

Workshop Name

Municipal Policies and Processes for Events

Workshop Description

This workshop introduces students to the policies, structures, and processes that shape the municipal environment. Students will explore how municipal government structure, including the roles of heads of Council, elected officials and staff, informs event-related decision-making, accountability, and operational authority. Participants will identify and evaluate the difference between municipal policies, procedures, and by-laws, and explore related administrative and implementation processes. Emphasis will be placed on understanding how to successfully fulfill municipal organizational procedures including Council reporting procedures and annual budgeting processes in relation to planning and supporting events.

Workshop Objectives

In this workshop, participants will explore the structure of municipal government operations and how government systems and processes shape municipal event management. Participants will examine the roles, responsibilities and professional relationships of elected officials and municipal staff in relation to events, and will learn to differentiate between policies, procedures, and by-laws that govern event management. Emphasis will be placed on understanding government processes such as Council reporting, delegated authority, conducting rates and fees reviews, and facilitating community grant programs. Students will apply this knowledge to real-world event planning scenarios through collaborative exercises to gain practical experience navigating municipal structures and processes in the context of community events.

Workshop Outcomes

By the end of this workshop successful participants will:

- Explain the roles and responsibilities of elected officials and municipal staff and their role and influence on municipal event planning and support.
- Analyze how municipal strategic and master plans influence event priorities, funding, and alignment with broader public sector goals.
- Identify and interpret key municipal policies, procedures, and by-laws that apply to events, including enforcement mechanisms and implications for organizers.
- Recognize key regulations affecting event safety and compliance.
- Apply standard municipal budgeting processes and cost recovery practices to the development and reconciliation of event budgets.

- Evaluate a community grant or municipal event support program, including setting objectives and evaluating outcomes.
- Explore the systems and responsibilities of a municipal event office or team that are required to support event planning, delivery and support.

Workshop Overview

Week 1, Session 1 – Municipal Government Structure & Decision-Making

Municipal event planning operates within a framework of governance, authority, and accountability. This session introduces how municipal government structures - Council, Committees, the CAO, and staff, shape event-related decisions. Learners will explore how delegated authority and reporting relationships influence event approvals, and how staff recommendations advance through the Council decision-making process. The session highlights the balance between political leadership and administrative responsibility in ensuring events align with community priorities and governance best practices.

Week 2, Session 1 – Policies, Procedures & By-laws in Event Management

Municipal events are governed by policies, procedures, and by-laws intended to establish fairness, compliance, and transparency. This session unpacks these guiding frameworks and their role in shaping event planning, permitting, and enforcement. Learners will analyze key municipal documents, such as event policies and by-laws related to noise, alcohol, and use of public spaces, and examine how they are applied in real-world event scenarios. The session emphasizes how clear frameworks help manage risk and ensure consistent decision-making across departments.

Week 3, Session 1 – Strategic Planning & Alignment

Municipal events are powerful tools for advancing community goals and delivering on corporate strategic priorities. This session explores how strategic, recreation, and cultural master plans influence municipal event priorities, funding, and evaluation. Learners will practice assessing event proposals for alignment with municipal objectives such as tourism, culture, and economic development. The session demonstrates how events contribute to broader policy outcomes and how performance measures can be used to track community impact and strategic alignment.

Week 4, Session 1 – Budgeting, Rates & Community Grant Programs

Behind every municipal event are financial planning, cost recovery, and community investment practices. This session provides an overview of municipal budgeting processes and how rates, fees, and grant programs are used to fund and support events. Learners will explore how to build event budgets within the municipal framework, apply rate and fee structures, and evaluate the effectiveness of community grant programs. The session focuses on ensuring financial accountability and demonstrating the return on investment of municipal event spending.

Week 5, Session 1 – Municipal Systems, Teams & Accountability in Practice

Effective municipal event delivery depends on strong systems, interdepartmental collaboration, and transparent accountability practices. This final session examines how municipal event offices and cross-departmental teams coordinate approvals, communication, and reporting. Learners will explore workflow management systems, event tracking tools, and reporting methods that support operational efficiency and public transparency.