Workshop Name

Permitting Third-party Events

Workshop Description

This workshop introduces learners to the strategies, processes, and tools used to permit third-party events on municipal property. Learners will explore how municipal objectives, organizational roles, and interdepartmental collaboration influence permitting decisions and support models. Learners will examine the full permitting lifecycle, including application intake, review and approval processes, enforcement, and the use of standard templates, fee structures, and compliance tools. Emphasis will be placed on aligning third-party event permitting with municipal policies, risk management frameworks, and legislative requirements. Learners will also assess innovative support systems, resource tracking practices, and the evolving role of municipalities in enabling safe, successful community events.

Workshop Objectives

From this workshop learners will gain practical knowledge and tools to navigate the complexities of permitting third-party events in a municipal context. Through an exploration of departmental roles, permitting workflows, and policy frameworks, learners will gain insight into how municipalities assess, approve, and support events held on public property. Emphasis is placed on understanding compliance with multi-jurisdiction legislation, utilizing permit templates and workflow management software, and applying evaluative assessment tools. Learners will also explore different models of municipal support, including examples of the financial, administrative, and operational contributions municipalities make to permitted third-party events, and how to track these offerings effectively. By the end of the course, learners will be prepared to contribute to the development and implementation of efficient, accountable, and community-responsive event permitting systems.

Workshop Outcomes

By the end of this workshop successful learners will:

- Identify the goals and objectives of a municipal third-party event permitting strategy.
- Describe the roles and responsibilities of municipal departments in the permitting process.
- Examine an event application evaluation matrix to assess proposed third-party events.
- Explain the steps in the application, review, approval, and enforcement phases of event permitting.
- Interpret and apply relevant municipal policies, bylaws, and multi-level legislative requirements.

- Utilize standard permit templates, terms, and conditions in event permitting.
- Discuss the use of permitting software and project management tools to track and manage event approvals.
- Assess various models of municipal event support and related tracking systems.

Workshop Overview

Week 1, Session 1 - Municipal Event Permitting Strategy

Municipal third-party event permitting balances community access, strategic priorities, and responsible use of public spaces. This session explores how municipalities set objectives, allocate resources, and evaluate proposals to ensure alignment with civic goals. Learners will learn to distinguish between municipal and private property permitting processes and use an Event Evaluation Matrix as a practical tool for assessing proposals based on municipal criteria and strategic priorities.

Week 2, Session 1 - Event Permitting Roles and Responsibilities

Managing the municipal event permitting process means coordinating input from multiple departments, committees, and external agencies to ensure safe, compliant, and community-focused events. This session unpacks the roles of municipal teams, SEAT (or equivalent) committees, and partners such as police, fire, and public health. Learners will explore how duty of care and fiduciary responsibility shape permitting decisions. The session highlights strategies for balancing priorities, managing risk, and supporting transparent, well-coordinated event approvals.

Week 3, Session 1 - Event Permit Templates, Agreements & the Permitting Process

The permitting process involves reviewing, approving, and managing events to ensure they align with public goals and safety standards. This session breaks down each phase of the process, from application intake to enforcement and implementation. Learners will explore common permit terms, classification criteria, and compliance tools that support fair and transparent approvals.

Week 4, Session 1 - Event Permit Requirements, Rates & Fees, and Systems

Permitting a municipal event means navigating laws, policies, fees, and technology, all while ensuring safety, compliance, and community alignment. This session explores legislative requirements, industry standards, and operational tools that guide permit approvals, including bylaws, safety regulations, and digital permitting systems. Learners will learn how fees, deposits, and workflows are applied to streamline the process. The session provides practical strategies to manage compliance efficiently while supporting successful and well-governed events.

Week 5, Session 1 - Models of Municipal Support to Third-party Events & Tracking Systems

In this final session of the workshop, learners will examine how municipalities support third-party events through financial, operational, and advisory contributions. The session covers formal and informal support models, tracking systems, and methods for measuring ROI and community impact. Learners will also gain skills in designing effective support packages and reporting outcomes to ensure accountability and alignment with municipal goals.