



Community Event and Film Policy

Policy Number: AE-003

Date in Effect: July 8, 2025

POLICY STATEMENT

- 1 The approval of Community Event and Film applications will be based on principles intended to build community and create a sense of belonging. This includes enhancing the quality of life for residents and visitors, stimulating the economy, providing clear and transparent processes that protect people, infrastructure, and the environment, and setting appropriate and fair pricing.

PURPOSE

- 2 The purpose of this policy is to:
 - a) Establish guidelines and conditions for the planning, permitting, supporting, and executing Community Event and Film Permitting on Town of Canmore properties. This includes defining criteria for the approval process to ensure alignment with the Town's strategic plans while protecting municipal assets and operations.
 - b) Establish the Community Event and Film classification and associated fee structure for cost recovery purposes.
 - c) Provide administration with a tool to make fair, equitable, transparent, and consistent decisions.
 - d) Provide administration with the assessment tools needed to fairly charge for the Direct Operating Costs of the Community Events or film production.
 - e) Establish the conditions under which Roadways and Public Places will be closed and managed for Community Events or film production.

DEFINITIONS

- 3 In this policy:
 - a) "B-Roll Photography" means secondary or supplemental video that is not part of the primary footage and provides supporting imagery, filler or cut away shots;
 - b) "Circular Economy" means the sharing, leasing, reusing, repairing, refurbishing, and recycling of existing materials and products as long as possible.

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- c) “Climate Action” means actions that align with the Town’s Climate Emergency Action Plan. Actions that create value for the public without depleting natural resources, harming the environment, emitting greenhouse gases that contribute to climate change (i.e. decrease energy use) and managing the impacts of climate change (i.e. extreme weather emergency management plans).
- d) “Community Benefit” means the positive contribution an event provides to the social, cultural, environmental, or economic well-being of the community and as such:
 - i) reflects and promotes the values, heritage, and traditions of the community, fostering a sense of belonging and pride among residents;
 - ii) is open and welcoming to people of all abilities, ages, incomes, and backgrounds, reducing barriers to participation and promoting equity;
 - iii) brings people together and encourages community engagement, and fosters connections across diverse groups;
 - iv) generates local economic activity by engaging local vendors, or workforce and attracting visitors to invest in community;
 - v) supports sustainable practices, protects local environmental assets, and incorporates measures to minimize environmental and climate impacts; and
 - vi) promotes learning, cultural exchange, or awareness about significant issues that matter to the local or broader community
- e) “Community Event” means the activity or Community Event that is open to, or intended to attract the general public, and:
 - i) involves the participation of Town departments; or
 - ii) the rental or use of Public Places; or
 - iii) requires Town resources in the form of staff time, equipment, use of public spaces, and/or funding, and
 - iv) includes Film Productions, regardless of whether or not they are open to or intended to attract the general public.
- f) “Community Event Size” means the number of expected attendees and the anticipated community impact as defined below:
 - i) Small Event: Events with up to 100 attendees at peak attendance, minimal setup requirements, and no Roadway closures.

- ii) Medium Event: Events with 101–500 attendees, involving moderate use of municipal resources, limited Roadway closures, and low disruption to Town operations.
 - iii) Large Event: Events exceeding 500 attendees, or those that involve significant Roadway closures, infrastructure requirements, or high levels of Town resource utilization. The events primarily serve local or regional audiences and do not necessarily have national or international recognition.
 - iv) Major Event: Major annual or one-time events with provincial or national significance, high public attendance, significant economic benefits, enhance Canmore's global reputation, align with the Town's strategic goals for tourism, environment and economic development, and broad community or cultural relevance.
- g) "Community Events Committee" refers to the committee established by Bylaw 2017-33.
- h) "Direct Operating Costs" means the expenses directly related to the provision of municipal places, equipment, and Services in support of Community Events. For the purpose of this policy Direct Operating Costs include:
- i) direct incremental costs associated with the delivery of a municipal service;
 - ii) the rental cost of Town owned, managed or leased Public Places; and
 - iii) cost of all equipment, manpower, and supplies.
- i) "Event Permit" or "Film Permit" means written permission issued by the Town for a Community Event or Film Production to take place.
- j) "Filming" means the process of photographing, recording, creation, and production of a commercial, television or motion picture projects including, but not limited to, advertisements, documentaries, television series, digital content, or any other visual media intended for public or private distribution and it encompasses:
- i) Preparation and Supporting Activities: All related activities, including but not limited to site preparation, set construction, set-up, Filming, dismantling, removal, and restoration of Filming locations.
 - ii) Involvement of the Town: Any instance where Filming requires the participation, support, or coordination of Town departments, resources, or staff.
 - iii) Use of Public Spaces and Resources: The rental, use, or occupancy of Town Public Places, spaces, or facilities for Filming-related purposes, and the potential utilization of Town resources, such as staff, equipment, or Services.

- iv) Permitting and Regulatory Compliance: Activities subject to compliance with applicable Town ordinances, permits, or approvals required for Filming or associated undertakings.
- k) "Master Fee Schedule" means the document that details fees charged for Town Services, facility, and equipment use.
- l) "Major Film" means Filming that has the potential to impact Town resources in ways that are inconsistent with the traditional use of a given space, may interfere with other visitors' enjoyment or requires exclusive use of Public Places, partial or full Roadway closures, and/or requires access to Town Services.
- m) "Minor Film" means Filming that does not have the same potential or intended impacts as those of a Major Film, primarily Still Photography or B-Roll Photography.
- n) "Public Place" means any land or building owned, managed or leased by the municipality, other than a highway, that the public is ordinarily entitled or permitted to use and includes:
 - i) parks, as defined in the Parks Bylaw;
 - ii) parking lots; and
 - iii) land developed, used, or managed by the Town for public utilities.
- o) "Road" means that part of the highway intended for use by vehicular traffic.
- p) "Services" means the Services provided by the Town to facilitate Community Event delivery including setup, operation, tear down, and clean up.
- q) "Still Photography" means the taking of images or photographs that do not contain video or moving objects.
- r) "Town Sponsored Event" means an event that is co-organized or financially supported by the Town to align with our strategic goals and priorities.

EVALUATION CRITERIA

- 4 Applications for Community Events and Filming will be evaluated in accordance with the following criteria:
 - a) General Criteria
 - i) Proof of Good Standing and Past Performance – compliance with policy, procedure, regulations, deadlines, and the organization has finalized the payment of all fees for previous applications on time.

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- ii) Safety and Emergency Planning – applicant has submitted an emergency and fire safety plan in accordance to the event size.
- b) Community Impact
 - i) Community Events – is there a positive contribution of an event to the social, cultural, environmental, or economic well-being of the community.
 - ii) Filming – residents have access to essential Services (i.e. medical Services, food, financial institutions, and government buildings); the disruption to residents and visitors is reasonable; safety and emergency plans are in place, and the project's anticipated impacts on emergency Services are minimal; and a formal process is in place to provide impacted businesses and residents with current information.
- c) Community Event Size
 - i) Small Event: Submit simplified applications with a faster internal department review process.
 - ii) Medium Event: Comprehensive applications are submitted, including waste and safety management plans.
 - iii) Large and Major Event: Detailed application requiring formal community impact assessments, environmental and emergency plans, and extensive consultation with Town departments.
- d) Market Demand
 - i) Community Events – limited competition exists (location, timing, event type) and expected attendance.
 - ii) Filming – permit requests outside of the high season (June through September, mid-November to after the New Year, and holidays) and that identify a positive impact on the local economy are more likely to be supported.
- e) Environment and Climate Impact – the event and the organizers have a strong environmental plan to reduce their impact, depending on their event size; this includes but is not limited to:
 - i) A robust waste management plan to divert waste from the landfill.
 - ii) Circular Economy principles are identified and actioned.

- iii) Measures to reduce the amount of energy consumed to run the event as well as single occupant vehicles and air travel to the event; if energy and transportation emissions can not be reduced, carbon offsets should be considered to reduce the environmental and climate impact.
- iv) Measures are in place to prepare for and manage potential impacts of climate change, such as high winds, intense storms, extreme heat, wildfire smoke, flooding, hail, warm temperatures, and rain during the winter.
- v) Human-wildlife coexistence plans are in place and communicated to all staff and event patrons (especially relevant for outdoor events).

PARAMETERS: COMMUNITY EVENTS AND FILM PRODUCTIONS

- 5 The Town of Canmore will not permit Community Events or Films that:
 - a) are in environmentally sensitive areas as guided by the Municipal Development Plan;
 - b) put the public, wildlife, or Town assets at risk;
 - c) impede access for emergency response;
 - d) cannot demonstrate that the physical infrastructure is in place to support the activity. (Including but not limited to Quarry Lake, Roadways, public facilities, parks, and accommodation);
 - e) endorses views and ideas that are likely to promote discrimination, contempt or hatred for any person or group based on race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status, or disability; and
 - f) conflicts with the Town's core values, vision or strategic goals as outlined on the Town Website, or adversely impacts the Town's identity.
- 6 Community Event or Film Production applications may be refused based on specific, documented feedback from Town departments, Council, or the community, particularly if concerns such as safety violations, noise complaints, or non-compliance with event regulations are raised repeatedly. The past performance of event producers will be evaluated based on their history of adhering to permits and safety standards and addressing previous complaints. A pattern of violations or failure to resolve issues may lead to refusal.
- 7 Event producers and Film companies may appeal any refusal of an application to the Supervisor of Arts and Culture or the Manager of Economic Development. Decisions will be final.

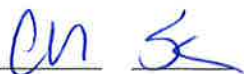
ROADWAY CLOSURE PHILOSOPHICAL PRINCIPLES

- 8 Roadway closures may be necessary to facilitate Filming or Community Events. Requests that meet the conditions outlined in this policy will be considered. Requests for Main Street closures outside of the seasonal pedestrianization may be considered with additional conditions.
- 9 For Community Events:
 - a) The Town of Canmore and the Community Event Committee will consider the past experiences of businesses and residents and current year input from the Downtown Canmore Business Improvement Association (BIA) if event locations are within the Town Center before permitting a Roadway closure.
 - b) Main Street closures, outside of the seasonal pedestrianization, will be permitted for Community Events if the event demonstrates broad national, provincial, or community relevance (for example, the Canada Day Parade, Miners' Day Parade, or National Indigenous Peoples Day Parade), has documented community support, and provides clear public benefits.
- 10 For Filming:
 - a) Main Street closures for film productions may be permitted if more than 50% of affected businesses support them. Those supporting the closure will acknowledge their approval of the closure with their signature.
 - i) The production company will conduct door-to-door polling of affected businesses.
 - ii) Notice to residents prior to closure with appropriate mitigation of potential impacts as per the Road use permitting process.

EVENT SIZE-SPECIFIC PERMITTING REQUIREMENTS

- 11 The following standards outline the documents and plans required by event size:
 - a) Small Events:
 - i) Basic application form.
 - ii) Emergency contact and insurance documentation.
 - b) Medium Events:
 - i) Standard application.
 - ii) Simplified versions of emergency and waste management plans.
 - iii) Interest holder notification plan for moderately impacted residents or businesses.

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- c) Large Events:
 - i) Detailed application, including all evaluation criteria, as set out in Section 4.
 - ii) Formal Environment/Climate Action, Crowd Management, and Emergency Plans.
 - iii) Robust communication plans involving both businesses and residents in impacted areas.
- d) Major Events in addition to the requirement set out in section 11 c):
 - i) Submission of a legacy and post-event evaluation report.
 - ii) Coordination with provincial Interest Holders if resources and support extend beyond municipal boundaries.
 - iii) Measures of anticipated and actual community, environmental, and economic impact must be provided.

COMMUNITY EVENT AND FILM REQUIREMENTS FOR ENVIRONMENT AND CLIMATE ACTION

- 12 Community Events or Films, depending on event size, are expected to create and submit a plan to limit their environmental and climate impact. The plan shall include, but not be limited to, actions for the following:
- a) A stated commitment and goals for protecting wildlife and the natural environment, and reducing pollution and greenhouse gas emissions.
 - b) Energy efficiency - including but not limited to the use of renewable energy sources, alternatives to diesel generators where possible, energy-efficient equipment, and energy conservation practices.
 - c) Waste reduction and Circular Economy - prioritizing reusable and sustainable materials for signage, construction, décor, etc., using locally sourced and low-waste food options, limiting single-use items and providing reusable, recyclable, or compostable options, ensuring robust recycling and food waste diversion options, and donating leftover food to local charities.
 - d) Sustainable transportation – such as cycling, walking, carpooling, public transit, electric vehicles, and anti-idling policies and practices.
 - e) Noise reduction - managing noise from activities, generators, trucks, etc., to limit impacts on wildlife.
 - f) Education, training, and community engagement - training for staff, cast and crew members, and volunteers, as well as raising awareness with attendees and community members about the steps taken to reduce the Community Event or Film environmental impact.



- g) Monitoring and reporting - process for measuring and reporting on the results of the above environmental efforts.

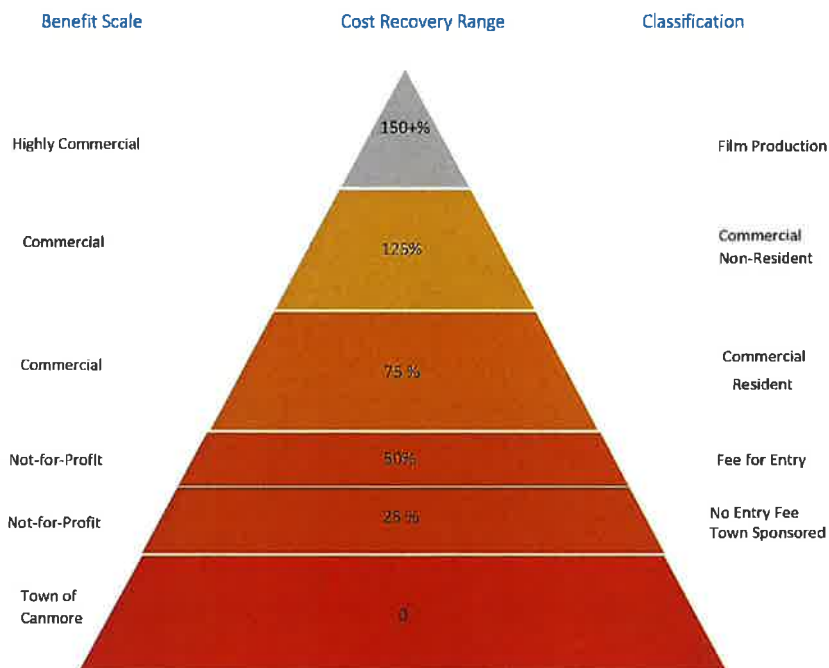
COMMUNITY EVENT AND FILM REQUIREMENTS FOR EXTREME WEATHER AND EMERGENCY MANAGEMENT

- 13 The Bow Valley is experiencing increased extreme weather events exacerbated by climate change. Community Events or Films are expected to create and submit a proactive emergency management plan for maintaining the health and safety of staff, cast and crew members, volunteers, and attendees in the event of potential extreme weather. This includes but is not limited to, intense storm events (high winds, hail, etc.), extreme heat, extreme cold, wildfire, unsafe air quality due to wildfire smoke from other areas, and flooding.

COMMUNITY EVENT AND FILM COST RECOVERY

- 14 An Event Permit Fee will be charged in accordance with the Master Fee Schedule.
- 15 A Film Permit Fee will be charged in accordance with the Master Fee Schedule.
- 16 Film Location Fees will be charged per location, per day, in accordance with the Master Fee Schedule.
- 17 Additional space rental and provisions of Services will be charged in accordance with the cost recovery pyramid model outlined in this policy and the Master Fee Schedule. Lower fees will be charged for those Community Events that provide the most Community Benefit. In the following diagram the benefit of each Community Event can be considered, and a cost recovery level assigned.

DIAGRAM "A" – Cost Recovery Pyramid



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18 The cost recovery pyramid is based upon the philosophy that:

- a) For-Profit or Community Events perceived to have little broad Community Benefit will be responsible for paying all or a substantial portion of the Direct Operating Costs incurred by the Town; and
- b) Community Events perceived to provide significant Community Benefit may be responsible for only a portion of the Direct Operating Costs incurred by the Town.

19 User Classifications:

- a) Film Productions – feature films, television, commercials, documentaries, videos.
- b) Commercial non-resident (commercial organizations in pursuit of business for profit).
- c) Commercial resident (commercial organizations in pursuit of business for profit).
 - i) Commercial Community Event raising funds for non-resident business, cause, or charity.
 - ii) Commercial Community Event raising funds for resident business, cause, or charity.
- d) Not-for-profit (a registered not-for-profit agency or public entity) or community group – fee for entry.
 - i) Non resident – fee for entry.
 - ii) Resident – fee for entry.
 - iii) Town sponsored Community Event.
- e) Town produced Community Events – Community Events approved in the annual Town budget and produced internally.

RESPONSIBILITIES

20 Town Council will approve the Master Fee Schedule.

21 The Arts and Culture business unit will:

- a) Review applications based on event size.
- b) Coordinate the review of applications with town departments for medium, large, and major events.
- c) Coordinate Community Event application review of medium, large, and major events with the Community Event Committee.

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- d) Evaluate and approve or decline Major Film Production applications.
- e) Ensure Community Event and Major Film applications are complete, and all requirements are met.
- f) Communicate with applicants on the status of their application and assist and advise through the permitting process.
- g) Coordinate access to Town places and Services, and assist production companies and Community Event organizers in procuring the required Town permits.
- h) Establish pricing and forward invoices to production companies and Community Event producers using the Master Fee Schedule and in accordance with the user classification set out in this policy.
- i) Complete a Community Event debriefing report jointly with the Community Event producer to define and record successes and areas for improvement at future Medium, Large or Major Community Events.
- j) Review and update the Community Event evaluation tool used by the Community Events Committee and the Major Film evaluation tool used by town departments.
- k) Provide trained and qualified personnel to organize and deliver high-quality, appropriate, and safe Town of Canmore-produced events.

22 The Economic Development department will:

- a) Permit Minor Film Permits through the Economic Development Department.
- b) Evaluate, approve or decline Major Film Permitting in conjunction with Arts and Culture.
- c) The Manager of Economic Development will address appeals and render a final decision.

23 Town departments will:

- a) Determine if they have within their allocated budgets, staffing, equipment, and the capacity to deliver the requested Services to Community Events or Film producers
- b) Using the Master Fee Schedule, determine the cost of Services provided and equipment owned by the Town to facilitate the Arts and Culture department's delivery to facilitate appropriate invoicing of Community Events and Film Permits.

24 The Community Events Committee will:

- a) Evaluate and approve or deny Community Events Applications in accordance with this policy.

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- b) Provide Administration with policy, plan, practice, and procedural recommendations and recommendations regarding educational and information-sharing opportunities for Community Event Interest Holders.
- c) Establish and maintain a process requiring the advanced submission of Community Event applications to enable a comprehensive review of multiple events within a defined timeframe.

POLICY REVIEW

25 This policy will be reviewed at least once in every term of Council.

RELATED DOCUMENTS

Community Events Committee Bylaw 2017-33
Master Fee Schedule

ATTACHMENTS

None.

REPEALS POLICY: Community Events Policy AE-002

AUTHORIZATION:


Sean Krausert
Mayor



Cheryl Hyde
Manager, Municipal Clerk's Office

REVISION HISTORY

Action	Date	Council Motion	Notes
Approved	2010-06-22	306-2010	Community Events Policy 306-2010
Repealed	2018-07-03		
Approved	2018-07-03		Community Events Policy AE-002
Repealed	2025-07-08	XXX-2025	
Approved	2025-07-08	204-2025	Community Events and Film Policy AE-003

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