Your Guide to Planning Unforgettable Events in Moncton







MONCTON

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INTRODUCTION

OUR ROLE

The City of Moncton's Events Division works alongside community groups, event organizers, and partners to bring energy, culture, and celebration to our city. Whether you're dreaming of starting a new festival or building on a tradition, we're here to help you make it happen.

We support events in a few different ways:

Made in Moncton (CREATE)

These are events we produce and deliver directly; celebrations led by the City of Moncton that help define our community calendar such as Canada Day, Acoustica Series, and Polarfest.

Made for Moncton (HOST)

These are major events we're proud to host and opportunities that put our city on the map and welcome visitors from near and far. For instance, the IIHF World Junior Championship.

Made possible by Moncton (SUPPORT)

We also support community-driven events, where you bring the vision and we help you execute the plan with guidance, resources, and collaboration. Events like this include: Atlantic Nationals Automotive Extravaganza, Greater Moncton Highland Games and the ROYALE® Greater Moncton Santa Claus Parade.



OUR EVENT PLANNING OBJECTIVES

When we work with you on an event, our decisions, priorities, and outcomes are shaped by:

- ## ACCESSIBILITY:

  We believe great events should be easy to enjoy. We prioritize free and accessible celebrations for residents and visitors alike.

- ## DIVERSITY:

  We aim to develop and support events that reflect our community's growing diversity, across all ages, languages, cultures, and abilities.

- ## COMMUNITY ENGAGEMENT:

  We collaborate with a wide range of partners to deliver high-quality, meaningful experiences.

- ## RESPONSIBLE PLANNING:

  We prioritize careful planning, wise spending, and approaches that maximize available resources.

- ## SUSTAINABILITY:

  We always have long-term thinking in mind and promote a range of funding sources that help festivals and events thrive year after year.

- ## ACCOUNTABILITY:

  We measure success, learn from every event, and share results, so our community can continue improving and meeting our shared goals.



EVENTS SERVICED BY THE CITY OF MONCTON

From small to big, simple to complex, our team has assisted in supporting a wide range of events, and while we aim to support as many events as possible, it's important to know that specific criteria must be met in order to qualify for City of Moncton event support.

TO BE ELIGIBLE FOR EVENT SUPPORT, YOU MUST BE:

- ### COMMUNITY-FOCUSED:
  Your event is organized by, or on behalf of, a non-profit organization.
- ### ACCESSIBLE BY DESIGN:
  The majority of your event's programming must be free, open, and accessible to the public.
- ### INCLUSIVE:
  Your event should be welcoming and available to the broader community.
- ### HOSTING YOUR EVENT WITHIN SPECIFIC ZONES:
  Event support services are only available for events held within our designated zones.
- ### PURPOSE-DRIVEN:
  Your event should have a clear theme or defined purpose.
- ### TIME-BOUND:
  Your event has set start and end times.
- ### ANNUAL OR INFREQUENT:
  Your event takes place once a year or only occasionally.
- ### COMMUNITY-BUILDING:
  Your event must contribute positively to the quality of life in Moncton.

If your event meets most of these criteria points, we encourage you to connect with us ASAP so we can help you start planning!

THE FOLLOWING EVENTS ARE NOT-ELIGIBLE:

These types of events fall outside our mandate and therefore are not eligible for City of Moncton Events Division support services:

- For-profit events
- Fully ticketed events with no free or accessible programming
- Events that are not primarily intended for the general public
- Events where most programming takes place outside Moncton
- Events that do not offer meaningful contribution to the quality of life in Moncton

FUNCTIONS NOT SERVICED BY THE EVENTS DIVISION

Some activities are not handled by the Events Division because they are supported through other municipal departments. These include:

- Meetings
- Public Consultations
- Press Conferences
- Official Ceremonies
- Protests and Demonstrations
- Neighbourhood Block Parties
- Film Shoots

If you're unsure about which category your event falls into, reach out! We can always assist in pointing you in the right direction if your request is outside our areas of focus.



TYPES OF EVENT SUPPORT

Support is tailored to your needs and may come in the form of services, resources, or limited funding.

1. EVENT SUPPORT SERVICES

We provide a range of in-kind event support services to help bring your event to life. These may include:

- Access to City event zones
- Delivery and pickup of City-supplied event equipment
- Street closure guidance and approval
- General event planning guidance and advice

Electrical Support

In-kind electrical support is also available for eligible events. Electrical services used by profit-generating entities (such as food trucks) are subject to fees. See page 27 for conditions.

Availability & Logistics

All event support services are subject to the availability of City resources. Depending on your event's scope and timing, it's important you consider the following:

- Equipment may be delivered the day before your event or removed the day after.
- You may be required to arrange overnight security to ensure City equipment is monitored and protected.
- Reach out to our team to discuss logistical details early to avoid last-minute surprises.

2. FUNDING SUPPORT

City funding is intended to:

- Help event organizers launch or grow their event
- Complement funding from other sources (not replace it)
- Support community-focused, accessible events

City funding is NOT intended to be a long-term solution nor should it be your sole source of funding. We highly encourage seeking financial support from sponsors, partners, and grant programs to help make your next event a success.

For full details on funding support, visit page 28.

EVENT SUPPORT AGREEMENTS

Once we've reviewed your request and confirmed that resources are available, we'll work with you to develop an Event Support Agreement tailored to your event. This agreement clearly outlines:

- What support we, as the City of Moncton, will provide
- What responsibilities you, as the event organizer, are required to manage
- How we'll work together to deliver a safe, successful event

Support may include event support services, funding, or a combination of both, as agreed upon during this process.

APPLICATION TIMELINES

To give your event the best chance of success, and to allow enough time for planning and coordination, submit your application at least:

- **90 DAYS BEFORE YOUR EVENT** if your programming includes a street closure and/or requires liquor licensing
- **60 DAYS BEFORE YOUR EVENT i**f your programming includes food offerings
- **30 DAYS BEFORE YOUR EVENT** in all other cases

Submitting early helps us plan resources effectively and identify any additional support you may require well in advance of your event date.

YOUR EVENT APPLICATION: KEY DETAILS

Your application helps us understand your event and how we can support it.
You'll be asked to provide information in the
following areas:

1. Basic Event Information
2. Request for City Support
3. Event Plan
4. Financial Information
5. Safety Plan
6. Contact Information

Additional guidance on what to include, and how we can assist with specific components, is provided in the sections that follow.



ALLOCATION OF CITY RESOURCES

To qualify for event support resources, your event must meet the criteria outlined in the **Types of Event Support** section of this guide.

Please note that the City maintains a limited inventory of event equipment and resources therefore our ability to fulfill your request is based on:

- The size and scope of the request
- Availability of equipment and staff
- The level of service or support required

City resources may include:

- Event zones
- Equipment (such as picnic tables, garbage receptacles, access to power, etc.)
- Street closure support
- General event planning guidance

CONDITIONS OF EVENT SUPPORT

Event organizers are required to comply with all applicable municipal by-laws, City of Moncton policies, and provincial laws.

The City reserves the right to cancel an event – up to and including the day of the event, or during the event itself – if regulations are not being followed.

To ensure City of Moncton event zones and equipment remain in good condition, you are required to follow these guidelines:

- City property may only be used for the purpose outlined in your approved application.
- Depending on resource availability and event needs, equipment may be delivered the day before or removed the day after your event. In these cases, you may be required to arrange overnight security to monitor City equipment.
- Solicitation is not permitted at events held on City of Moncton property.
- You are responsible for returning the site to its original condition, including the removal of all garbage and debris.
- Bringing vehicles into any park or event zone is only permitted via official entry points and pathways, unless you have prior authorization from the City of Moncton.
- You are responsible for any damage to City of Moncton property or equipment as a result of your event.



EVENT INSURANCE

Anyone receiving City of Moncton event support services must provide proof of general liability insurance with $2 million in coverage that lists the City of Moncton as "**additionally insured**." For insurance purposes, please use the following address:

City of Moncton
655 Main Street
Moncton, NB
E1C 1E8

If your event includes a street closure or liquor license, you must provide proof of general liability insurance with coverage up to $5 million, with the City of Moncton listed as "**additionally insured**."

Proof of insurance is due **NO LATER THAN TWO WEEKS** before your event.

RECOGNIZING THE CITY FOR ITS SUPPORT

Every event presents unique opportunities to recognize the City of Moncton's support. We are happy to work with you to develop a recognition program that aligns with both your event goals and the City of Moncton's objectives.

For instance, you could recognize the City of Moncton's event support by:

- Displaying the City of Moncton logo on promotional materials and your event website
- Including the City of Moncton logo on your event signage
- Acknowledging the City of Moncton's support during press conferences
- Offering verbal recognition during your event
- Displaying a City of Moncton banner on-site
- Offering a speaking opportunity to the Mayor or a designated representative

Additionally, we can provide an approximate value for in-kind support services to help determine the appropriate level of recognition, as well as funding (if applicable).



YOUR EVENT PLANNING CHECKLIST

Our goal is to make event planning as seamless and efficient as possible, so we've created this handy checklist to guide you, from start to finish.

STEP 1: DECIDE WHAT KIND OF EVENT YOU ARE PLANNING

Determine your event's potential size to help guide planning

We categorize events into 4 broad categories:

1) **Major Events & Festivals:** These are large-scale gatherings, often well-established, spanning multiple days and designed to draw tourists, provide substantial economic benefits and increase the region's visibility. Examples include annual city-wide festivals and significant cultural or music events that shape the community's cultural identity.

2) **Community Festivals:** Focused on engaging the local community and celebrating its unique culture and heritage, these events are often held over multiple days, prioritize community participation and spirit, and could potentially attract visitors from neighbouring areas. Examples include local festivals and community celebrations that highlight talent and traditions.

3) **Community Events:** These single-day occasions are aimed at the broader community and encourage active participation from local residents, fostering a sense of unity and belonging. They include celebrations and community fundraisers that offer entertainment, learning, and connection for locals.

4) **Small Gatherings:** Tailored for particular groups, these single-day events are smaller in scale and best executed in intimate settings compared to community events. They include activities like community barbecues or cultural group gatherings, concentrating on fostering closer ties within smaller community subsets.

Knowing what type of event you are planning will help you establish your budget as well as iron out details like location, support needs, programming and financing.



STEP 2: CHOOSE A LOCATION

- Explore options that make sense for your event
- Confirm if the location is within the City of Moncton designated zones (if event support services are required)
- Book your preferred location ASAP to ensure it's available for your event date/time

Choosing the right location sets the tone for your event and impacts attendance, accessibility, and operations. The City of Moncton offers several designated event zones, each with its own features and amenities.

When selecting a site, ask yourself these questions to see if it checks all the necessary boxes.

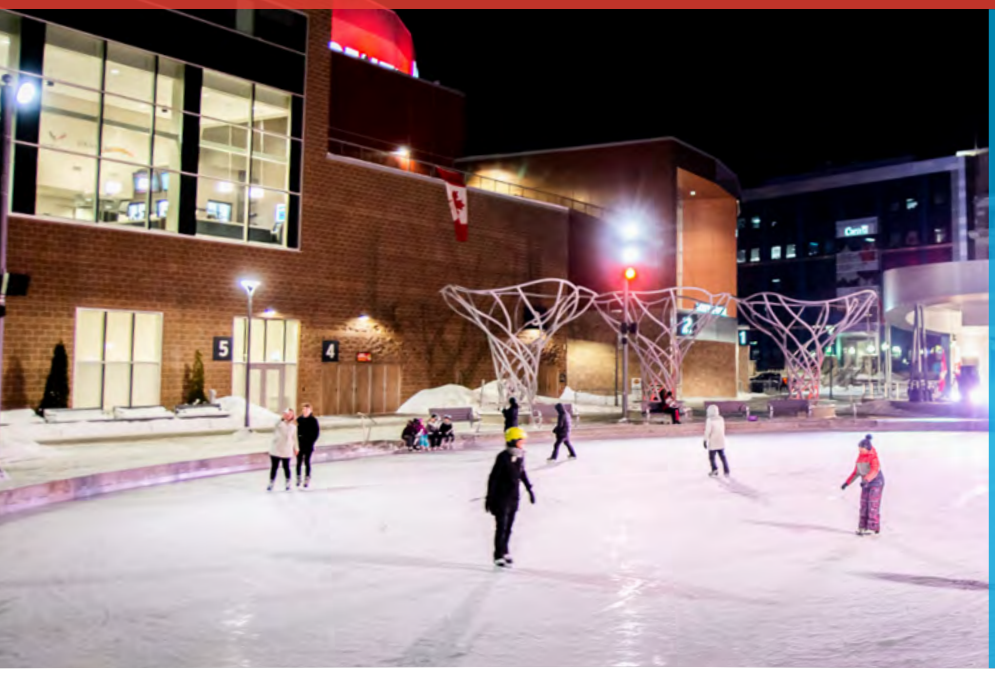
Is my site/venue...

- Accessible for the majority of attendees
- The right size for the crowd I hope to attract (capacity and layout)
- Close to the amenities I need (such as washrooms, electrical, parking, and transit access)
- Complementary to the atmosphere I want to create

Event support services are available only for events held within these designated event zones:

DOWNTOWN PLACE & IAN FOWLER OVAL

150 Canada Street



Suitable for:

- Festivals
- Concerts/Performances
- Markets

Amenities:

- Covered stage
- Ice rink (winter only)
- Lights
- Permanent benches
- Permanent waste receptacles
- Bike rack
- Access to electrical



RIVERFRONT PARK

110 Assomption Boulevard



Suitable for:

- Festivals
- Concerts/Performances
- Races
- Markets

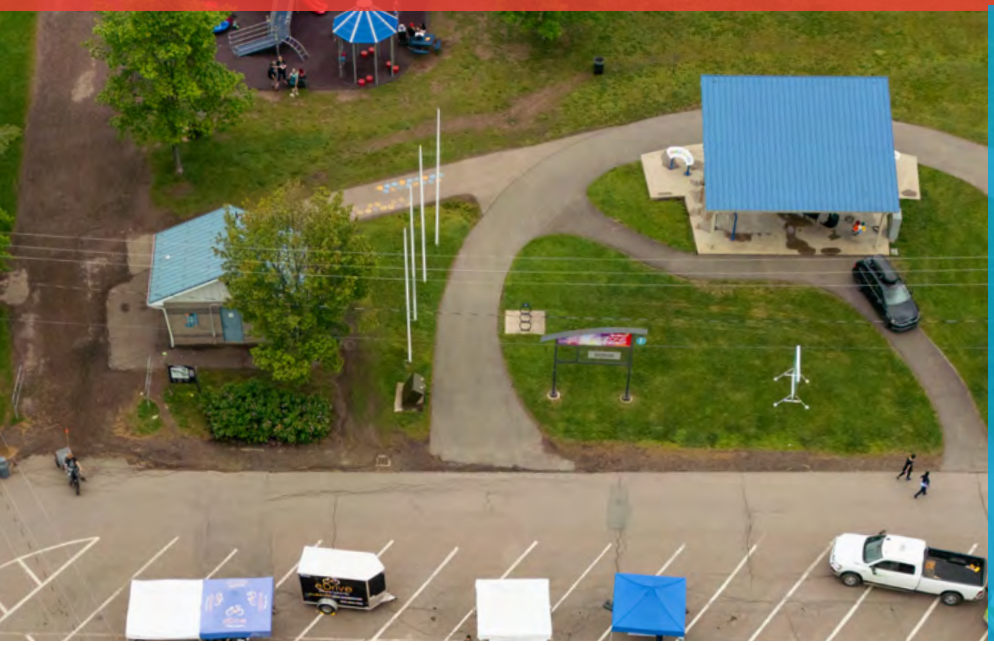
Amenities:

- Waterfront view
- Covered stage
- Open gazebo shelter
- Access to trail system
- Permanent picnic tables
- Permanent waste receptacles
- Bike rack
- Access to electrical



CENTENNIAL PARK – PLAYGROUND AREA

811 St. George Boulevard



Suitable for:

- Family-friendly activities
- Fitness classes
- Acoustic concerts

Amenities:

- Covered stage
- Open gazebo shelter
- Access to trail system
- Access to permanent washrooms
- Permanent waste receptacles
- Access to electrical



CENTENNIAL PARK – LOWER BOWL

811 St. George Boulevard



Suitable for:

- Races
- Community events

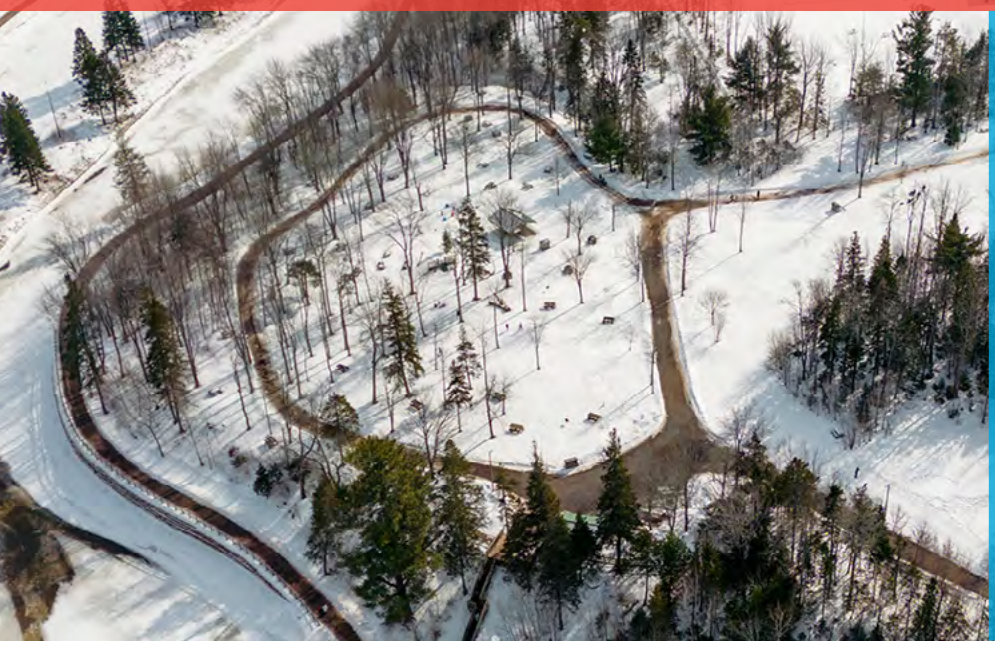
Amenities:

- Access to trail system
- Open gazebo shelter
- Permanent waste receptacles
- Access to electrical



CENTENNIAL PARK – UPPER PICNIC AREA

811 St. George Boulevard



Suitable for:

- Small gatherings

Amenities:

- Open gazebo shelter
- Permanent picnic tables
- Permanent waste receptacles



VICTORIA PARK

223 Weldon Street



Suitable for:

- Concerts/Performances
- Small gatherings
- Markets

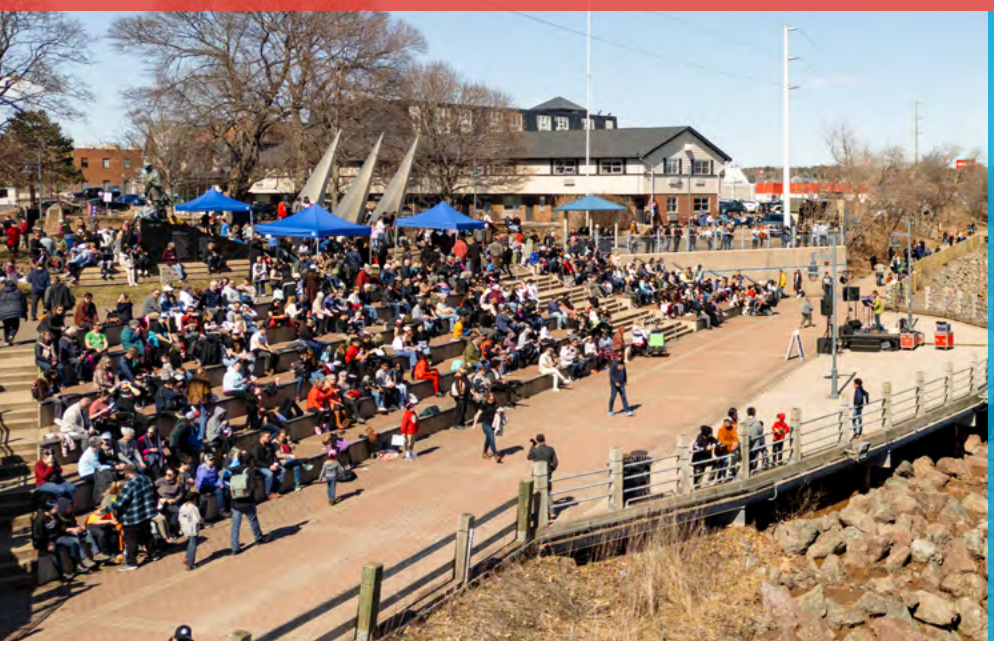
Amenities:

- Amphitheatre
- Permanent waste receptacles
- Access to electrical (at the amphitheatre)
- Permanent benches



BORE PARK

11 Bendview Court



Suitable for:

- Concerts/Performances
- Races
- Markets
- Small gatherings

Amenities:

- Waterfront view
- Amphitheatre
- Open gazebo shelter
- Access to trail system
- Permanent waste receptacles



SOMMET ART PARK

121 St. George Street



Suitable for:

- Acoustic Concerts/Performances
- Markets
- Small gatherings

Amenities:

- Permanent benches
- Permanent waste receptacles



OAK LANE

799 Main Street



Suitable for:

- Markets
- Acoustic Concerts/Performances
- Small gatherings

Amenities:

- Permanent waste receptacles



STEP 3: SORT OUT THE DETAILS

Gather all of the information you need to submit your application to the City of Moncton for event support. This includes:

- Event name
- Type of event (festival, celebration, fundraiser, etc.)
- Event location(s) (be sure to indicate whether this has been requested or confirmed)
- Event date(s) and times (this is the total time you require this space, including set-up and tear-down)
- Event hours (this is the time when people will actively be on-site)
- Set-up start time
- Tear-down time
- Estimated attendance (participants and/or general public)
- Target audience (describe who you hope will attend this event)
- Number of volunteers and their roles

Providing clear and detailed information about your event helps us to assign resources and help you plan more efficiently.



STEP 4: CREATE YOUR EVENT PLAN

Your detailed Event Plan outlines how your event will operate. This is a required part of the application process and should include all applicable elements below.

Your Event Plan should include:

- Site plans or route plans (for walks, runs, parades, marathons)
- Street closure request (if applicable)
- Noise by-law exemption request (if applicable)
- List of tents and temporary structures
- List of vendors
- Programming description, including a list of live performers

More details on each of these items is outlined below.

Site Plans

Site plans guide layout decisions and determine where City equipment should be delivered. Your site plan should show:

- Tents
- Portable toilets
- Picnic tables
- Bleachers
- Stage
- Vendors
- First aid location
- Security posts
- Fencing
- Any other key infrastructure



ASK US ABOUT OUR READY-TO-USE SITE PLAN TEMPLATES!

These templates make planning easier for event organizers. To get one specific to your event location, contact the Events Division today!

Route Plans (Walks, Parades, Marathons, etc.)

You will be required to submit a detailed route plan if your event takes place outside a designated event zone. Routes are reviewed by the City of Moncton Events Management Committee (EMC) with public safety, traffic flow, transit service, and construction impacts in mind.

Route Planning Guidelines

- **Parades:**
  - Saturdays or Sundays between 10 a.m. – 4 p.m.
  - Minimum 500 participants
  - Must end at a programmed event site
  - Preset parade routes have been developed based on number of participants:

Moncton City Hall	Riverfront Park (*via Downing St.*)
Oak Lane	Riverfront Park (*via Main St. & Downing St.*)
Moncton City Hall	Sommet Art Park (*via Botsford St.*)
Foundry St.	Riverfront Park (*via Main St. & Downing St.*)

  - Parade closures require the inclusion of parade floats (i.e., vehicles)



SPECIAL REQUESTS

Alternate routes or times MAY be considered in exceptional circumstances. Contact the Events Division to discuss your specific needs to see what options are possible.

- **Marathons / Duathlons:**
  - Sundays between 6 a.m. – 4 p.m.
  - Limited use of major arteries
  - Partial use of trails required
- **Walks & Runs**:
  - Should primarily use event zones or trail systems
  - Street closures are reserved for special events, parades, marathons, and duathlons

Street Closure Requests

Street closure requests must include:

- Date(s) and time(s) of closure
- Detailed closure route
- A traffic management plan that shows:
  - Location of barricades and pylons
  - Location of traffic control personnel
  - Location of vehicle ramming barriers (as required and to be determined by the City of Moncton in consultation with the EMC)

Your street closure request will be reviewed by the Events Division and then passed along to the EMC. Once approved by the EMC, the City Events Division submits the request to Moncton City Council on your behalf. Once street closure is approved, the following fire safety requirements must be met:

- A 14-foot fire lane must be created and remain clear at all times for emergency access
- Each closure point must have a designated person ready to clear access for emergency vehicles



WHO IS THE EVENTS MANAGEMENT COMMITTEE?

The Events Management Committee (EMC) consists of representatives from the City of Moncton, RCMP, Moncton Fire Department, Codiac Transpo, and Downtown Moncton Centre-Ville Inc. who we consult on all street closure requests.

BUDGETING TIP!

All costs related to street closures, including equipment rental, traffic control, and RCMP presence are the responsibility of the event organizer, so to avoid surprises, find out these costs in advance.

Tents, Inflatables & Temporary Structures

National standards for tent installation in Canada require that you (the event organizer) or the tent provider obtain a tent permit for any tent over 200 sq. ft.

To obtain a permit, contact:

Moncton City Hall - Building Inspection Department (2nd floor)
655 Main Street
Moncton, NB
E1C 1E8
(506) 856-4375



Underground Locates

Using stakes or pegs longer than 6 inches to secure tents, inflatables, or other structures requires underground utility locates.

A few things to keep in mind:

- You (as the event organizer) are responsible for acquiring underground locates
- Staking IS NOT permitted within 4 feet of underground utilities
- Staking IS NOT permitted on pavement, sidewalks, or plazas
- Consider using weights instead of stakes (to avoid the need for locates)
- Include the date(s), location, description of item (tent, bouncy castle, etc.) and approximate depth of the staking when requesting your underground locates.
- Submit locates to the Events Division AT LEAST TWO WEEKS before your event for final site plan approval

Obtain your underground locates by contacting the following:

- City of Moncton
- NB Power
- Other Utilities (Bell, Rogers, Liberty)

Vendor Guidelines

All vendors are subject to approval by the City of Moncton. Some event zones have vendor restrictions and, as a result, a list of vendors is required with the event application.

Be sure to let your vendors know:

- They need to provide their own tents, tables, chair and equipment
- They are responsible for securing their own space
- Electrical access for vendors is subject to City fees. You will be billed directly and will be responsible for recovering costs from your vendors.

PLUG TYPE	FEE (PER PLUG)
15-amp plug (120v)	$50
20-amp plug (120v)	$55
30-amp plug (120v)	$65
15-amp plug (208v)	$65
20-amp plug (208v)	$75
30-amp plug (208v)	$85
40-amp plug (208v)	$95
50-amp plug (208v)	$110
60-amp plug (208v)	$135



Food Vendor Requirements

Under Government of New Brunswick Public Safety Regulations, you are required to:

- Submit the Temporary Event – Event Organizer Form to foodlicencenb.licencealimentairenb@gnb.ca as well as proof that it has been submitted/accepted to the City of Moncton's Events Division
- Provide valid food permits for all vendors
- Arrange hand-washing stations for food vendors who do not have a sink in their installation

Fire Marshal Requirements

- No cooking with grease under a tent
- Vendors cooking with grease must provide a valid (within the past 6 months) NFPA96 Suppression Hood Inspection
- Vendors must use commercial appliances only
- Tents must be placed at least 10 feet from each other and other structures

Step 5: Request Funding (Optional)

- Submit a funding request, if required.
- Submit your post-event report (if funding was received)

The City of Moncton has established specific criteria for funding applications for events and festivals (see details below.)

What You Should Know:

- City funding may cover up to 20% of your total event budget
- Approved funding amounts may be less than the amount requested
- Funding decisions are competitive
- Resources are limited and subject to availability
- Meeting event support services eligibility requirements does not guarantee funding support

Eligible Criteria:	Not Eligible Criteria:
• A registered charitable or non-profit organization • Events with a balanced budget • Free, open, and accessible event to the general public	• Food, Beverage, BBQs, or Liquor Permit • Facility rentals (for a facility you already own) • Major infrastructure or equipment purchases • Lobbying or advocacy • Activities outside of the City of Moncton • Prizes or contest award • For-profit events and fundraisers • Groups aligned with any political party • Groups aligned with any religious affiliation

How Funding Is Evaluated

Applications are assessed based on:

- **BUDGET:** Applicants should demonstrate balanced budgeting (anticipated expenses and revenues) and diverse funding sources (including targeted sponsorships and grants).
- **ATTENDANCE:** The anticipated number of attendees plays a pivotal role in determining the event's potential impact on the community.
- **PROGRAMMING:** Events should offer a strong mix of free, open, and accessible programming so it can be enjoyed by a wide audience. It should be engaging and inclusive (for instance, by offering on-site activations, bilingual elements, live music, performances, or local vendors.) It should be unique and memorable. Additionally, your past experience planning events plays a part in this evaluation process by showing us your ability to deliver events successfully.
- **ENVIRONMENTAL IMPACT:** The environmental footprint of your event affects funding decisions. How will your event contribute to the City's overall environmental goals? How do you plan to reduce waste generated by your event? Tip: Consult the City's **Green Event Guide** for inspiration.
- **CULTURAL SIGNIFICANCE:** Moncton's various cultures, including Indigenous, Acadian, ethnocultural communities and underrepresented groups are an important part of what makes Moncton such a vibrant place to live. How will your event integrate local performers, artists, and makers and showcase our multiculturalism?
- **SEASONALITY:** The timing of your event will play a part in the availability of sites, venues and resources.

What's Required In Your Post-Event Report

If your event receives funding from the City of Moncton, you are required to submit a Post-Event Report within 90 days of your event.

This report helps us understand your event's impact and plan for future support. It must include:

- Event Name
- Event Date
- Event Location
- Event Overview and Objectives
- Highlights and Successes
- Attendance Numbers
- Demographic Groups Reached
- List of Sponsors and Partners
- Final Budget (Actuals)
- Recognition of City of Moncton Support
- Media Coverage
- Economic Impact/Spin-offs
- Volunteer Participation
- Challenges Encountered and Solutions Implemented
- Details on how you plan to grow or improve the event in the future

We know funding your event can feel daunting. If you have questions about your specific event, reach out! We're here to help.

ONCE YOUR APPLICATION HAS BEEN SUBMITTED

Once we receive your application, our team will begin an initial review. This first step helps us confirm that everything is in place, including:

- Event Eligibility
- Proposed Dates and Location
- Required Permits or Approvals

If we need clarification or additional documentation, we'll reach out to you directly. At this stage, you'll also be asked to prepare a Safety Plan that reflects the size, scope, and risk level of your event.

SAFETY PLANNING

Public safety is a top priority and your Safety Plan plays an important role in ensuring a safe and positive experience for everyone involved. The level of detail required will depend on your event:

- **SMALLER EVENTS** may require a simple plan outlining volunteers and basic security arrangements.
- **LARGER OR HIGHER-RISK EVENTS** may require more detailed information, including professional security, traffic control, and emergency services.

If you have questions, remember, we're here to help you determine what's appropriate for your event and can guide you through the process.

What To Include In Your Safety Plan

Depending on your event, your Safety Plan may include some or all of the following:

- A list of event security personnel, including contact information
- A list of traffic control personnel, including contact information
- Confirmation of on-site medical services, if applicable
- A detailed request for RCMP assistance, if required
    - If approved, we'll connect you with an RCMP representative to finalize arrangements.
    - The need for RCMP presence is determined by your event's size, scope, and programming.
    - Any costs associated with RCMP services are your responsibility and must be arranged directly with the RCMP. While the City cannot cover these costs, we can assist with discussions and coordination.
- Liquor license details, including location and approved capacity

We know safety planning can feel complex, especially if this is your first time organizing a public event. If you're unsure what applies to your event, reach out and we can assist.



THANK YOU!

Thank you for choosing Moncton for your next event and thank you for helping make ours a city that celebrates community, culture, and connection. We wish you the best of luck with your event and look forward to supporting you throughout the process.

MONCTON

events@moncton.ca
(506) 853-3333

