

Stanley Bridge • Hope River • Bayview • Cavendish • North Rustico

Prince
Edward
Island's
**Resort
Municipality**



So many stories to tell.

SPECIAL EVENT GUIDELINES

Introduction

Thanks for your interest in holding an event. Events are a great way to contribute to life in the Resort Municipality, but they also take time, energy and money to produce. These Special Event Guidelines serve as a resource to assist in the approval and management of special events and your responsibilities as an event organizer.

The guidelines are in place to:

- protect public spaces
- ensure public safety
- address the concerns of residents and the business community
- ensure adequate infrastructure, and
- provide public safety planning resources for organizing successful events

In managing special event activity, the Resort Municipality will:

- support a diverse range of cultural, recreation and leisure opportunities to enhance the quality of life of residents and further tourism and economic development that support Cavendish's core brand
- protect public health and safety
- avoid unnecessary disruptions to the community

Public consultation is a foundation for the Special Event Guidelines and promoters should be prepared to consult with the community throughout the planning process.

Definitions

Defining Special Events

For the purpose of this document, a **special event** is defined as a sporting, cultural, business or other type of unique activity, occurring for a limited or fixed duration (one-time, annual) that impacts the Resort Municipality by involving the use of, or having impact on the public realm or private property. Special events involve attendance of numerous people at a given time and require temporary infrastructure to support it (e.g. tents, bleachers, portable washrooms, signage, etc).

Defining Public Realm

Public realm is defined as any public owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic building and facilities.

The Resort Municipality has identified the following categories of special events:

1. **Major Event** – Creates high levels of visitation, tourism revenue and destination awareness/visibility. Major events have economic impact beyond the Resort Municipality. Major events require a long term approach to planning, significant budgets and draw 10,000 + people per day.

2. **Large Event** – Generates tourism benefits primarily for the Resort Municipality and surrounding area, enhances the profile and product offering of the municipality and inspires and involves the community. Large Events can create low to medium levels of tourism impact and draw. Large Events generate tourism benefits and are defined as having 5,000 to 10,000 people per day.

3. **Medium Event** – Medium Events generate tourism benefits and are defined as having up to 5,000 people per day.

4. **Community Event** – Creates minimum tourism impact and appeals primarily to the local community. Examples of this include sporting tournaments, community bbq or social, fundraising walks and runs, etc. Special events with minimum tourism benefits and less than 1,000 people are classified as a community event.

Key Dimensions and Criteria

There are a number of key dimensions and criteria that can influence the character and impact of a special event. These dimensions and criteria can impact policy and the granting of permits.

- **Timing of special event:** Peak season for Cavendish is Canada Day Weekend as defined here until the Monday prior to Labour Day. The Canada Day weekend falls on Monday or Tuesday, Wednesday or Thursday, the weekend before shall be considered the Canada Day Weekend. When Canada Day falls on a Wednesday, Thursday or Friday, the weekend following shall be considered the Canada Day Weekend. CBMF typically takes place the weekend following Canada Day. Under a mutual agreement between the Resort Municipality, CBMF and Tourism Cavendish Beach, the parties have proposed the following dates: July 7 – 9, 2017; July 6 – 8, 2018, July 5 – 7, 2019; July 10 – 12, 2020; and July 9 – 11, 2021. Refer to the enclosed calendar for specific dates. These dates may vary if the event adapts a Thursday, Friday, Saturday format. Preference for new Large or Major Events will be given to those that take place outside of peak season and complement the core brand values and target audience of Cavendish. Refer to the enclosed calendar for specific dates.
- **Days of the week and daily hours of operation:** During peak season, preference will be given to events that do not occur all day and that follow the typical booking pattern of the family traveller. Events that take place in the daytime or evening only have the ability to create greater economic spin off to Cavendish stakeholders. Weekend events that take place Thurs-Fri-Sat are preferred to a Fri-Sat-Sun format as Sunday is typically the start of a new booking period for accommodations. Holiday weekends will also require special considerations. Canada Day Weekend (previously defined) would allow for more flexible scheduling as it moves. Canada Day itself should be kept for celebrations of Canadian Heritage and be mindful of celebrations in neighboring communities. Similarly, as Labour Day is always on a Monday, events for that weekend could run into Sunday as traffic patterns differ.
- **Number of venues:** Whether the event is a single site or encompasses multiple venues is important. Preference will be given to events that take place in multiple venues as it creates greater impact to more stakeholders.
- **Attendance/Public Meeting:** Due to high visitation and occupancy levels during peak season, the number of participants and spectators expected is very important. Public Meetings will be required for all Major Events regardless of timing. Public Meetings will also be required for

Large Events during peak season and may be ordered at any other time at the discretion of Council. In the event, that the attendance level changes, the applicant must keep the Resort Municipality informed of these changes and Special Event permit applications amended as required.

- **Off-Island Attendance:** The number of participants that the event draws from outside Prince Edward Island is important to creating new demand and/or repeat visitation for the municipality.
- **Municipal coordination:** The number of services, divisions required, complexity of the event and potential costs incurred by the municipality will be considered. All Large/Major events will require a development agreement. Other events may require a development agreement, where, in the opinion of the council, the needs of the community are best served. The development agreement and the accompanying bond can be used to address community concerns around community repairs, maintenance, clean up, security and other costs occasioned by the placement of the event in the community.
- **Licensed or unlicensed:** Event applicants must clearly identify whether the event is ticketed and/or licensed. For licensed events and all Large and Major Events, event applicants must include a policy on encouraging the responsible use of alcohol at the event, security/policing and safety of participants. The approach the organizer makes to ensure the alcohol/service is not the focal point of the event is also important. Alcohol service should end one half hour before the site curfew for the event in consultation with the relevant authorities. "Last call" shall occur prior to that.
- **Target Audience:** Event applicants must clearly identify the primary target audience expected to attend the event. During peak season, preference will be given to events that do not displace or disrupt the destination's target audience which is primarily families. Age, type of traveler (couples, families, golfers etc.) and in the case of music festivals genre must be described in detail by the applicant.
- **Activities:** Event applicants must highlight the activities they plan to include as part of the special event. As the event develops and planned activities change, the applicant must keep the municipality informed of these changes. The municipality will advise of any events deemed inappropriate.
- **Zoning:** Large or Major Events should be located in an RD4 Zone. Smaller events may be allowed in other zones depending on their nature. Applicants must ensure proper zoning is in place before planning an event.

Fees and Charges

Permit Processing Fee

This fee supports the resources required to administer the applications and the permits. This fee will not be waived. Fee is due at the time the permit is ready to be finalized. The fee is currently \$100 plus the registration of the agreement which is \$77.50. New fees will be established by Council to better reflect actual costs incurred by the Municipality to administer special event permits.

Community Maintenance Fee

A Community Maintenance Fee will be established to recover community clean-up costs incurred by the municipality. Community Maintenance Fees will be determined by Council and be incorporated into the Development Agreement.

Development Agreement

The applicant will be responsible for all costs associated with the Development Agreement.

Destination Development Fund

Contributions to a Destination Development Fund will be included as part of the Development Agreement for each event. This fee will be added to each individual ticket sold as a set fee and will be used to support new infrastructure needs and tourism grants to tourism organizations etc.

Performance Bond

The permit holder shall provide a performance bond in a form acceptable to the municipality. If all permit terms and conditions are met during the event dates, then the bond is released back to the applicant. If all of the terms and conditions are not met then all or part of the bond is kept by the municipality for non-compliance. The amount of the security shall be determined by the municipality and varies depending on the number of properties involved for the special event. Performance bond is due upon approval of permits, and is registered to the deed of the property. Fees apply for the registry of the bond.

Insurance

Every applicant shall provide proof of Commercial General Liability Insurance acceptable to the Resort Municipality. The amount of general liability insurance will be determined in consultation with the Resort Municipality's Insurance Broker. The amount of Commercial General Liability Insurance required will be based on the size and complexity of the event. \$5M - \$10M in General Liability may be requested. The applicant is required to provide proof of insurance with the Resort Municipality listed as an additional insured. Proposed guidelines:

1. **Major Event** – Will require \$5- \$10 Million in General Liability Insurance.
2. **Large Event** – Will require \$5- \$10 Million in General Liability Insurance.
3. **Medium Event** – Will require \$2- \$5 Million in General Liability Insurance.
4. **Community Event** – Will require \$2 Million in General Liability Insurance.

Curfew

Historically events do not go beyond 11:00pm. Event organizers must respect the curfew outlined in their Development Agreement and allow for a timely discharge. Events that exceed their agreed curfews will have a deduction made from their performance bond.

Communications

No marketing or communications for the special event, regardless of size, can take place until a special event application for preliminary approval has been received by the Resort Municipality. Events that do not follow this process risk having permits denied.

Council meets the third Monday of every month and Planning Board meets the Wednesday prior to Council meetings. The deadline for applications to be submitted to the Council are the first Friday of every month for special event permits. It is important that special event applications that require timely approval be received in advance of these meetings.

Permits for Special Events

No person shall hold or carry on, or permit to be held or carried on, a special event outdoors on private property without a special event permit. In addition, special events may also require additional permits, licenses, approvals and/or authorizations under other provincial laws and municipal by-laws.

Resort Municipality Permit Process for Special Events

1. Applicant applies for the permits that apply to the special event:
 - Development application – required when any permanent or temporary structure is needed.
 - Signage permit application – required when any signage for the event are to be erected on the property
 - Banner permit application- required when any banners for the event are to be placed on municipal lamp posts.
 - Temporary Parking Permit Application – required for parking for a venue
2. Applications when completed by the applicant are then sent by the Resort Municipality to the applicable government departments for their review and comments. It should be noted that the applicant is responsible to complete any additional permits required by these departments.

Departments may include, but are not restricted to:

- a) Provincial Fire Marshal's office
 - b) Department of Health and Wellness
 - c) PEI Liquor Control Commission
 - d) Transportation and Infrastructure Renewal
 - e) Department of Environment Labour and Justice
 - f) Department of Tourism
3. Council can grant conditional approval up to 18-24 months in advance depending on the preliminary comments received from the various government departments. Conditional approval must be provided before any event announcements take place.
 4. Large and Major Events are required to host a public meeting at least 60 days prior to the

special event and within 30 days after the special event to provide an opportunity for community engagement/feedback.

5. Once all conditions are met with the required government departments, then a development agreement is entered into with the Special Event Applicant outlining all of the terms and conditions of the approval and it is registered to the deed of the property. At this time a performance bond must also be posted by the applicant. If all terms and conditions are met with the development agreement during the event dates, then the bond is released back to the applicant. If all of the terms and conditions are not met then all or part of the bond is kept by the municipality for non-compliance.
6. Letters are then sent by the Resort Municipality to all adjacent landowners advising them of the permit.
7. Approvals for the special event development and permit and they can appeal the decision to IRAC if there are any issues or concerns within 21 days of the approval date.
8. Final approvals are granted the week of the special event based on the review/final approval by the departments.

Application Minimum Requirements

1. Every application shall be completed and submitted on prescribed forms by the Resort Municipality.
2. For all Large and Major events, every application must include:
 - (a) A Site Plan showing: the boundaries of the property on which the special event will be held; the location of all existing and proposed buildings or temporary structures to be used in connection with the special event; all areas to be designated for food and beverage sales or alcohol consumption; all areas to be designated for vehicle parking; and all proposed access locations around the property's perimeter.
 - (b) Details of the special event including a description of any proposed activity: pyrotechnics; amusements; food sales and service; alcohol sales and service; sound equipment; generators, propane appliances and any other specialized equipment to be used during the special event, including the type of fuel used to operate the equipment; vendors of any type; signage; temporary structures such as tents, staging, portable washrooms etc.
3. A daily estimate of the number of persons expected to attend.
4. The date(s) and time(s) of the special event including set up/disassembling/clean up dates and times.

5. Where the application is not the owner of the property the owner has to apply for a temporary or permanent application for the land on which the special event is to be held, written proof that the owner consents to the special event.
6. Contact information for the special event applicant.
7. If you are serving alcohol at your event, please provide details of your approach to Responsible Alcohol Service.
8. Any other information or documentation that the municipality deems necessary.

Application – Additional Requirements

If a special event has an expected daily attendance of more than 5,000 people, than the additional requirements will be mandatory.

The municipality may also require the applicant to submit as part of its application:

1. An emergency plan that provides procedures to follow in the event of fire, extreme weather, personal injuries, medical or other emergencies, a description of all first aid services to be provided, a communication protocol, decision making authority, evacuation procedures, the name(s) and contact information for all emergency personnel, and any other emergency preparedness information that the municipality and/or Provincial Fire Marshal's Office may require.
2. A fire safety plan to the satisfaction of the Provincial Fire Marshal.
3. A security plan that provides information respecting all security services dedicated to the special event, the roles and responsibilities of all security, number of security, communications protocol, decision making authority, restricted areas and any other additional information required.
4. A traffic safety and management plan providing for the control of traffic and parking, including all vehicular, pedestrian and cyclist movements to, from and within the special event site and surrounding area, and where applicable: detours to roads and highways; emergency vehicle access and egress; public access points; temporary barriers and devices for traffic control or parking; designated accessible pick up and drop-off locations for persons with disabilities; and any additional traffic and parking information the municipality may require.

Additional Approvals

Prior to the proposed special event, the applicant shall ensure that all permits, licenses, approvals or other authorizations required in relation to the special event have been obtained. The Resort Municipality will require proof of permits. It is the applicant's sole responsibility to obtain and pay for all other information, documentation and permits required.

Other Conditions

- No applicant can give false or misleading information for the purpose of obtaining a permit.
- Every applicant must notify the Resort Municipality in writing of any changes to the original application within 2 days of the change.
- It is important to note that although an event may receive approval to proceed with planning the event, final release of the permit will be withheld until all conditions have been met.

Resort Municipality Contact:

Brenda MacDonald, Office Administrator
7591 Cawnpore Lane
RR#2
Hunter River, PE
C0A 1N0

Application Guidelines

All applications must be submitted prior to the event. The larger and more complex the event, the more time it will take to review and process the application. Please plan accordingly to avoid disappointment and do not leave your permit application to the last minute. Failure to submit the application in a timely manner may result in the application not being approved.

Council meets the third Monday of every month and Planning Board meets the Wednesday prior to Council meetings. The deadline for applications to be submitted to the Council are the first Friday of every month.

Time sensitive applications must be received in advance of these meetings to be reviewed prior to any marketing, communications or public announcements. Please note a fee will apply for Expedited Applications.

Minimum Requirements:

When submitting your application, please ensure to:

_____ **Complete Application Form in its entirety**

_____ **Attach site plans at time of application submittal including all that apply**

- _____ Boundaries of property
- _____ Location and specifications of existing and proposed buildings
- _____ Location and specifications of temporary structures
- _____ Areas designated for food and beverage sales and alcohol
- _____ Vehicle Parking locations
- _____ Proposed access locations
- _____ Licensed and Unlicensed areas and Responsible Alcohol Service Plan

_____ **Attach proof of Insurance**

This does not need to be submitted immediately with the application. A valid copy with the Resort Municipality named must be submitted two weeks prior to permit issuance. Make sure that the name and address of the applicant form matches the information on your certificate of insurance.

_____ If you do not own the land where the special event, the owner must apply for the permit

_____ **Include Permit Processing Fee**

How do I pay: In person at the Resort Municipality Office between the hours of 9am – 5pm Mon – Fri. Payment can be made by cash or cheque only.

_____ **Other Permits that may be required by the Resort Municipality**

- _____ **Building Permit**
 - _____ **Signage Permit Application (Describe when this is needed)**
 - _____ **Temporary Permit Application (Describe when this is needed)**
 - _____ **Banner Permit Application**
-

Additional Requirements for events with over 5,000 people:

- _____ **Emergency Plan**
- _____ **Fire Safety Plan**
- _____ **Security Plan**
- _____ **Traffic Safety Management Plan**
- _____ **Responsible Alcohol Service Plan**

Special Event Permit Application

Section 1				
Business Name of Applicant	Contact			
Property Owners Name				
Business Address	Corporate Registry No.			
Postal Code		Telephone (Cell)		
		Telephone (W)		
		Telephone (H)		
Name of Event as Promoted		Dates of Event Set Up		
Type of Event	<input type="checkbox"/> Major Event (10,000+) <input type="checkbox"/> Large Event (5 – 10,000) <input type="checkbox"/> Medium Event (up to 5,000) <input type="checkbox"/> Community Event (less than 1000)	Event Dates	Dates	Daily Hours of Operation
Frequency of Event	<input type="checkbox"/> Annual <input type="checkbox"/> One Time	Dates of Event Tear Down		
Location Requested – list all that apply		Number of People Expected by Day	Dates	Attendance
Civic Address of Event Property				
Zoning of Property:		Do you own Properties	__ Yes __ No	
Property Number		If no, name of Owner		

Adjacent Property Owners	
Target Audience Type of Traveller, Expected Age Group and genre if music festival	
Description of Event Activities	

Section 2

Please check all activities that apply at the special event

- Amusement Devices
- Bouncy Castles
- Fireworks
- Food and Beverage Sales
- Alcohol Service
- Other please list:

	Yes	No	Considerations
Will you be using temporary structures/tents, generators, gas or propane services?			If yes, please note – Engineer drawings of temporary structures may be required by the provincial fire marshal.
Are partial or full road closures required?			If yes, please note – Permits may be required from PEI Dept. of Transportation and Infrastructure Renewal and RCMP.
Are you selling or giving food away?			If yes, please note – Proper permits must be obtained from Department of Health and Wellness.
Are you serving Alcohol on premises?			<p>If yes, please provide a letter of support from the owner of the property for a liquor license request.</p> <p>Please note – A responsible approach to alcohol service must be demonstrated. Permits required from the PEI Liquor Control Commission.</p> <p>What are the hours for the alcohol</p>

	<p>service?</p> <p>Who is applying for the liquor license?</p>
General Event Security	<p>Please provide name of security company hired.</p> <p>Hours of for the security and number of security onsite at the event?</p>
Will first aid be available to the participants?	If yes, please describe first aid services and provider?
Access to free water service available onsite?	If no please provide a management plan for heat related illnesses.
Lost Person Station onsite?	
Will you have fireworks?	If yes, proof of insurance and permit will be required from the provincial fire marshal.
Will you be assembling inflatables?	Insurance requirements apply.
Is the event free to the public?	
Please specify if temporary parking is required	If yes, Temporary Parking Permit required with the Resort Municipality for each designated lot. RCMP approval shall be required.
Temporary Signage Required	<p>Signage Permit Application with the Resort Municipality is required for all signage at the site.</p> <p>There is no signage permitted outside the site other than lamppost banners.</p>
Are you requesting use of municipal lamppost banners?	If yes a Banner permit application is required by the Resort Municipality.

**Peak Season Calendar
July 2016**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30 Peak Season Starts	1 Canada Day	2	3
4	5	6	7	8 CBMF	9 CBMF	10 CBMF
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2016

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28 Peak Season Ends
29	30	31				

September 2016

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5 Labour Day	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30 Peak Season Starts	1 Canada Day	2
3	4	5	6	7 CBMF	8 CBMF	9 CBMF
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27 Peak Season Ends
28	29	30	31			

September 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4 Labour Day	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July 2018

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				29 Peak Season Starts	30	1 Canada Day
2	3	4	5	6 CBMF	7 CBMF	8 CBMF
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 2018

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26 Peak Season Ends
27	28	29	30	31		

September 2018

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3 Labour Day	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				28 Peak Season Starts	29	30
1 Canada Day	2	3	4	5 CBMF	6 CBMF	7 CBMF
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 Peak Season Ends
26	27	28	29	30	31	

September 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2 Labour Day	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Peak Season will start on Friday June 26		1 Canada Day	2	3	4	5
6	7	8	9	10 CBMF	11 CBMF	12 CBMF
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Peak Season Ends
31						

September 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7 Labour Day	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Peak Season will start on June 25			1 Canada Day	2	3	4
5	6	7	8	9 CBMF	10 CBMF	11 CBMF
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 Peak Season Ends
30	31					

September 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6 Labour Day	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
28	29	30				