

Department:	<u>Administration</u>	Policy No.:	<u>ADM-019</u>
Sub-department:	<u></u>	Created By:	<u>Paige MacWilliam</u>
Approved By:	<u>Council</u>	Amended By:	<u></u>
Approved Date:	<u>6 January 2015</u>	Amendment:	<u></u>
Meeting No.:	<u>1386</u>	Meeting No.:	<u></u>

POLICY PURPOSE

To provide Community Organizations a means of promoting community events, fundraisers and festivals.

REFERENCES

Not applicable.

DEFINITIONS

Community Organizations mean Pemberton and the Squamish Lillooet Regional District (SLRD) Area C based non-profit groups, committees, teams, agencies and organizations which promote positive and non-discriminatory community-minded interests. For the purpose of this policy Community Organizations and their members will be referred to as “users”.

Community Events mean events organized or sponsored by users which promote or support the organization’s goal.

Festival means a gathering, event or show having a specific focus.

Community Events Calendar means the calendar located on the Village of Pemberton website will be referenced as “Calendar”

Gateway means the entrance to town located at Portage Road and Highway 99

Signboard means the Roundabout Signboard located at the Birch street railroad tracks.

Signs means User signs specific to the Roundabout Signboard.

POLICY

The Village of Pemberton offers users three options to assist in promoting user events:

Community Events Calendar (Online) - an online resource for posting events, meetings, fundraising efforts and non-routine programming (drop in programming vs. weekly occurring classes).

Roundabout Signboard - located at the roundabout by the Birch Street railway tracks can accommodate two (2) signs 122 cm x 244 cm (4 ft. x 8 ft.) for users to post signs for event awareness within the community.

Gateway Banner - banner poles are located on the corner of Portage Road and Highway 99, on top of the “Pemberton” gateway sign and can accommodate one sign a minimum of 183 cm x 91 cm (6 ft. x 3 ft.) and a maximum of 366 cm x 91 cm (12 ft. x 3 ft.)

The Village of Pemberton will not consider calendar entry postings, signboard reservations or banner applications from businesses, individuals or Community Organizations whereby the purpose is promotion of for-profit, political, religious or personal campaigns. An event that is sponsored by a business for community purposes may be considered if the event is free and open to all residents and is not specifically designed to promote that business. **The Village of Pemberton reserves the right to decline any application it deems inappropriate.**

GUIDELINES

Community Events Calendar

The Community Events Calendar is self-administered and is open to all Community Organizations to add their postings. The Calendar is a free resource facilitated by the Village of Pemberton administration to the Village of Pemberton community and surrounding area.

Roundabout Signboard

Display of each sign is to be limited to one (1) week from Monday to Monday. Additional days may be granted at the discretion of the Village depending on availability.

The sign must be essentially non-commercial, a corporate sponsor’s name or logo may form part of the message but should not exceed more than 10% of the total sign area. **The Village of Pemberton reserves the right of final approval for all signs.** The sign must be produced at the expense of the user and must meet the following specifications:

Signs must be:

- 122 cm x 244 cm (4 ft. x 8 ft.).
- Printed on chloroplast or plywood with a waterproof print or paint application.

Sign content should:

- Be readable from at least 6 meters (20 ft.) away
- Include “who” “what” “where” “when” and ”why”

Deposit

A refundable deposit of \$20.00 must be made at the Village Office by cash or cheque at the time of booking. Booking will not be confirmed until the deposit has been received.

Gateway Banner

Display of each banner is to be limited to one (1) week in advance and for the duration of the event. Additional days may be granted at the discretion of the Village depending on availability.

The sign must be essentially non-commercial, a corporate sponsor’s name or logo may form part of the message but should not exceed more than 10% of the total sign area. **The Village of Pemberton reserves the right of final approval for all Banners, artwork should receive approval from the**

Village of Pemberton prior to printing/manufacturing. The banner must be produced by a professional sign maker at the expense of the user and must meet the following specifications:

Banner must be:

- A minimum of 183 cm x 91 cm (6 ft. x 3 ft.) and a maximum of 366 cm x 91 cm (12 ft. x 3 ft.).
- Made of a sturdy, weatherproof material (i.e. heavy fabric, heavy rubber or canvas).
- Designed to include grommets along the top placed at 30cm (1 ft.) intervals and along the bottom at 60 cm (2 ft.) intervals
- Designed to include wind slits of 7-10 cm (3 in. x 4 in.) in diameter per .09 meter² (1 square ft.) of banner.

Sign content should:

- Be readable from at least 6 meters (20 ft.) away
- Include “who” “what” “where” “when” and ”why”

Deposit

A refundable deposit of \$20.00 must be made at the Village Office by cash or cheque at the time of booking. Booking will not be confirmed until the deposit has been received.

NOTE: *Any sign or banner that does not meet Village standards or is in contravention of this policy may be removed and a refund will not be issued to the person or organization.*

PROCEDURE

To book either the roundabout signboard and/or the Gateway banner location, community groups should first have a Google Calendar linked to the Community Events Calendar.

Community Events Calendar (Online)

The Community Events Calendar is located here:

<http://www.pemberton.ca/community-events-calendar/>

It is recommended to post an event at as soon as the date has been selected or at least two (2) to three (3) weeks prior to an event to assist others users to plan their events accordingly.

To create a posting a user must have a Google profile to first create their own Google calendar and then it can be linked to the Community Events Calendar and all postings will be displayed.

Instructions including a downloadable manual are provided here:

<http://www.pemberton.ca/community-calendar/>

Roundabout Signboard and Gateway Banner

Bookings are taken on a first come, first serve basis; the top portion of the Roundabout Signboard will be filled first.

Community Organizations are encouraged to submit the application and payment a minimum of two (2) weeks prior to installation. Many Community Events take place during June, July, August, September and the six (6) weeks leading up to Christmas, users should submit applications as early as possible to secure the desired timeframe.

To book the Roundabout Signboard or Gateway Banner organizations must:

1. Download an application form from the Village of Pemberton website at www.pemberton.ca or pick-up an application from the Village of Pemberton Office.
2. Complete the application form with all details requested and submit by mail, in person, by fax or email (applications will not be accepted over the phone).
3. Submit payment of the refundable \$20.00 deposit by cash or cheque. **Applications will not confirmed or processed until deposit has been received.**

Once the Village receives an application and payment, it will be reviewed internally and a Confirmation of Approval forwarded to the applicant.

INSTALLATION AND TAKE-DOWN

The Village of Pemberton Public Works Department will be responsible for the installation and removal of all signs and banners, which will take place on Mondays only.

The sign or banner must be delivered to the Village of Pemberton Office (7400 Prospect Street) no later than 3 pm on the Friday (three (3) days) prior to the date of installation as indicated by the Village of Pemberton in the Confirmation of Approval.

The sign or banner may be picked up by the organization at the Village of Pemberton office the first business day after the take-down of the sign or banner. Any sign or banner left at the Village Office for longer than two weeks after take-down may be disposed of by the Village.



Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0
P: 604.894.6135 | F: 604.894.6136
Email: admin@pemberton.ca

ROUNABOUT SIGN APPLICATION

Name of Community Organization (if applicable): _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Content of Sign (please include event description and date):

Dates Requested - Limited to one week (Monday to Monday). Bookings are taken on a first come, first serve basis and will not be confirmed until the refundable deposit has been received.	Installation Date(s):	Take Down Date(s):
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All signs should meet the following specifications:

- Sign must be printed on chloroplast or plywood with waterproof print or paint application.
- Sign size must be 122 cm x 244 cm (4 ft. x 8 ft.).
- Sign should be readable from at least 6 meters (20 ft.) away.
- Sign should include “who” “what” “where” “when” and “why”

Instructions:

- Please ensure you review and understand the sign specifications before producing the sign. Please contact the Village Office if you have any questions.
- Please deliver the sign to the Village of Pemberton Office (7400 Prospect Street) by 3PM the Friday before the banner is to be installed. **Banners will be installed and taken down only on Mondays by the Village of Pemberton Works Department.**
- The Village of Pemberton is not responsible for any damages incurred to the sign.
- The sign may be picked up by the organization at the Village of Pemberton office, the first business day after the take-down date. Any sign left at the Village Office for longer than two weeks past the take-down date may be destroyed.

I have read and agree to the conditions as established in the Community Event Resource Policy.	Signature:	Date:
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Personal information you provide on this form is collected pursuant to section 26 of the *Freedom of Information and Protection of Privacy Act* and will only be used for the purpose of processing the Gateway Banner Application. Questions about the collection of your personal information may be referred to Sheena Fraser, Manager of Corporate & Legislative Services (sfraser@pemberton.ca or 604-894-6135).



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<i>For Office Use Only</i>	
Applicant Info: <input type="checkbox"/> The application has been approved <input type="checkbox"/> The dates requested are not available Alternative dates: <input type="checkbox"/> The application has not been approved Reason:	Staff Initial:
INSTALLATION DATE (S):	TAKE-DOWN DATE (S):
Office Use: <input type="checkbox"/> Deposit Received Date: _____ <input type="checkbox"/> Method of Payment: _____ <input type="checkbox"/> Scheduled Public Works Install <input type="checkbox"/> Deposit Returned Date: _____	



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GATEWAY BANNER APPLICATION

Name of Community Organization (if applicable): _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Content of Banner (please include event description and date):

Dates Requested - Limited to two weeks in advance and for the duration of the event (Monday to Sunday). Bookings are taken on a first come, first serve basis and will not be confirmed until the refundable deposit has been received.	Installation Date(s):	Take Down Date(s):
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All banners should meet the following specifications:

- Banner must be made of a sturdy material and weatherproof (ie: heavy fabric, rubber, canvas)
- Banner must be a min. of 183 cm x 91 cm (6 ft. x 3 ft.) and a max. of 366 cm x 91 cm (12 ft. x 3 ft.)
- Banner should have grommets placed along top at 30 cm (1 ft.) intervals and along bottom at 60 cm (2 ft.) intervals
- Banner should have wind slits of 7-10 cm (3 in. - 4 in.) in diameter per .09 meter² (1 ft.²) of banner
- Banner should be readable from at least 6 meters (20 ft.) away.
- Banner should include “who” “what” “where” “when” and “why”

Instructions:

- Please ensure you review and understand the banner specifications before producing the banner. Please contact the Village Office if you have any questions.
- Please deliver the banner to the Village of Pemberton Office (7400 Prospect Street) by 3PM the Friday before the banner is to be installed. **Banners will be installed and taken down only on Mondays by the Village of Pemberton Works Department.**
- The Village of Pemberton is not responsible for any damages incurred to the banner due to inclement weather. Banners left not picked up more than two weeks after take-down may be destroyed.

I have read and agree to the conditions as established in the Community Event Resource Policy.	Signature:	Date:
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INSTALLATION DATE (S):	TAKE-DOWN DATE (S):
Office Use: <input type="checkbox"/> Deposit Received Date: _____ <input type="checkbox"/> Method of Payment: _____ <input type="checkbox"/> Scheduled Public Works Install <input type="checkbox"/> Deposit Returned Date: _____	