

Town of Greater Napanee Corporate Events Policy



Approval Date:	March 25, 2025	Resolution #	#151/25
Revised Date:		Resolution #	
Review Scheduled:	Fall 2025 (Budget)	Contact:	
Department:	Parks, Recreation & Culture	Policy No:	CC-2025-01
Approval Authority:	Council		

1. Introduction

The Corporation of the Town of Greater Napanee recognizes that community events enhance tourism, civic pride, culture and education, generate positive economic impact, promote community involvement through volunteerism and contribute to the quality of life for its residents. As the Municipality experiences population growth, it is important for the Town to balance this growth with sustainable and affordable event delivery.

2. Purpose

The purpose of this policy is to set a consistent and predictable procedure to manage current and future high-quality events that are owned and run by the Town. This policy will provide a framework for making decisions regarding current and new Town events.

3. Scope

This policy applies to all Town staff involved in corporate events. This policy also will also guide how Town of Greater Napanee staff will interact with businesses, organizations and individuals that contribute via sponsorship to corporate events.

This policy does not apply to contracts where a service or product is provided to the Town for a fee, including those acquired under the Procurement Policy.

4. Definitions

Community Events Administrator means the Municipal Staff person responsible for Municipal facility and park bookings made for the use of community events

Corporate Event(s) means any event that is organized, funded and implemented by the Town of Greater Napanee event staff

Major means a large-scale event that uses a larger amount of funds, requires the use of multiple staff members and is targeted to attract over 300 visitors.

Minor means a small-scale event that uses minimal funds and attracts up to 300 visitors.

Sponsorship means a mutual agreed to arrangement between the Town and an external company, organization, enterprise, association, or individual evidenced in writing whereby the external party (sponsor) contributes money, goods, or services to a Town facility, activity, series of activities, program, project or special event, or service, in return for recognition, acknowledgement, or other promotional considerations or benefits. This does not include donations and gifts where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought. Generally, sponsorships shall be for a specific, short term, and limited purpose, usually no more than one year in duration. There will be no provision for automatic renewal or extension of the agreement, and it will be subject to an evaluation process.

Town means the Corporation of the Town of Greater Napanee

5. Responsibilities

5.1. Council of the Corporation of the Town of Greater Napanee

Responsibility and authority is delegated to Council for:

- a) Approval of this policy and any amendments thereto;
- b) Approval of any Sponsorship agreements valued at \$10,000 or greater
- c) Approve the addition or removal of Corporate events.
- d) Approval of the Sponsorship Package and the opportunities within.

5.2. Director of Parks, Recreation and Culture

Responsibility and authority is delegated to the Director of Parks, Recreation and Culture to:

- a) Review and recommend updates to this policy;
- b) Approval of any Sponsorship agreements valued at \$10,000 or lower
- c) Approve any changes made to Minor events;

5.3. Community Events Administrator

Responsibility and authority is delegated to the Community Events Administrator to:

- a) Adhere to this policy and any changes made to it after each yearly review;
- b) Carry out the tasks needed to make each approved event a success;
- c) Track attendance of all Corporate events;
- d) Communicate to the Director of Parks, Recreation and Culture, any requests to add or remove corporate events from the approved list

6. Policy

It is the policy of the Municipality that the events listed below take place each year between January 1 and December 31. No Major event shall be cancelled or new event undertaken without Council approval.

Town Council is the approval authority for corporate events and their related special permissions, including any major additions or subtractions from current events.

It is the responsibility of the Community Events Administrator to plan, prepare and implement all Corporate events, including additional staff requests and recruitment of volunteers.

Classification of Events:

Event	Type	Resource Requirements	Date
Earth Day Seedling Giveaway	Minor	Community Events Administrator + 2 volunteers	Spring
Canada Day	Major	Community Events Administrator + Department Staff	July 1
Movie In the Park	Major	Community Events Administrator + 1 volunteer	3 each summer
Trunk or Treat	Minor	Community Events Administrator	Sunday before Halloween
Indoor Market	Minor	Community Events Administrator	Spring & Fall
Light up the Park	Major	Community Events Administrator	Last Friday of November
Parade of Lights	Major	Community Events Administrator + Department Staff	First Saturday in December

- **Resolution of Council Required for:**
 - Adding or removing a Major event
 - Changing location of a Major event
 - Reallocating funds for Major events
 - Major changes to Major events
- **The Community Event Administrator, with permission from the Director of Parks, Recreation and Culture, has authority for:**
 - Make recommendations for adding or removing a Minor event within the set budget
 - Changing location of a Minor event
 - Reallocating funds for Minor events
 - Changes to Minor events

Annual Event Review

This policy will be presented and reviewed annually during Budget deliberations. The review process will include solidifying the number of events we offer and the budget allotted to host each event.

7. Enforcement

Non-compliance to this policy may result in disciplinary action, up to and including termination of employment.

8. Related Documents

Community Events Policy
Community Events Planning Guide
Donations and Sponsorships Policy
Sponsorship Package
Volunteer Policy

Appendices

Any forms, agreements or supplemental documents may be attached as appendices.

Revision History

Date	Number	Description
March 25, 2025	CC-2025-01	New Policy