

Community Event Resource Manual



Table of Contents

1) Introduction & Purpose of this Manual	5
2) Managing the Event	
a) Event Goals	6
i) Purpose of the event	6
ii) Organizational Goals	6
iii) Event Organizational Chart	6
b) Event Planning Process	8
c) Special Event Checklists and Logistics	9
d) Insurance	11
e) Liquor Licensing	13
f) Event Budget	15
g) Sponsorship & Fundraising	16
h) Funding Options/ Grants available	17
i) Marketing and Promotions	18
i) Marketing Plan	18
ii) Considerations when promoting an event	18
iii) Media Contacts	19
j) Volunteers for your event	20
i) Before the event	20
ii) During the Event	21
iii) After the Event	22
k) Event Evaluation	23
3) Physical Requirements	
a) Facilities in Nanaimo	24
b) Equipment Options	25
i) Community Event Equipment Loan Program	25
c) Concessions and Food Services	26
d) Parades & Special Event Road Closures	27
e) Accommodations	29

4) Community Services

- a) Services of Tourism Nanaimo 30
- b) Community Contacts Directory 31

Resource List:

Event Goals

- BC Games Mission Statement & Vision Statement available at: www.bcgames.org/facts_and_figures_objectives_vision.html

Event Planning Process

- Event Kit www.sportweb.ca
- Special Events Primer describing the planning process www.prm.nau.edu/prm325/special_events_primer.htm
- Comprehensive planning checklist www.ncpc.org/ncpc/ncpc/?pg=2088-2262

Special Event Checklist & Logistics

- Planning a Party? Checklist of Items to consider when renting Parks Recreation & Culture Facilities
- Planning a Festival, Concert or Special Event at a City Park or Plaza?
- Planning a Festival, Concert or Special Event at Maffeo Sutton and/or the Lion's Pavilion?
- City of Nanaimo Terms and Conditions of Rental
All above items available through the City of Nanaimo, Parks Recreation & Culture; 756-5200.
- Checklists for a variety of events and event tasks www.prm.nau.edu/prm325/mod_1_lesson.htm
- Recycling- Festival Planning Timeline www.uni.edu/ceee/recycling/timeline.html

Liquor Licensing

- Application for Special Occasion Liquor License
- Special Occasion License—Liquor Price Schedule
- Application for Special Occasion License policy Exemptions <http://www.pssq.gov.bc.ca/lclb/>
- City of Nanaimo Liquor—Primary License Permit Application
- City of Nanaimo Summary of Regulations and Procedures Governing Liquor—Primary Licenses
- City of Nanaimo Advisory Group Representative Responsibilities and Duties
Above items available through the City of Nanaimo, Parks, Recreation & Culture; 756-5200.
- City of Nanaimo Beer Garden Organizational Steps www.nanaimo.ca or 756-5200

Sponsorship & Fundraising

- See some tips and examples of fundraising ideas at http://www.teamintraining.org/all_page?item_id=168317
- Some examples of different fundraising letters are available at http://www.letterrep.com/letter_list.cfm?catid=71

Funding Options

- City of Nanaimo Tournament and Festival Fund Guidelines and Application for Funding

http://www.nanaimo.ca/residents/index_inside.asp?id=163&parent=19&sub_collectio n=84

- City of Nanaimo 2005 Arts and Cultural Events Fund Guidelines and Application for Funding
http://www.nanaimo.ca/residents/index_inside.asp?id=163&parent=19&sub_collectio n=84
- 2010 Legacies Now Hosting BC Program guidelines and application
<http://www.2010legaciesnow.com/Content/About%202010%20Legacies%20Now/Ab out%20Home.asp?langid=1>

Working with Volunteers

- City of Nanaimo, Parks, Recreation & Culture, Application for Volunteering
http://www.nanaimo.ca/uploadedfiles/Site_Structure/Community_Services/Parks_Re c_Culture/PR003.pdf
- Sample volunteer position descriptions
www.missionvalley.ymca.org/givingopp/volunteers.html

Event Evaluation

- Sample evaluation form www.prm.nau.edu/prm325/special_event_evaluation_form.htm

Facilities

- City of Nanaimo, Parks, Recreation & Culture Facility Rentals
 - City of Nanaimo, Parks, Recreation & Culture Parks/ Playfields
 - City of Nanaimo, parks, Recreation & Culture Facility description & seating capacity
 - Other Facilities Available in Nanaimo
 - City of Nanaimo Parks and Trails Map
- All above items available through City of Nanaimo Parks, Recreation & Culture at www.nanaimo.ca or 756-5200.**

Equipment Options Overview

- Community Event Equipment Loan Program Package applications
www.tourismnanaimo.com or
http://www.nanaimo.ca/uploadedfiles/site_structure/community_services/parks_rec_culture/eventkitregistrationform.pdf

Concessions & Food Services

- Vancouver Island Health Authority 2005 Temporary Food Booth/ Special Event Application Package
Available at the Vancouver Island Health Authority, 3rd Floor 6475 Metral Drive, Nanaimo, BC V9T 2L9

Parades & Special Events

- City of Nanaimo Event Application form
- Parades and Special Events, City of Nanaimo Engineering & Public Works Brochure
Available at the City of Nanaimo, Engineering Department, or
http://www.nanaimo.ca/uploadedfiles/site_structure/community_services/engineering_public_works/roads_and_traffic/parades.pdf

Accommodations

- Hotel Brochures and information available at Tourism Nanaimo, Visitor Information Centre 2290 Bowen Rd. or at www.tourismnanaimo.com

Services of Tourism Nanaimo

- See www.tourismnanaimo.com

Introduction & Purpose of this Manual

Welcome Organizers of Special Events, Sporting Events, Tournaments and Festivals! The City of Nanaimo, Department of Parks Recreation and Culture have partnered with organizations such as Tourism Nanaimo and Pacific Sport to support organizers of special events, tournaments and festivals in staging successful events in our community.

Our mission with the Community Events Resource Manual is to help make the organising of an event as smooth as possible. We offer many services, resources and suggestions to make life easier for you, the organizer.

The purpose of this manual is to outline these themes. This is meant to be a “working manual” that provides you guidance to stage your event, as well as leaving room for you to insert materials specific to your event.

Event Goals

Purpose of the Event

There are many types of events, but before you organize any of them, your purpose for the event should be well defined. Get back to basics and ask the important questions:

- Should we hold the event?
- Do we have adequate funding for the event?
- What is the objective of the event?
- Does the objective justify the financial commitment?

Once you have answered these important questions, establish goals for your event. These goals should be specific, measurable, achievable, and realistic.

As an example, the goals for Nanaimo's Annual Silly Boat Regatta are outlined below:

- To raise money (\$estimated) for the Child Development Centre through a one day community event involving groups/ organizations building and racing boats made of recyclable materials.
- To involve as much of the community as possible in a fun, safe and friendly atmosphere.
- To raise awareness of the Child Development Centre.

Your event goal may be as simple as “to create a memorable event, while staying within a budget”. It is important to outline your specific event goal and refer to it many times to ensure that you are on track.

Organizational Goals

Organizational goals can be simple or complex. Your organization's goal or mission statement is an example of an organizational goal. It can be quite simple, or as elaborate as the BC Games vision statement (Appendix A).

Event Organizational Chart

Once you have determined the specific requirements of your event (refer to the section on Planning Process), your organization should be able to identify the various committees required for the event. Depending on the size and scope of your event, there may be any number of committees. These might include:

- Accommodation: plans housing arrangements for athletes or out-of-town participants.
- Administration: provides financial management and behind the scenes procedures.
- Ceremonies: provides creative and logistic details to stage an opening or closing ceremony.
- Cultural Events: offers guidance on how to incorporate activities to enhance the overall community celebration.
- Food services: arranges and provides timelines for meal services to participants.
- Equipment/ Facilities: secures the facilities and necessary equipment for the event.

- Hospitality: offers procedures to invite and welcome dignitaries and VIPs to the event.
- Marketing and communications: provides insight on promotion of the event.
- Medal presentations and Award Ceremonies: offers details on how to organize and stage these presentations.
- Medical Services: ensures well being of all participants and spectators from a liability standpoint.
- Program/ Entertainment: organizes the additional activities associated with the event.
- Registration: collects registrations/ tickets and welcomes and organizes the registrants/ participants on site.
- Security: provides procedures on ensuring a safe environment for participants and a secure environment for equipment and facilities.
- Spectator Services: engages the general public through information, ticket sales, and concession sales.
- Sponsorship and Fundraising: implements a revenue generation stream to your event, stages fundraising events and recruits and services sponsors.
- Transportation: provides a safe and efficient transportation system for all participants during the event, may include shuttle busses or cars, or could be as simple as mapping.
- Volunteers: walks through the components of incorporating volunteers into meaningful roles within event, includes recruitment, screening, training, support and recognition.
- Vendors/ Licensing: communicates directly with vendors and liaisons with appropriate contacts for special permit requirements.

Each event is unique, so not all events will have the same committees. Your event may have committees not mentioned in this section, and may not use all of the suggested committees or may combine some of them to work within the same group.

Resources

www.sportweb.ca SPORTWEB partners with sport professionals to create resources for the sport community. Their Event Kit provides detailed information on all components of planning and implementing sports events of a local, regional, provincial or national level.

BC Games Mission & Vision Statement

www.bcgames.org/facts_and_figures_objectives_vision.html

Event Planning Process

Visualisation of your event is the first step in the planning process. It is a step-by-step process that will take you and your committee through the event and tries to identify the problem areas. While you are envisioning the entire event, you will need to address these questions:

- What is the purpose of the event?
- What time of year is being considered to hold the event?
- What day of the week? Time?
- Are there any conflicting events in the city at that time? (refer to the “Nanaimo Special Events Calendar to see what other events are happening at that time of year).
- Who is the target market?
- What is the best type of venue, setting, backdrop, etc.?
- Is there enough time to secure the venues, budget, and support for the event?

In your planning steps, determine the planning time required. One year is the optimum time frame for most events, although many successful events in our city have only had a three-six month planning time. Take the event date and work backwards for planning timelines.

Your event's planning process may look like this:

1. Determine goals
2. Establish a committee
3. Book facilities
4. Apply for necessary permits (liquor, parade...)
5. Determine equipment needs
6. Volunteer recruitment
7. Set realistic budget
8. Consider fundraising options
9. Determine marketing options for the event
10. Etc. etc. etc.

Resources

www.sportweb.ca Refer to the Event Kit, a detailed timeline is given for the planning process for each committee.

www.prm.nau.edu/prm325/special_events_primer.htm offers a special events primer that describes in detail the planning process.

<http://www.ncpc.org/ncpc/ncpc/?pg=2088-2262> offers an all purpose, comprehensive planning checklist

www.nanaimo.ca, www.tourismnanaimo.ca City of Nanaimo Special Events Calendar

Special Event Checklist & Logistics

Having a checklist of tasks and activities that need to be completed to make the event happen is essential. The checklists in this section are provided as a guideline of task that may be required for your event. We recommend that you develop a checklist applicable for your own event.

When using City of Nanaimo facilities and parks, some of the requirements that you may need to discuss with us are:

Use of City Parks/ Event site:

- Will the park be closed to the general public?
- Will extra washroom maintenance or facilities be required?
- Will keys be required to access park gates and other facilities?
- Will extra garbage cans be required?
- Will electrical services be required?
- Do you need additional bleachers?
- Will there be overnight structures or displays that require sprinklers being turned off during your event?
- Will you be providing a clean up crew for post event clean up?
- Will there be tents on site?
- Will fencing be required?
- Will vehicles need access for set up or display purposes?

Activities at your event:

- Will there be animals on site?
- Music/entertainment?
- Retail sales?
- Display booths?

Alcohol Served at your event:

- Do you plan to serve alcohol?
- What are the hours of operation for this service?
- Beer, wine, other?
- Will the alcohol be sold or will it be complementary?

Security/ Fire/ Ambulance:

- Will there be security personnel on site?
- Is overnight security personnel needed?
- First Aid on site?
- BC Ambulance or St. John's Ambulance on site?
- Volunteer first aid attendants?
- Will there be a staffed medical centre?

Food Services:

- Will food service be on site?
- Will vendors be selling food on site?
- Will food be provided at no charge to participants?

Parking:

- Will parking lot closures be required?
- Will overnight parking be required?
- Will keys be required for gate closures?

Insurance/ permits:

- Will it be required that you insure your event?
- What type of insurance will be required?
- Will vendors/ others need to be insured?
- What permits will you need for the event (road closures, beer gardens...)?

Other considerations may be required in and above these for holding an event in City of Nanaimo facilities and Parks. Some checklists are available, see Appendix B.

Resources

Planning a Party? Checklist of items to consider when renting Parks, Recreation & Culture facilities
Planning a Festival, Concert or Special Event at a City Park or Plaza? Information for the event organizer
Planning a Festival, Concert or Special Event at Maffeo Sutton Park and/or the Lion's Pavilion? Information for the event organizer
City of Nanaimo, Parks Recreation & Culture, Terms & Conditions of rental, sample copy

All above resources are available at www.nanaimo.ca or call 756-5200

www.prm.nau.edu/prm325/mod_1_lesson.htm has a variety of simple checklists that are good for a broad range of events.

www.uni.edu/ceee/recycling/timelinw.html offers a suggested timeline for recycling and garbage collection issues for larger festivals and events.

Insurance

Insurance for events in the City of Nanaimo may be required. Whether or not insurance is required depends on the type and size of event you are holding, as well as where the event is being held.

Insurance for Events that require Street Closures:

As mentioned in the section “Parades & Street Closures”, a condition of being granted permission to hold a special event, applicants are required to show proof of liability insurance coverage that meets the following indemnity requirements:

- The event organizer must obtain and provide proof of comprehensive general liability insurance in an amount of two million (\$2,000,000) dollars or greater.
- The event organizer’s comprehensive and general liability insurance policy shall be endorsed with a provision naming the City of Nanaimo as an additional insured for all liabilities arising out of the insured’s activities on, or use of, City property.

The event organizer will need to have their broker issue a certificate to the City of Nanaimo that provides proof of minimum \$2million comprehensive general liability with the City of Nanaimo named as an additional insurer. Coverage is typically secured through the organization’s broker. Should this not be an option, event organizers may wish to contact Sport BC Insurance which has established a master policy to ensure that premiums are reasonable, based on the size and nature of the special event, and to ensure that insurance can be arranged quickly.

For more information on the City of Nanaimo insurance requirements for events that require street closures, please contact:

Manager, Regulation and Risk Management
City of Nanaimo
455 Wallace Street
Nanaimo, BC V9R 5J6
Tel: 250-755-4491
Fax: 250-755-4492

Insurance for events in City of Nanaimo, Parks, Recreation and Culture properties:

Insurance may be required for events held in City of Nanaimo buildings and parks. Each event application is evaluated separately, and a determination is made as to whether or not insurance is required, and if so, how much. Considerations include:

- Suitability of use to venue or route, including set-up.
- Level of physical activity and the potential for bodily injury, collision, or impact.
- Attendance vs. venue capacity, control and security plan.
- Potential for issues with spectator and/or participant behaviour, mood or conduct.
- Suitability of population, age and skill level to activity.
- Liquor License.

For more information on what insurance is required for your event, whether it is through the City of Nanaimo or on private property, contact ask the contact person responsible for booking the facility(s) your are proposing to use.

Liquor Licensing

If you are planning to serve or sell alcohol at your event ask if the facility you are booking has a liquor licence; if not you will need a Special Occasion license. Liquor Control and Licensing differentiates Special Occasions into Private Special Occasions and Public Special Occasions. The Liquor Control & Licensing web site outlines the differences between the two.

If your event is identified as a Private Special Event, you will be required to make an application for a Special Occasion License through the BC Liquor Distribution Branch. Application forms can be picked up at any provincial Government Liquor Store. Police approval is mandatory. A local liquor store manager, following police approval of your application, will issue the license for your special event. A Serving it Right Certificate is required with this application.

If your event is identified as a Public Special Event and held in or at a City of Nanaimo facility or park, you are encouraged to apply as early as possible to the City of Nanaimo. The City of Nanaimo must endorse your event. Application may be made through the individual handling your booking request.

After the City of Nanaimo and the RCMP have both approved the application for a Public Special Event, a local liquor store manager can issue the license. A Serving it Right Certificate will be required.

For events held at the City of Nanaimo's May Richard Bennett Pioneer Park, Trofton Park, the Frank Crane Arena and Civic Arena, a Primary Liquor License Permit may be secured through the City of Nanaimo. Application must be submitted 60 days prior to the event. The primary contact at the City of Nanaimo to guide you through the Primary Liquor License Permit application is:

Recreation & Culture Supervisor
City of Nanaimo
2300 Bowen Road
Nanaimo, BC V9T 3K7
Tel: 250-756-5200
Fax: 250-758-8761

Resources

www.pssg.gov.bc.ca/lclb Liquor Control & Licensing web site.

Available through Liquor Control and Licensing:
Application for Special Occasion License
Special Occasion License—Liquor Price Schedule
Application for Special Occasion License Policy Exemption

City of Nanaimo Liquor—Primary License Permit Application
City of Nanaimo Summary of Regulations and Procedures Governing Liquor—
Primary Licenses

City of Nanaimo Advisory Group Representative Responsibilities and Duties
City of Nanaimo Beer Garden Organizational Steps

All above resources available at www.nanaimo.ca or call 756-5200

Budget

One of the most important steps of outlining a budget is to determine your revenue sources and costs. Revenue sources may include:

- Fees or admissions
- Grants that might be available throughout the City of Nanaimo (such as the Festivals and Tournaments Grant or the Cultural Events Grant; see p 17)
- Grants available through the Hosting BC program/ 2010 Legacies Now (see page 17).
- Funding from your provincial organization
- Revenues from previous events
- Gifts (in kind) for equipment, product, signage, food etc.
- Revenues from fundraising events
- Sponsorship from local or provincial organizations
- Sponsorships from local, national, or international businesses/ corporations see details on next page.

Your organization needs to ask and answer “Do we have adequate funding for this event?”

Creating a cost sheet will identify all the event expenses and allow the organization to trade off some items to save money or add more money to areas of the event.

When creating an expense sheet, try to get all of your costs in writing as opposed to a verbal quote as the cost or person may change at a later time. Try to secure a payment due date after you have generated the revenue or when your budget is allocated.

It is better to delay an event if it cannot be done right and this usually means with an adequate budget. A well-prepared preliminary budget may include the following items:

- Invitations/ promotions
- Accommodations
- Transportation
- Venue rental
- Rehearsal expenses
- Food and beverage
- Decorations
- Music/ entertainment
- Facilitators/ speakers/ etc
- Audio-visual equipment
- Equipment rental (chairs, tables, etc.)
- Staging
- Photographer or videographer
- Insurance
- License and permit costs
- Security
- Staff and labour
- First aid supplies and labour
- Maintenance/ cleanup
- Garbage/ recycling fees
- Utility fees
- Marketing expenses
- Communication expenses
- Miscellaneous

Sponsorship & Fundraising

Sponsorship and fundraising is an integral component to any event. With limited resources to host events, it is essential to acquire local sponsors, suppliers, patrons and friends who can support the initiative and offset budgeted expenditures.

It is through the support of local businesses and individuals that events will be able to offer a level of excellence to their participants and may realise a financial legacy after the event is completed.

A sponsorship director or chair will oversee the entire process—implementing an integrated sponsorship program for the event. The responsibilities may be supported by:

- A sponsor Recruitment Chair
- A Special Event Fundraising Chair
- A sponsor servicing Chair

This committee will be responsible for accessing funds and in-kind support for all committees associated with the event. No other committee should be sourcing out sponsorship support on their own, without the consent of the Sponsorship and Fundraising Committee

Having an organized process for soliciting sponsors will provide the greatest success. This will make sure potential sponsors:

- Are clear of what your organization is asking for when they are seeking sponsorship (are you looking for funding, volunteers, products, or a combinations of things?)
- Are aware of the benefits of sponsoring, including how they will be recognised in advance or during the event.
- Are aware of any different levels of sponsorship. Some events recognise “platinum” sponsors differently than they would recognise “silver” or “bronze” sponsors. The levels of sponsorship can be decided ahead of time by your organization.

The sponsorship committee should be aware of:

- Who the contact within the sponsoring organizations is.
- What the expectations of the sponsoring organization are.
- Opportunities to secure sponsorship for additional years or events.

Resources

Tips and examples of fundraising ideas available at <http://www.teamintraining.org/>

Examples of different types of fundraising letters are available at http://www.letterrep.com/letter_list.cfm?catid=71

Funding Options

Two sources of funding for events in Nanaimo are the City of Nanaimo, Parks, Recreation & Culture Tournament and Festival Fund, and Arts and Cultural Events Fund, and the 2010 Legacies Now Funding.

The first is an initiative by the City of Nanaimo to provide funding for:

1. Tournaments and Festivals
2. Arts and Cultural Events

The criteria for these events are outlined in the attached guidelines and application process. A sample of a completed application is also attached (Appendix E).

For more information or to determine if your event may be eligible for this funding, please contact:

Supervisor of Recreation and Culture Services
City of Nanaimo
2300 Bowen Road
Nanaimo, BC V9T 3K7
Tel: 250-756-5201
Fax: 250-758-8761

Another funding option for sporting events is available through 2010 Legacies Now and is identified in this section as the Hosting BC Program. A good example of an event that might be held in Nanaimo and may qualify is the Canadian Masters Swim Championships. The local swim club hosted the Provincial masters Swim Championships in April 2005. If they were interested in hosting the National Organization's swim championships, they could possibly secure funding through the 2010 Legacies Now program to assist in funding this event.

To determine if your event may be eligible, or if you have questions, please contact:

Director, Sport Tourism
2010 Legacies Now
1350-1095 West Pender
Vancouver, BC V6E 2M6
Tel: 604-659-1395

Resources

City of Nanaimo, Parks, Recreation and Culture
2005 Tournament and Festival Fund Guidelines and Application for Funding available
at

www.nanaimo.ca/residents/index_inside.asp?id=163&parent=19&sub_collection=84

City of Nanaimo, Parks, Recreation and Culture
2005 Arts and Cultural Events Fund Guidelines and Application for Funding
Available at

www.nanaimo.ca/residents/index_inside.asp?id=163&parent=19&sub_collection=84

2010 Legacies Now
Hosting BC Program Guidelines and Application available at
www.2010legaciesnow.com

Marketing and Promotion

The success of a festival or event is contingent on a good marketing and promotional plan.

A marketing plan should include the following key areas:

- **Goals and Objectives:** what do you want to accomplish with this event, and what do you want to accomplish with marketing this event?
- **Target audience:** who do you want to come to your event? Is the event intended for the community, or for a larger audience? Is it a family event? Children? Adult?
- **Timing:** When is the event? When should marketing for the event start?
- **Sponsorship:** sponsorship is a key component to marketing your event. Having sponsors for any size of event can help you in funding your event, promoting your event, and sponsors can help during the event. For more information on sponsorship refer to the section in this manual “Sponsorship and Fundraising”.

Promoting an event takes creative thinking balanced with practicality. Promotion should be directly linked with the marketing plan and is essential to the success of the event. Promoting an event allows your target group to be informed of the event.

Some considerations when promoting an event include:

- **Target audience:** who will be coming to the event i.e. Children, adults, and families?
- **Where should event be promoted?** Is the event local or larger scope? Do you want to promote to the general public, or to invite an elite group?
- **Media Contacts:** establishing media relations and networking with various agencies and media will ensure that your event is reaching the audience for which it is intended.
- **Timeline:** promoting according to your planned time line is important in establishing the “buzz” around your event. If the event is promoted too soon, the public may forget or may not pay attention, or if the promotions are too close to the event, public may not have enough time to consider the event.
- **Promotional products:** well-designed promotional products are essential to marketing your event. These can include signage, media releases, flyers, mailouts, etc.

A marketing and communications committee should be formed for any large events.

The Marketing and Communications Committee may look like this:

- **A Director or Chair** who will oversee the process—developing systems to promote the event to a variety of audiences, to achieve public awareness and to generate revenue opportunities.
- **Internet Chair**, or person responsible for developing and maintaining the event web site.
- **Media Relations Chair**, or person who is responsible for promoting the event to the community and to provide awareness and education to the community.
- **A photographer** or person responsible for co-ordinating, developing and distributing team photographs, medal winning photographs and candid shots of the event.
- **Merchandising Chair**, responsible for sourcing suppliers of event merchandise, maintaining inventory and reconciling sales activity.

Media Contacts

When seeking publicity for your event, there are different ways of attracting media. Some of these include:

1. Press Release: writing a press release that goes out to all media. This can then be followed up by the media, if they choose.
2. Contact the media directly with an event or story
3. Media Sponsorship
4. Paid media advertisements

Media	Contact Information
Print Media	
The Harbour City Star	250-729-4200
Nanaimo Daily News	250-729-4200
The Nanaimo News Bulletin	250-753-3707
Radio	
The Wave	250-758-1131
The Wolf	250-758-1131
Television	
Shaw Cable	250-760-1974
The New VI	1-866-242-2484
Channel 6 TV	
Nanaimo Community Event Calendar (published & on-line)	Call Tourism Nanaimo at 756-0106 or submit your information on-line at http://www.tourism.nanaimo.bc.ca/events.php

Working with Volunteers

The staging of a special event or festival requires the support of the community, financial resources, physical resources and human resources. The numerous volunteers that are utilised in a number of different roles will provide the human resource.

Without volunteers, your event will not be successful. Volunteers provide balance in a number of ways, including:

- Community presence
- Talent and skills
- Willingness to work and contribute
- Commitment
- Event promotion

The difference between simply staging the event and truly celebrating your community rests with how the volunteers are managed. Volunteer management is more than just filling the volunteer roles. It is a step by step plan and process to ensure full utilisation and support of the human resources. The components of the volunteer management process are:

1. Planning
2. Recruitment
3. Orientation and Training
4. Support
5. Recognition
6. Evaluation

Before the Event:

1. Planning

Each event will require volunteers. The planning process will determine what type of volunteers you are looking for. Each of your special events will require organising and general volunteers.

The organising volunteers are those with specific skills or are required throughout the planning process and actual event. These volunteers often play a key role in the organization that is hosting the event, and in the event itself. Possible volunteer roles include:

- Chairperson
- Marketing and promotions co-ordinator
- Volunteer co-ordinator
- Sponsorship co-ordinator
- Equipment and facilities co-ordinator
- Logistics co-ordinator
- Other (depending on the type of event)

The general or “warm body” volunteers are primarily required during the actual event. The nature of the roles enables anyone who is interested to be able to undertake the job as no special skills are required or the skills can be easily taught.

Management of organising and general volunteers differs and will be discussed under the following sections.

2. Recruitment

Before starting recruitment, it is important to have job descriptions for the different volunteer roles within the directorate. This will provide the Chair and the volunteer with clear direction as to the expectations and requirements of the role. A job description should include:

- Title—volunteers identification
- Purpose—a general statement on what the job is, and why it is necessary
- Responsibilities—list of each duty and responsibility of the job
- Qualifications—skills, knowledge and attitudes required
- Relationships—who the volunteer is to report to and be accountable to
- Time commitment—expectations regarding time demands
- Training—what training will be provided

The creation of job descriptions will enable other people to assist in the recruitment process, as they will be able to provide information to a prospective volunteer on the broad range of opportunities.

It is important for the Chair to select key volunteers that have the skills to complete their individual roles, as well as can function as part of the team. Many of these key volunteers will be found within your organization.

General or “warm body” volunteers are the majority of volunteers required for the event. Your recruitment message should be a compelling statement that contains a statement of need, how the volunteer can help and what the benefits of the job are.

Some recruitment methods that could be used are:

- Local volunteer organizations (Volunteer Nanaimo)
- Media advertising—television, radio, newspaper (Public Service Announcements)
- Distribution of brochures—grocery bag stuffers, bill stuffers, community centres
- Speakers attending meeting of service clubs and community groups
- Word of mouth encouraging current volunteers to recruit more volunteers

3. Orientation and Training

The purpose of and orientation is to make volunteers feel welcome, appreciated and part of the team. The orientation should cover information that will assist them in performing their work effectively. As the volunteer can be one of the biggest promoters of your event, it is important that they understand what is going on so they can portray an accurate picture, creating good community support and assisting with further recruitment of volunteers. Depending on what you are asking your volunteers to assist with will depend on the type of orientation or training you will provide. An accurate volunteer job description will assist in the orientation process.

During the Event:

4. Support

Support, through providing guidance and supervision, recognises that more is required than simple placing a volunteer in a position. The type of support required will depend on the role. Organising volunteers will require more support as their involvement is longer term and more complex. The role of the team leader will be to ensure that the team has the tools to complete their task. The tools may take the form of physical

support such as equipment, administrative support such as typing, or emotional support such as encouragement and feedback.

The provision of support is necessary in order to retain volunteers for the duration of the special event. Retention occurs when volunteers feels valued and supported, and hopefully, return to assist your event year after year.

5. Recognition

To ensure that recognition takes place, it is important to develop a plan of how and when it will occur. It is helpful to have some form of record keeping system to ensure that no one is forgotten.

Rules for Recognition: (by Steve McCurley and Rick Lynch, Essential Volunteer Management

1. **Give it or else.** If volunteers don't get the recognition from you, they will get it from someone else, and not necessarily for the behaviour you want to encourage.
2. **Give it frequently.** People want to be recognised. Give recognition and praise frequently to enhance people's image of themselves as "winners"
3. **Public Forum, peer group.** Recognition is more effective when given publicly, and is even more effective when it is bestowed in the presence of a peer group.
4. **Time it properly.** Recognition is enhanced by a closeness to the behaviour, which is being praised. An award eight months after an accomplishment does not have the same impact⁵ that a simple "good job" at the immediate completion of the task.
5. **Target the recognition method.** Try to match the method of recognition to the individual. A person who is volunteering to enhance their career, for example, might best feel recognised through a letter from the Chair to their employer, praising the accomplishments of the volunteer.
6. **Be consistent and sincere.** Do not recognise false achievements and do not recognise some people and not others for the same level of achievement. IF people believe that your recognition is arbitrary or unrelated to the accomplishment they will not believe it even when it is given to the right person.
7. **Recognise achievement, but praise the person.** Recognition is most effective when it is given for specific achievement (such as completing a project), but is even more effective when the praising of the recognition is directed at the individual, not the accomplishment; "I can always count on you to do a great job and get it done on time".

After the Event:

6. Evaluation

The feedback on the event received from volunteers is invaluable in completing the final report that will be passed along to future organising committees. Feedback from hands on experience leads to improvement in future events.

The most neglected form of compensation is the six-letter word: THANKS

- Robert Townsend

Resources

Sample volunteer application form, City of Nanaimo available at www.nanaimo.ca/uploadedfiles/Site_Structure/Community_Services/Parks_Rec_Culture/PR003.pdf

Sample Volunteer position descriptions www.missionvalley.ymca.org/giving-opp/volunteers.html

Volunteer Canada, comprehensive web site with suggestions and guidelines, www.volunteer.ca

Event Evaluation

Evaluation is an important part of the event planning process. It is recommended that evaluation be done on a continuous basis in order to allow for alterations to the event plan, develop appropriate techniques for particular objectives and improve community engagement.

Evaluate the event:

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

- Did the event fulfil its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- What items were missing on the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging, was the event worth doing?

Finally, it is important to remember to celebrate your successes and to thank all those who contributed.

Resources

Sample evaluation, www.prm.nau.edu/prm325/special_event_evaluation_form.htm

Facilities

It is important when renting a facility to know the capacity, according to fire regulations for the facility, as well as seating availability. City of Nanaimo, Parks Recreation, and Culture offers an outline of its facilities, including fire regulations (theatre seating), approximate meal seating availability, and approximate floor area. Floor plans of most facilities are also available.

It is also important to find out what is included when renting a facility. Many City of Nanaimo facilities have kitchen facilities, but do not include dishes, or other kitchen utensils. See the checklist entitled “Planning a Party?” from Parks, Recreation and Culture included in the checklist section of this manual to get a better idea of what is included in facilities.

Resources

List of Parks, Recreation & Culture facilities, floor plans and other facilities available in Nanaimo

City of Nanaimo Facility Rentals information

City of Nanaimo, Parks, Recreation and Culture Parks/ Playfields

City of Nanaimo Parks and Trails Map

All above resources available at www.nanaimo.ca

Equipment Options Overview

Community Event Equipment Loan Program

The City of Nanaimo, Parks, Recreation and Culture, in partnership with Pacific Sport Vancouver Island and Tourism Nanaimo have teamed up to create the Community Event Equipment Loan Program.

The events kit includes useful “hands on” tools and equipment that can be reserved for your event. Items include equipment such as portable tents, portable PA system, tables, chairs, tools, and barricades... See a complete list of items in the kit or pick up the kit at the Tourism Nanaimo offices. The kit can be reserved through tourismnanaimo.com.

The majority of the event equipment is housed at Tourism Nanaimo’s offices at the Visitor Information Centre, 2290 Bowen Road. The items are reserved on a first come, first served basis. To reserve any of the event equipment, organizers must complete the application form and drop it off in person or fax it to Tourism Nanaimo at 756-0075. For rental terms and conditions refer to the application.

Resources

Applications can be accessed on-line at www.tourismnanaimo.com or www.nanaimo.ca.

For more information on the Community Event Equipment Loan Program please contact:

Tourism Nanaimo
Tel: 250-756-0106

City of Nanaimo,
Parks, Recreation & Culture
Tel: 250-756-5200

Concessions and Food Services

If you are planning to hold an event where food is served or where vendors will be selling food, you should determine if you will require any special permits or special event licensing.

Typically, this may not apply to events such as a tournament where parents may be serving, i.e. Hot dogs and drinks to participants. However, concessions need to have Health Department approval, or if you are planning to have several vendors selling food at a larger public event, these vendors may require a business license or a special permit. Vendors often hold a license that allows them to sell food at several events for the entire year.

For clarification as to what may be required for your event, refer to the following attachments from the Vancouver Island Health Authority or contact:

Environmental Health Officer
Vancouver Island Health Authority
Central Island
3rd Floor
6475 Metral Drive
Nanaimo, BC V9T 2L9
Tel: 250-755-6215

To determine if you or your vendors will require a business license or a special event license, contact:

Deputy License Inspector
City of Nanaimo
455 Wallace Street
Nanaimo, BC V9R 5J6
Tel: 250-755-4482

Resources

Appendix J

Vancouver Island Health Authority guidelines for:
Temporary Food Concessions (Food Preparation on site)
Temporary Food Concessions (No Food Preparation on site)

Vancouver Island Health Authority Special Event Food Booth Application & Permit

Parades & Special Events Overview

Some events, such as a parade, or other event that uses public roadways, may require a permit.

Organizations wishing to hold a special event, such as a walkathon, marathon, march or fundraiser does not require a permit if they are:

- Remaining on sidewalks and using crosswalks where available.
- Obeying traffic signals and crosswalk signals at intersections.
- Not interfering with the regular flow of motor vehicle traffic or pedestrian traffic on City of Nanaimo streets.
- Not directing traffic unless approved by the City of Nanaimo.

If your event requires an exemption from the *Traffic and Highway Bylaw 1993, No 5000*, or the *Motor Vehicle Act*, then the following are to be included with all applications:

1. Proof of liability insurance in the amount of \$2,000,000, naming the City of Nanaimo as an additional insured.
2. Detailed map of sufficient size, showing the proposed route, including the street names and direction of travel.
3. Confirmation of the Ministry of Transportation and Highways approval if using any portion of Highway #19, Highway #19A, or the Trans Canada Highway #1.

This does not negate the event organizer's responsibility to contact the Ministry of Transportation and Highways if using a portion of Highway #19, Highway #19A, or the Trans Canada Highway #1.

Approval for use of private property is the sole responsibility of the organizer.

For those events that require the closure of City of Nanaimo Streets, the City will require the following with the application:

- Items 1, 2 & 3 above
- Bonding in the form of a certified cheque or letter of credit, payable to the City of Nanaimo, in an amount to be determined to cover street closure, advertisements and damage security. Unused portions of the bond will be returned.
- Organizations may also be required to provide bonding for RCMP traffic control, or certified traffic control persons, extra barricades, signage or street sweeping.

Any use of City of Nanaimo park facilities that include any portion of the Parkway Trail or the E&N Trail, as well as public parks, will require prior approval:

Attention: Supervisor, Recreation & Culture Services
City of Nanaimo
Parks, Recreation & Culture
500 Bowen Road
Nanaimo, BC V9R 1Z7
Tel: 250-756-5200
Fax: 250-753-7277

In order to sufficiently process the applications and to meet advertising deadlines, completed applications with the attached requirements should be submitted a minimum of 15 working days and preferably one month prior to the event to:

Engineering Department
City of Nanaimo
200 Franklyn Street
Nanaimo, BC V9R 5J6
Tel: 250-755-4409
Fax: 250-755-4403

Events may qualify for free parking at the Bastion Street Parkade. The City of Nanaimo's Parking Advisory Committee will consider requests for free parking at the Bastion Street Parkade in order to support special events in downtown Nanaimo that have been endorsed by Tourism Nanaimo, The Downtown Nanaimo Partnership and the City of Nanaimo.

Support is generally given to events that benefit the downtown area because they attract people, generate business and showcase our downtown core.

Promoters for special events that secure free parking in the Bastion Street Parkade can then advertise free parking to encourage more people to attend their event.

If you would like to request free parking for your event contact:

Manager, Regulation and Risk Management
City of Nanaimo
455 Wallace Street
Nanaimo, BC V9R 5J6
Tel: 250-755-4491
Fax: 250-755-4492

Resources

City of Nanaimo Event Application Form
City of Nanaimo sample Special Event Permit
Available at

www.nanaimo.ca/uploadedfiles/site_structure/community_services_engineering_&_public_works/roads_and_traffic/parades.pdf

Accommodations

It is important to secure accommodation options for your out-of town participants as early as possible. You will need to determine what type of accommodations will be required. These may include dormitory style accommodations, homestay style accommodations in family or private homes, or hotel accommodations.

The City of Nanaimo can also assist you with securing your hotel accommodations via a sales lead process. The hotel community in Nanaimo is accustomed to requests for accommodation for events including tournaments, conferences, sporting events and festivals.

The person to contact for this “sales lead” process is:

Manager of Sales and Marketing
Meetings & Events
City of Nanaimo
455 Wallace Street
Nanaimo, BC V9R 5J6
Tel: 250-755-4460
Fax: 250-755-4436

Resources

Individual hotel brochures are available at
Tourism Nanaimo
Visitor Information Centre
2290 Bowen Road
Tel: 250-756-0106
www.tourismnanaimo.com

Services of Tourism Nanaimo

The City of Nanaimo and Tourism Nanaimo are partnered in assisting event organizers in hosting successful events in Nanaimo.

To help you ensure the success of your event, Tourism Nanaimo will provide:

- Welcome packages including brochures and maps to promote Nanaimo and encourage attendees to spend more time in our vibrant community.
- Lure brochure, which can be used in advance of your event to mail to potential event participants and attendees.
- Image bank containing a variety of photos and slides on Nanaimo and area attractions
- Listing on Tourism Nanaimo's web site and Calendar of Events
- Distribution of your event brochures and display of your events poster in the Visitor Information Centre.
- Instant access for participants attending events via the Tourism Nanaimo web site
- On-site visitor information services for larger festivals and events
- Local media list and contacts to help you generate editorial coverage.
- Press release assistance to local media to build local attendance at your event

For more information on the services provided by Tourism Nanaimo, please refer to www.tourismnanaimo.com or contact:

Tourism Nanaimo
2290 Bowen Road
Nanaimo, BC V9T 3K7
Tel: 250-756-0106

Resources

www.tourismnanaimo.com