CITY OF ST. ALBERT

CITY COUNCIL POLICY

NUMBER	TITLE
C-CS-26	Event Policy
ORIGINAL APPROVAL DATE	DATE LAST REVISED
November 19, 2024	

Purpose

To establish the principles and authorities under which City Events and Community Events in Outdoor Public Places will be supported, reviewed, and approved within St. Albert.

Policy Statement

The City of St. Albert views Events as essential to advancing goals within Flourish: Growing to 100K, such as contributing to community well-being, celebrating and fostering cultural richness, building and sustaining great places, and contributing to a robust economy.

Definitions

“Chief Administrative Officer” or “CAO” means the individual appointed by Council to the position of Chief Administrative Officer under section 205 of the *Municipal Government Act* and pursuant to the *Chief Administrative Officer Bylaw*.

“City” means the municipal corporation of the City of St. Albert.

“City Event” means an Event hosted by the City.

“City Operational Services” means services provided by the City to an Event Host in support of Event delivery, excluding Public Safety Services and service standards.

“Commercial Event” means an Event where the primary activity or purpose is the promotion, marketing, advertising, or selling of a product(s), a corporation(s), a business(es), a brand, or other goods or services (e.g., street markets, food and beverage festivals, and experiential marketing Events).

“Community Event” means an Event that is not a City Event and is not a Commercial Event.

“Event” means a gathering of people for the purpose of supporting or participating in a community, cultural, recreational, sport, or other type of experience and having one or more of the following features:

1. Coordinated predetermined date or time;

2. Requires exclusive or restricted use of any area, including vehicle parking areas, open space and/or park amenities;

3. Erection or use of mobile or temporary structures including, but not limited to, food trucks or other vehicles, tents or canopies greater than 10 feet in either length or width, trailers, stages, or signage;

4. Liquor service;

5. Approved exemptions to City bylaws (e.g., *Noise Bylaw*); or

6. Road closures or other impediments to traffic flow as described in the *Traffic Bylaw*.

“Event Costs” means the City’s financial costs of supporting an Event and are comprised of the City’s costs for providing Public Safety Services and City Operational Services.

“Event Host” means the organization(s) or person(s) responsible for delivering the Event.

“Outdoor Public Place” means any highway, parkland, public bridge, roadway, lane, footway, square, court, alley, or passage, whether a thoroughfare or not, and includes any open space to which the public have or are permitted to have access, whether by payment or otherwise, to City land, but does not include any space exclusively leased out by the City to a tenant.

“Public Safety Service” means services procured through the City or as required by the City to ensure and manage public safety.

“Regular Booking” means exclusive or restricted use of an Outdoor Public Space in support of City programming or typical community, non-commercial programming such as training or games.

“Regular Event” means Events held more often than once per year or as part of a series.

Responsibilities

1. Council shall:
    a. Provide sufficient resources to support the ongoing implementation of this policy.

2. The Chief Administrative Officer shall:
    a. Establish criteria and processes for the review and approval of City Events, supported Community Events, and Commercial Events;

    b. Establish Event delivery processes and requirements and communicate those processes to the public;

    c. Maintain inventory of services and amenities available for the delivery of Events and track associated Event costs; and

    d. Report annually on the following:

        i. Number of Events that are undertaken on Outdoor Public Places;

        ii. City support provided to Community Events, including Event Costs; and

        iii. Other items as determined by the CAO or upon Council request.

Service Standards / Expectations

1. The following are considerations which, if present, work in support for Event approval. The Event:
    a. Promotes inclusivity and is accessible to the community;

    b. Contributes to our sense of community;

    c. Contributes to the variety of vibrant Events;

    d. Encourages social connection, active living, and enjoyment of urban life;

    e. Promotes volunteerism;

    f. Adopts environmentally responsible practices;

    g. Aligns with Council values and priorities; and

    h. Adheres to relevant City bylaws and policies.

2. Event process should:
    a. Consider the needs of the City, the community, and Event Hosts;

    b. Be scaled to respect size and scope of Events;

    c. Be fair, equitable, and transparent;

    d. Promote public safety; and

    e. Provide timely responses to Event Hosts.

3. Event support provided by the City should:
    a. Be subject to the current resources available within the City to support Events;

    b. Prioritize Community Events over Commercial Events; and

    c. Recover direct costs incurred by the City for Events operated by for-profit entities unless the Event is classified as a charitable Event.

4. The following Events are ineligible for City support:
    a. Protests;

    b. Political Rallies; and

    c. Any other Event the CAO determines is not eligible for City support.

Exclusions

1. The following are excluded from the application of this Policy:
    a. Events not occurring in Outdoor Public Places;

    b. Regular Bookings / Regular Events; and

    c. Programs managed by or through the City.

Legal References

1. Traffic Bylaw 18/2005

2. Parks Bylaw 07/2022

3. Noise Bylaw 31/2006

4. Chief Administrative Officer Bylaw 13/2002

5. Municipal Government Act, RSA 2000, c M-26

Cross References

1. C-CS-07 St. Albert Place Hours & Access
2. C-CF-16 Municipal Fees & Charges
3. C-FS-05 Appendix: Services and Service Levels Inventory

DATE REVIEWED	NEXT REVIEW DATE	REVISIONS
	October 2028 – Recreation & Parks	