross country skiing. Cross country ski and snowshoe rentals are available for all ages. Private and group lessons for beginners to experienced, dryland or on snow, are available year-round.

Amenities include a modern, fully-equipped, pine lodge for up to 41 people and meeting spaces for up to 50 people. Also included is free wireless internet, bunkhouses, walk-in tent campsites, cook-houses, and 12 kilometers of trails. Winter brings opportunities for fitness and fun in the snow through cross-country skiing, snowshoeing and outdoor living skills programs. Spring, summer and fall bring opportunities for interpretive hikes, pond studies, canoeing, disc golf, orienteering and outdoor living skills.

Contact swcinfo@strathcona.ca for program and/or accommodation packages for athletes, families and friends, spectators and teams. [More information](#) and [events/bookings](#).



Strathcona Wilderness Centre



DEFINING YOUR EVENT

Before you start planning any type of event, the first thing to do is understand why and for whom you are coordinating your event. Define your event goals and objectives by asking key questions. Answers to these questions will help you outline the overall purpose of your event.

STEP 1

PRIMARY QUESTIONS:

1. Why are you having this event in the community?
2. Who is the target audience and why are they invited?
3. What are your event goals and objectives?
4. How will you measure your success both qualitatively and quantitatively?



STEP 2

SECONDARY QUESTIONS:

1. What are your preferred and back-up locations in Strathcona County for this event?
2. How well does the date, time and location of your event support your overall purpose?
3. Have you checked the Strathcona County [Community Events Calendar](#) to see what other events may be taking place around the time of your event?
4. What resources are required for your event to be successful?
5. Will your event partner with any local businesses or community groups?
6. How will your event design incorporate diversity and inclusion principles so that each of your attendees feel welcomed?



2014 Canada 55+ Games



Arbor Day



Rogers Hometown Hockey



New Years Eve Festival



Communities in Bloom National Symposium

DIVERSITY AND INCLUSION

Strathcona County has a shared responsibility to foster equality for all citizens, and support event organizers in their quest to do the same. Collectively, we can take meaningful action toward eliminating racism and discrimination. Evidence shows that places and events with inclusive practices and diverse groups or offerings reap tangible business benefits, including greater productivity, innovation, and engagement.

HOW CAN I MAKE MY EVENT MORE INCLUSIVE?

Before extensive event planning, learn more about diversity and inclusion by reviewing resources, such as Strathcona County's [Diversity and Inclusion webpage](#) and Strathcona County's [Recreation and Culture Strategy](#) (pages 16 and 17).

It's important to think of what diversity and inclusion means and which groups of people would benefit from your event being more inclusive. The early planning stages are the best time to consider event design features or methods that would benefit making your event more inclusive. Note any immediate ideas you have and research others that could be implemented.

Some ideas include:

1. Creating welcoming places and spaces for all individuals, regardless of culture, race, and ethnicity, and encouraging social interaction between these groups.
2. Connecting with organizations and associations that specialize in working with under-represented groups, such as individuals with disabilities and new immigrants.
3. Ensuring individuals are aware of inclusion design features, such as designated handicap parking at your event, by communicating these features in your marketing materials.
4. Lowering participation barriers by doing what is necessary to be mindful of all groups of people. This could include ensuring facilities and event routes are wheelchair accessible.
5. Adding targeted features to your event, such as a [sensory room](#) or knowing which areas of your event are lower-stimulating.





EVENT ORGANIZER RESPONSIBILITIES

DETAILS AND LOGISTICS

Now that you have defined your event, it is time to understand both the physical and logistical details of your event.

For support using County Connect to book an event, call 780-467-2211

KEY LOGISTICAL QUESTIONS:

1. Have you contacted Strathcona County using County Connect to book your space and draft up a rental agreement? Do this by selecting the "Events" icon then "Special events (citizen inquiry)" on [County Connect](#).
2. What equipment and supplies are required?
 - o When will you need them delivered, used, and picked-up?
 - o What funding will you need? Are you eligible to apply for any grants?
 - o Are any permits required? If so, have you applied for them and set an inspection time?
 - o What does the event layout look like? Will this work within the space?
3. What actions will your organization take to ensure the event is open and accessible to the public?
4. Do you have an Incident (Emergency) Action Plan for your event?
5. Who is your main contact in case of an emergency?
 - o Is their contact information widely shared?
 - o What is the plan for inclement weather?
6. What are the risks to the public, volunteers and staff working the event?
7. Who is liable if an incident occurs?
 - o Event Insurance
 - o Cancellation Insurance
 - o Vendor Insurance
8. How many volunteers do you need?
9. How do you plan on recruiting volunteers?
10. Do you have a communication plan for your event workers and volunteers?
11. Who will create the event layout map and what will be included on it?
 - o Have you included all planned activities, emergency access routes, signage, equipment, and other important items?
 - o Feel free to use one of the [map templates](#) provided or use an online mapping tool, such as Google Maps, for the template.
12. What is your drop date to make any changes or cancellations to your booking?

RENTAL AGREEMENT FOR RENTED SPACE

Booking a space within Strathcona County? Whether you are having a small or a large event within a public space, permissions from Strathcona County are required. A Rental Agreement is a contract between the event host (person, group or organization) and Strathcona County that outlines the conditions of use, dates, times and additional requirements for your event.

If this is an outdoor event and you have one or more of the below items, you will need to complete and attach a [Pre-Event Application](#) in your County Connect message to us.

A completed Pre-Event Application is required for Strathcona County staff to review your event information prior to developing a rental agreement.

- o Over 100 people
- o Requiring permits
- o Inflatables
- o Vending/sales (food, merchandise, etc.)
- o Multiple locations and/or days
- o Crossing a roadway
- o Using a non-bookable space
- o Regional, provincial, national, or international in scale
- o Unique requests or non-traditional use of a space

HOW DO YOU ACQUIRE A RENTAL AGREEMENT?

STEP 1:

- If your event does not have any of the above listed items, the bookings representative will draft a Rental Agreement for your booking and complete payments.
- **Reminder:** If your booking has one or more of the items listed, you will need to fill out a [Pre-Event Application](#). Please ensure you create and attach a comprehensive overhead layout map for your event. See the previous page for more information.

STEP 2: Contact Recreation, Parks and Culture by selecting the “Events” icon then “Special events (citizen inquiry)” on [County Connect](#). If you do not have access to a computer, please call us at 780-467-2211.

STEP 3: If requested, the bookings representative may allow you to temporarily HOLD your location, time and date if your requested booking is available. This is subject to you submitting a Pre-Event Application:

- o Within fourteen (14) days of requesting the hold and;
- o At least fourteen (14) days prior to the event start date.

STEP 4: You will be notified via email whether your booking is approved or whether Strathcona County staff need to work through additional logistics with you.

STEP 5: Strathcona County will work with you to draft the approval requirements for your booking. These will be outlined in the Rental Agreement.

For example, this could include stating that a building permit is required for any structure over 10'x10'. It is the responsibility of the event organizer to fulfill the requirements listed in the Rental Agreement and forward them to Strathcona County by the dates indicated.

STEP 6: Pay deposit fees at the time of booking to ensure your event is held. Bookings will be released if not paid by the deposit deadline.

Final payment must be paid one (1) month prior to the event. Your hold will be released if the deposit is not paid for by the due date.

STEP 7: Continue to work with your assigned Strathcona County representative to ensure your questions are answered and required documentation is received. Ensure you communicate all booking changes and cancellations as soon as possible to your Strathcona County representative to avoid being charged for unused space and needs.

BUDGETS

Proper budgeting is crucial to the success of any event. Spending extra time to develop an effective working budget will help you understand where to best allocate your finances, resulting in both time and cost efficiencies. An event should be designed around the amount of financial resources available, and not the other way around. Budgets should show two lists: revenues and expenses. It is important to show these lists, so you understand how you are generating revenues (money coming in) and what your expenses (money going out) are for the event. Additionally, tracking your finances throughout your event will ensure that your budget and final reports are always up to date.

Budgets do not have to be difficult or complicated, they can be simple and easy to use! Below are examples intended to provide you with a starting point and show what revenues and expenses you may have for your event.

REVENUES:

Revenue refers to the money your event has coming in to facilitate operations and logistics. Revenue can come from registration fees, ticket sales, donations, sponsors and/or grants that you have been approved for. Your revenue list should show each funding stream for your event as a separate line item.

Example of revenue:

- **Sales**
 - o Food and beverage
 - o Ticket sales
 - o Advertising in the event program or on-site at the event
- **Registration Fees**
- **Sponsorships**
- **Grants (*most grants require a final report including a full budget)**
 - o Municipal
 - o Provincial
 - o Federal
 - o Business Grant Programs
 - o [Strathcona County Community Large Scale Event Investment Program](#)



EXPENSES:

Expenses (expenditures) come from a wide range of sources once you begin to think about all the components of your event.

Example of expenses:

- **Venue**
 - o Rental Agreements
 - o Deposit (e.g., damage, key, etc.)
 - o Permits (see page 16 and 17)
 - o Water and power fee (outdoor events)
- **Accommodation**
- **Administration**
- **Event Insurance**
- **Food and Beverage:**
 - o Staff
 - o Volunteers
 - o Entertainers
 - o Sponsors
 - o Attendees, etc.
- **Audio/Visual:**
 - o Microphones and speakers
 - o Lighting
 - o Internet
 - o Screen and projectors
- **Event Rentals such as:**
 - o Stage
 - o Tables/chairs/linens
 - o Tents
 - o Set up, delivery, and labour charges
- **Entertainment**
 - o Artists/DJ/emcee
 - o Performers (e.g., dance groups, magicians, etc.)
 - o Inflatables and games
 - o Interactive Displays
- **Marketing**
 - o Print materials
 - o Digital (website)
 - o Social media
 - o Signage/banners
 - o Photography/videography
- **Advertising such as:**
 - o Community Sign Boards
 - o Newspaper ads
- **Emergency Contingency Fund for unexpected items**
- **Merchandise or swag**



Budget Template Example from the Strathcona County Large Scale Event Grant Application

| REVENUES | |
|---|--|
| Strathcona County Large Scale Event Investment Program | |
| Provincial Grants (specify) | |
| Federal Grants (specify) | |
| Other Grants or Subsidies (specify) | |
| Sponsorships | |
| Fundraising | |
| Ticket Sales/Registrations/Participant Fees | |
| Cash Donations | |
| Other (specify) | |
| Total Revenues | |
| | |
| EXPENSES | |
| Performer Fees | |
| Rental License* | |
| Equipment Agreement* | |
| Marketing Costs | |
| Safety Training (for staff and volunteers) | |
| Sustainable Practice Costs* (e.g., green event initiatives) | |
| Volunteer Recognition | |
| Administrative Costs | |
| Other (specify) | |
| Total Expenses | |
| | |
| NET (Revenue - Expenses) | |

* Indicates budget items that may be covered with the Community League Large Scale Event Investment Program

PERMITS AND MAINTAINING SAFETY FOR YOUR EVENT

Acquiring permits is an essential step towards ensuring your event is set-up for success and complies with various regulatory standards. Some permits have associated costs, while others are free. Make sure to account for these costs in your budget. Reviewing permits and scheduling a site inspection takes time. Ensure that all permits are submitted to each respective organization, such as Strathcona County and Alberta Health Services, at least 90-days prior to the event start date.

EVENTS/ACTIVITIES REQUIRING PERMITS

Does your event have:

Activities, including set-up and take-down, beginning before 7 a.m. (10 a.m. Sundays and statutory holidays) or extending past 9 p.m.?

- You may need to complete a [Noise Permit Application](#)

An impact on a County road (e.g., parade, race, etc.)?

- [Special Roadway Event Permit](#)
- [Right-of-Way Construction Activity Permit \(ROWCAP\)](#)

A tent or temporary structure with areas of greater than 10' x 10'?

- Locations must be pre-approved by Strathcona County.
- Complete a [Building Permit Application](#).
- All tents or temporary structures must be secured using weights; staking is not allowed.
- Fabric must indicate that it complies with CAN/ULC-S109 regulations. These fabrics are flame tested resistant fabrics and comply with Strathcona County Emergency Services standards.

An expected attendance of over 300 people?

- Prior to planning, organizers must contact Enforcement Services at 780-449-0170 to determine if they need to apply for a Concert and Special Event Licence.
- [Concert and Special Event Application – Part A](#)
- [Concert and Special Event Application – Part B](#)

Electrical usage, either temporary (e.g., generator) or permanent?

- Contact Planning and Development Services by calling 780-464-8080 to determine if you will need to complete an Electrical Permit Application.
- Weather-exposed receptacles need to be GFCI surge-protected.

Propane container(s) exceeding 454L water capacity?

- Review the [Standata Gas Safety Information Bulletin](#).
- Complete a [Gas Permit Application](#).

BLOCK PARTIES

Hosting block parties, including those on roadways, public property, and private property?

Complete a [Block Party Permit Application](#). 

OTHER PERMITS AND EXEMPTIONS

Hosting an event with vendors or personal services?

- Review the Alberta Health Services (AHS) [Plan an Event](#) webpage to determine which permits you and your vendors need to submit, if applicable.
- Review the Alberta Health Services [Mobile Food Vending Units document](#) if you will have food vendors at your event.
- Mobile cooking units must be approved and certified by Strathcona County at least 14 days prior to your event.
 - Strathcona County will accept certifications from within the last year from another municipality.

Hosting a licensed event with alcohol service?

- Your Strathcona County booking representative can advise on which spaces are available to be licensed.
- You will need host liquor liability insurance.
- You will need advance written approval from Strathcona County.
- You will need a permit from Alberta Gaming, Liquor and Cannabis (AGLC).

Requiring a bylaw exemption for your event?

- Contact Strathcona County to discuss with with a booking representative. Exemptions include planning to conduct business, place signage, or bring animals (other than on-leash dogs) to your event.

PERMIT INSPECTIONS/ WALKTHROUGHS

As a requirement of many permits, a site inspection must be fulfilled and all issues resolved prior to the start of your event.

- Confirm with inspectors which permits require a site inspection.
- Provide inspectors with an overhead map indicating the location and details of items to be inspected:
 - Indicate the dimensions of tents or temporary structures.
 - Indicate the power draw for all electrical.
 - Indicate all potentially combustible items, such as propane tanks or fire pits.
 - Indicate the requirements of all food trucks or vendors.
- Coordinate a date, time, and meeting location for the site inspection.
- Inspectors will need to review and approve your completed set-up.
- Give yourself enough lead time after the inspection to correct any items flagged by inspectors prior to the start of your event.

Rogers Hometown Hockey Set-up



STANDARD EVENT SAFETY REQUIREMENTS

Fire extinguisher(s)

- Required any time there is a heat source and/or temporary structure over 10'x10' in area.
 - Required at each entrance of temporary structures, such as a concert tent.
- Must comply with the Standard for Portable Fire Extinguishers (NFPA 10) which provides that portable fire extinguishers will work as intended.
- Must be re-certified annually and display the certification tag or provide a proof of payment receipt from within the past year.

Animals and pets

- Please review the [Animal Control Bylaw](#) or the [Parks Bylaw](#)

Strathcona County Community Event Emergency Guide

- Consider developing an Incident (Emergency) Action Plan and emergency contingencies using the document listed on page 22 of this document.

ADDITIONAL SAFETY CONSIDERATIONS

- Each vendor must be a minimum of 3-metres(10') away from any other structure or heat source.
- Vendor and contractor Back of House (BOH) is a behind the scenes area that should not be seen and must be closed off to public access.
- [Field Level Hazard Assessments \(FLHA\)](#) should be completed by each vendor, contractor, and event organizer upon arrival at the event site and before conducting work.
 - Report all major or new hazards to Strathcona County prior to the start of your event.
- Incident reporting should take place as soon as possible following any incident or near miss, to ensure you have an accurate and detailed report in case you require it in the future.
- Security may be required depending on the location, size, scale, type, and duration of your event. Security may also be required if alcohol is being served.
- Develop a contractor/staff/volunteer best practices safety package which shares a hazard assessment, what hazard controls are in place, and mandatory sign-off form that each person must complete prior to their first shift on-site.

STRATHCONA COUNTY SPECIFIC SAFETY REQUIREMENTS

- Pre-event walkthrough of the site to be completed to ensure there are no hazards or damage.
- Post-event walkthrough of the site to be completed to ensure that no hazards or damage have occurred.
- Photos should be taken of any unmitigated hazards and shared immediately with your Strathcona County event contact.





FOOD VENDORS AND FOOD OFFERINGS

Many events provide food and beverage offerings to their volunteers and/or participants. If you are planning to offer food services to the public, you will require approval in advance from Strathcona County.

If you are distributing food to the public, you also need to contact [Alberta Health Services](#) (AHS) to determine whether you will need to complete an AHS Special Event Organizer Notification and have each of your vendors complete an AHS Vendor Notification. A copy of all completed notifications will then need to be sent to your Strathcona County event contact.



VENDORS

If you are planning to have vendors on-site, this will need to be communicated and approved by Strathcona County. A list of items for sale and their costs will also need to be provided. Please note that Strathcona County has exclusivity agreements for certain public spaces.



TRANSPORTATION AND PARKING

[Strathcona County Transit](#) offers public transportation options for both local transportation as well as service into Edmonton via commuter buses.

From the Edmonton International Airport, it takes approximately 30-minutes by taxi, rental car, or airport shuttle to reach Strathcona County.

Knowing where and when you are able to park in Strathcona County for your event is important. There are many options to ensure everyone is accommodated. Events that book park spaces or recreation facilities do not have exclusive use of the on-site parking lots.

Parking availability at facilities:

- Free parking is offered at all of Strathcona County's major indoor and outdoor facilities.
- The Community Centre offers free parking for the first 2-hours of your visit and is paid parking for any additional hours after. See the [Centre in the Park parking map](#) for more information.
- Broadmoor Lake Park offers several parking options for your event. The parking map above outlines where parking is available near Broadmoor Lake Park.

Events have different needs, you may want to consider:

- Bicycle parking
 - Demand is increasing for dedicated bike parking at events. We recommend including bike racks in your parking plans.
- Accessibility (see page 10)



FIRST AID

Strathcona County recommends that each event has a dedicated first aid team or an individual who has at the minimum a First Aid and CPR level C certification. This is to ensure someone is always a qualified first aider during an event. Every staff person and volunteer should be aware of who the designated first aider is and how to contact them. Another way to provide first aid is to have a first aid location that anyone could come to for first aid. Remember to indicate this on your event map!



WASTE MANAGEMENT AND RECYCLING

Waste management, including collection, disposal, and recyclables, must be planned for in advance by the event organizers. Event locations must be left in the same condition as they were found: clean and clear of litter.

Strathcona County has a waste-free initiative. If your event would like to participate and receive waste management support, contact greenroutine@strathcona.ca for additional information.

If your event requires waste, organic or recycling bins Strathcona County's Green Routine team will discuss your needs and discuss how to reduce waste at your event.



ANIMALS AND PETS

Many animals and pets do not do well with crowds or excessive noise. Consider asking attendees to leave them at home and see the [Animal Control Bylaw](#) for more information.



PRIZE REQUESTS

Looking to request a prize for your event? Follow this [link](#) for more information.



CAMPING

Camping is not permitted at the Centennial Ball diamonds or on any County-owned parks or lands except at our rural community halls and recreation centres in conjunction with rentals associated with those facilities. For information on [Camping at the Strathcona Wilderness Centre](#) and see the [Activity and Travel Guide](#) to plan your visit to Strathcona County.



ADDITIONAL COMMUNICATION TOOLS

Media release: Email a news release to local and/or regional print/broadcast media outlets.

Mayor's office: Include a Message from the Mayor in your official event program, invite the Mayor out to attend or speak at your event, or inquire about Strathcona County pins. Submit your request by following this [link](#).

Community map: [Sherwood Park and Strathcona County](#)

Impacts and notices: Depending on the type of event, time, and location, you may be required to send out a neighbourhood impact notice to affected residents or post signs within the park to educate about your upcoming event. You will be notified by Strathcona County if this is necessary during the booking process.

INCIDENT (EMERGENCY) ACTION PLANS - IAP/EAP

Incident (Emergency) Action Plans (IAP/EAP) are essential for any event to have on hand when sudden or unexpected situations arise. The objective of an IAP/EAP is for your event to be prepared and reduce risks.

Each event has a unique set of circumstances (e.g., season, time of day, specific site(s), people involved, etc.) that must holistically be taken into account when drafting your IAP/EAP. Using standardized terminology, such as the [Incident Command System \(ICS\)](#), for roles and responsibilities is a way to limit errors and improve communications. An effective IAP/EAP will remove all guess work and ensure nothing gets missed when an incident occurs.

To develop an IAP/EAP for your event, consider including the following:

1. **Title page:** document name, who the owner is, last review date, and next review date.
2. **Table of contents**
3. **Purpose:** introduce what your event is and why you are creating an IAP/EAP
4. **Organizational chart:** follow the ICS structure and provide contacts names with their phone number.
5. **Acronyms (if required)**
6. **Site map(s):** note the location of key components of your site plan, including:
 - › Command centre
 - › Emergency access route
 - › Shelter in place location(s)
 - › Muster point(s)
 - › Automated external defibrillator (AED) location(s)
 - › First aid location(s)
 - › Other key locations
 - › [Example here.](#)
7. **Documents/resources:** indicate who needs to review/complete what training and resources prior to starting their role. This includes frequently asked questions, best practices, and the IAP/EAP.
8. **Safety contingencies:** consider all possible incidents that could affect your event and draft a step-by-step approach to mitigate issues.
 - i) What credible sources you will draw decision making information from, such as [Environment Canada](#)?
 - ii) What metrics you will use to evaluate a decision and which individual is responsible for making decisions?
 - iii) What situations must follow a standard process, including:
 - › Event cancellation or postponement
 - › Additional support from Strathcona County Emergency Services, Enforcement Services, and/or the RCMP
 - › Evacuations
 - › Sheltering in place
 - iv) What other situations may arise and how to work through them, including:
 - › Seasonal weather concerns (e.g., extreme heat/chill, lightning, tornado, hail, blizzards, etc.)
 - › Missing person/lost child
 - › Dignitary/general security
 - › Cash handling/robbery
 - › Crowd control/line-ups
 - v) Special considerations, including what COVID-19 guidance must be followed.
9. **Management plans:** do you have a traffic management plan if your event crosses a roadway? What about a media management plan?
10. **Appendices:** provide links to guiding documents, web pages, and detailed resources.

MARKETING AND PROMOTION

Marketing and promoting your event are important to consider when increasing your presence in the community. Be mindful of your brand, how it aligns with your event/organization, and consider what marketing methods work best for reaching your target demographic.

Various marketing and promotional methods exist, including:

- **Social media platforms:**
 - o Facebook, Twitter, Instagram, etc.
 - o Creating a free event page or account
 - o Advertising via paid boosted ads
- **Print materials:**
 - o Posters, flyers, brochure, business cards, banners and branded giveaways/promotional items
- **Digital media:**
 - o Webpage and emails
- **Direct mail**
- **Word of mouth**
 - o Radio and television
- **Publications**
 - o Digital or print
- **Arena Lobby Advertisements:**
 - o Advertisements can be placed in five arenas in urban and rural Strathcona County. Advertisements are booked in 4-month periods.
 - o Eligible for local recreation and culture-based non-profit organizations and businesses to book at a standard fee.
 - o Contact sponsorship.rpc@strathcona.ca to inquire about booking a space.
- **Advertising with Transit**
 - o Get a quote from one of our three separate vendors to have your materials promoted on a bus, bus bench, and/or a bus shelter.
 - o This is a contracted service with costs determined by the vendor (not Transit).
- **The Rec and Culture Network:**
 - o A program to advertise on select tv screens in Recreation facilities (Ardrossan Recreation Complex and Millennium Place). Includes two options:
 - › Free events listing – shown on the webpage and select tv screens
 - › Paid digital advertisement – shown on select tv screens
 - o Eligible for local non-profit organizations.
 - o Contact us by emailing rcnetwork@strathcona.ca

Strathcona County sponsorship or advertising [opportunities](#):

[Strathcona County Events Calendar](#)

- o See details and add your event for free.
- o Advertisement shown on the Strathcona County webpage.
- o Regularly checked by community members, groups, and key figures in the community.
- **Community Road Signs:**
 - o Four locations in urban and rural Strathcona County. Sign messages are changed bi-weekly throughout the year.
 - o Eligible for local non-profit organizations to book at a small fee.





SPONSORSHIP, FUNDRAISING AND GRANTS

Acquiring sponsorships, fundraising, and grants are additional ways to generate funding or resources for your event. Support may be provided in monetary or value-in-kind forms, with both benefiting your event. Strathcona County grant opportunities can be found [here](#).

Key considerations include:

1. Identify goods or services that you would benefit from receiving at no or little cost. These are excellent value-in-kind sponsorships because they are a tangible ask of sponsors and often come in at a lower cost.
 - o Activities such as staffing and running a craft, sports, games, etc.
 - o Services such as transportation, hotels, food and beverage, portable toilets, etc.
 - o Marketing and promotions such as print, social, or digital materials, etc.
 - o Swag for staff, volunteers, or sale.
2. Determine what kind of sponsorship recognition you can give in return to provide value to potential sponsors.
3. Develop a sponsorship program to highlight the impact a sponsorship would make for your event and what recognition the sponsor would receive in return.
4. Identify and contact groups or individuals that you may think would be interested in sponsoring the event. Try to align their mission, values and business objectives with your event.
5. Consider lead time when contacting groups or individuals and applying to grants. The earliest you have an identified ask and can contact groups is best.
6. Thank funding sources for their contribution towards the success of your event. Examples include providing:
 - o Tickets to the event
 - o Invitation(s) to a thank you reception
 - o Follow-up appreciation email
 - o Event highlights package
 - o Handwritten letter
 - o Gift
7. Events held within recreation facilities may be subject to restrictions. When seeking sponsorships for events hosted within Strathcona County spaces, there may be exclusivity considerations for existing naming rights sponsors.
 - o Contact sponsorship.rpc@strathcona.ca to inquire about any exclusivity considerations or for any other sponsorship inquiries.



VOLUNTEERS

Volunteers are often considered the lifeblood of an organization or event and it's important to treat them accordingly.

Volunteer Best Practices

A booklet or handout should be developed for volunteers. This document should outline volunteer responsibilities, their rights, what to do in an emergency, position descriptions and any potential hazards associated with the position (e.g., back and muscle strains, traffic, slips, trips or falls, etc).

Pre-Event

- **Assign a volunteer coordinator for your event.**

Optimally, this person:

- o Has an outgoing and charismatic personality.
- o Motivates individuals well.
- o Responds to volunteer questions and concerns in a timely manner.
- o Has access to both email and a phone, to answer related inquiries.

- **Identify your volunteer needs:**

- o Develop a position description
 - › Hours and commitment
 - › Tasks and duties
 - › Required skills or training
 - › Benefits they will receive (e.g. food and beverage)
 - › Breaks and coverage
- o Quantity of volunteers required for each position
- o Do volunteers need any specific qualifications?
- o Do you require your volunteers to provide a drivers abstract, vulnerable sector, and/or criminal record check?

- **Determine what methods of recruitment you will use:**

- o Word of mouth
- o Social media (e.g., Twitter, Facebook, Instagram, etc.)
- o Print media (e.g., posters, flyers, etc.)
- o Digital media
- o Recruitment organizations (Volunteer Strathcona)
- o Recruit volunteers based on both who would be most appropriate for the role and their volunteer interests.

- › This is done through having open dialogue and an individualized approach to each volunteer.
- › For example, it wouldn't be appropriate to schedule an individual with accessibility concerns in a position that requires excessive walking.

- **Provide as much advanced detail as possible to volunteers. This may include:**

- o A frequently asked questions package highlighting pertinent details (e.g., dates, locations and hours)
- o Event maps
- o A position description
- o A commitment form, indicating the volunteer's specific commitment for the event

- **Schedule a volunteer orientation. Schedule more than one at different times and on different days if you have the capacity.**

- **Have you thought about the liability and risk to your volunteers, staff and the public?**



DAY-OF EVENT MANAGEMENT

Effective day of the event management requires a diverse skillset, including organization abilities, quick and concise decision making, effective time management and the ability to stay calm under pressure.

There are multiple strategies which can be used to prepare and ensure the day-of event is successful, while minimizing any issues that may arise. Predeveloped schedules are a great way to stay organized and on time during the event day. Schedules can be as detailed as you like and can include items such as: dates, times, location, and who is responsible for what.

Event day considerations:

- **When is your scheduled site inspection walkthrough?**
 - o Do all of the inspectors have your contact information?
 - o Did all of the required inspectors confirm their attendance?
 - o Did you give yourself enough time prior to the event start time to resolve any issues identified in the inspection?
 - o Do you have all your signed permits on hand and with you throughout the event?
- **What time does the set-up of your event need to begin?**
 - o This may be dictated by the time your event starts.
 - o What time does the set-up need to be 100% completed by?
 - o Is there any personal protective equipment required for set-up?
- **Is everyone helping with set-up aware of their assigned tasks and understand what is expected of them?**
- **Who is overseeing paid contactors?**
- **If issues arise, who makes the final decision?**
- **What time do volunteers, vendors and/or entertainers arrive?**
 - o Is there a dedicated space for volunteers?
 - o Who oversees the sign-in of volunteers?
 - o Who is connecting with vendors and/or entertainers?
 - o Does everyone have your contact information?
- **Are there tasks that can be or need to be completed during the event without affecting attendee experience?**
- **When does the event end and what needs to be done by this time?**
 - o Tear-down, clean-up, pick-up and returning or secure storage of items.
- **Do you have a Plan B in case of inclement weather?**
 - o Do you have a weather tracker readily available?
 - o Have you downloaded [Strathcona County Alerts](#) for updates?

EVENT CONCLUSION AND LEGACY

Wrapping up an event for any organizer can be bitter-sweet. Hours, days, or months of hard work may have gone into what you have just finished.

Here are considerations to tie up loose ends, track your learnings, and ensure the next event goes even smoother:

- **Consider the social legacies of your event.**
 - Leveraging your event for social change
 - Relationships developed between people, groups, and organizations.
 - Additional programming resulting from the event
 - Greater participation in future events.
 - Increased accessibility.
 - Economic impact or funds generated.
 - › Consider if an economic impact analysis would be relevant.
- **Celebrate successes with all groups and individuals that supported the event.**
- **Close out all outstanding purchase orders or contracts as soon as possible.**
- **Schedule debrief meetings with all individuals and groups involved to ask for feedback, improvements, successes, etc.**
 - Document all details provided for future events
- **Complete mandatory reporting, if necessary:**
 - Sponsors
 - Grant committees
 - Stakeholders
- **Send out both an attendee survey and volunteer survey for feedback.**
- **Evaluate whether goals and key performance indicators (KPIs) were met, as well as how they could be improved on in the future.**
- **Future planning:**
 - Determine whether or not to host your event again.
 - › How will the size and scope be affected?
 - › Do you have the capacity and energy to do it again?
 - › Did you generate enough revenue to continue hosting the event?
 - › Will you have the support of your key stakeholders and/or funders again?
 - Determine the necessary and desired changes for a future event.
 - Look ahead and book dates for next year!

