

EVENTS MANUAL

Nelson and Kootenay Lake Tourism



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Introduction

This Events Manual was developed by Nelson Kootenay Lake Tourism to help you plan your perfect event, right here in the Kootenay region. Nelson and Kootenay Lake Tourism represents the communities around Kootenay Lake: from Nelson to Balfour, Ainsworth Hot Springs to Kaslo, North Kootenay Lake, and across to the East Shore, from Riondel to Wynndel, and Crawford Bay.

This handy guide will provide an overview of the key factors and resources essential to creating a safe and well planned event. You'll find strategic suggestions, nitty gritty permitting information, local event resources and checklists to help you navigate the planning process. It'll break down all the things you need to consider, from start to finish of your event. As well as useful tips, contacts and links - that only a local would know - to help make your event successful and memorable.

In this mountainous and beautiful region, there's such a range of venues to choose from. From historic halls and community hubs, to unique hotels and even a yurt, you'll be sure to find your perfect venue here in the Kootenays. To find out more about what makes our region awesome, please visit www.nelsonkootenaylake.com.

Budgeting

Not the most fun place to start, but creating your event budget is the first step to creating a successful event. As you build your budget, it would be wise to consider the following:

- First step is to just make a start on your budget, get that pen to paper.
- Which aspects of your event would be ideal, and which are absolutely essential?
- What are your spending priorities? For example, do you want people to remember the amazing food, or the incredible atmosphere of the venue?
- Are you under projecting to try and make your budget look good? Be overly realistic, it's better to come out of your event with a pleasant surprise than have a dream-worthy spreadsheet while you're planning.
- How much can you allocate for unexpected costs? Total up your projected cancellation fees, last minute staffing and unexpected supplies or just add 15% to your lowest budget number.
- Once you have your budget done, remember to revisit it often to keep your event on track during the planning process.
- At the end of your event, go back and make sure all your figures are correct. It'll help for future planning, we promise.

[TRY OUR BUDGET TEMPLATE](#)

Venue Selection

The Nelson and Kootenay Lake region has got your next event covered, with a wide variety of unique indoor and outdoor venues to choose from. From intimate heritage rooms to full service conference settings, large spaces for conventions and markets, all the way to formal banquets and parties - our range of hotels, halls and unusual spaces have just what you're looking for. View the full list of local venues, with capacities and contact details to start getting your event planned. Depending on your choice of venue, you may have to secure additional licensing, catering, audio-visual, logistical or insurance. As you're considering which venue to use, it can be helpful to consider the following:

LIST OF LOCAL VENUES

List as of January 2023

Location, parking and accessibility

- Is there ample parking nearby?
- Can attendees with different mobility needs easily enter and exit with ease?

Ideal and projected capacity

- Does the venue fit 300?
- Is it realistic that your event will sell 150 tickets?
- Selecting a space that positions your event as a success because of the feel of a full room is key.

What additional costs will be connected to this venue choice?

- Will you have to carry your own insurance?
- Rent your own equipment?
- Are there fees for going over your rental time, or for damage to the property?

How will this venue choice support sales?

- Can this venue provide hard copy ticket sales?
- Will they put up posters in the venue promoting your event?

What tech support will your attendees, presenters and team need?

- For example, does the venue have WIFI? Audio Visual support? Microphones and sound systems?

How does the reputation of this venue add or detract to the overall impression of your event?

- For example, are there certain populations that will feel uncomfortable in your chosen space that are important to your event?
- Does the venue have a great reputation for live music, but is known to be challenging for speaker presentations?

Permitting and Bylaws

Getting an early start on permitting, and being aware of relevant bylaws, increases the likelihood of your event coming together on time and on budget! Avoid those last-minute interruptions or fees with this handy section. Involving city officials can help you access further resources that can make your permitting process even easier.

EVENT PERMITS

Remember you can't promote your event until you have secured the venue and the required permits! Communicating nice and early with the local authorities is key, ideally at least 2-3 months before your expected date, and be prepared to provide information to support your budding event. Think about when you might need access to set up, if your event includes any fire or hot works, and if your event might impact local traffic or highways.

If your event's taking place on municipal property, you'll need to apply for one of the following permits:

NELSON

- The City of Nelson's [General Special Event Permit](#)
- If you're just hiring an outdoor space, you'll need the City of Nelson's [Parks Event Permit](#)
- It's best to reach out to the Nelson Community Policing Officer to go through the route of your outdoor event, and check that all traffic conditions are met, by calling 250-354-3919.
- More information can be found on the City of Nelson's [Special Events Website](#)

KASLO & NORTH KOOTENAY LAKE

- The village of Kaslo's Special Events [Permit](#)
- Permit for a [sign or banner](#)
- For street closures, contact the Village of Kaslo office directly on 250-353-2311
- More information can be found on Kaslo's [Parks and Recreation Website](#)

BALFOUR, EAST SHORE & OTHER RDCK AREAS

- For area A and E, use the RDCK's [Park Use Permit](#)
- More information see [Park Use Permit Guidelines](#) or the [RDCK Permit planning website](#)

SOUND & NOISE BYLAWS

It's essential to know about the Sound Bylaws in the area of your event to avoid incurring fines, early closure or damaging your reputation as an event producer. As a general rule quiet hours are from 10pm - 7am in the Nelson & RDCK areas.

You can find the full bylaws below:

- [Nelson](#)
- [Village of Kaslo](#)
- [RDCK Areas](#)

Emergency Planning

Regardless of the size, nature or location of your event, having a concise emergency plan in place is an essential part of a successful event. Ensure this plan is understood by all team members and easily identifiable by all attendees.

FIRE SAFETY PLAN

You'll need a fire safety plan if your event includes road closure, open flames or hot works (including bbqs!), has more than 100 attendees or you're planning to put up any walled tent structures.

The City of Nelson recommends utilizing this [Fire Safety Plan](#) devised by the Nelson Fire Department, but there is also a more detailed [example plan](#) available from the Government of BC.

VENUE EMERGENCY PLANS

The venue you are using may have its own emergency plans posted around the event space, so this is the best place to start when making your plans. Take the time to familiarize yourself with this plan before your event and amend it with your event's unique needs.

Some emergencies to consider are:

- Medical emergency
- Fire or explosion
- Hazardous material
- Spill/gas leak bomb
- Threatening or dangerous individuals
- Suspicious items
- Electrical failure
- Lost or missing child
- Structural fault

EMERGENCY EVACUATION PLAN

As you scout and decide on a venue for your event, make note of the following:

- Emergency exits
- Fire alarms
- First aid kits
- Fire extinguishers
- Alarms
- Signage posted in clearly visible locations

EMERGENCY PLAN IMPLEMENTATION

Before you can start your emergency plans, you'll need to appoint a Safety Director - which could be yourself, the event planner, or another member of your crew. The Safety Director is responsible for the emergency planning, training any staff or volunteers who are working on the event, and making sure they have access to all the emergency plans.

The degree to which staff and volunteers are strained in emergency protocols will be the extent to which any evacuations will be handled smoothly. As you move forward with staffing your event, it's best to consider the following:

- Who will be appointed the Safety Director?
- What roles and duties will be divided amongst the event team or volunteers?
- What will the team training look like?
- Who on your team is trained in First Aid?
- Who will perform a headcount on entry?
- How will an emergency exit be systematically and safely handled?
- Who will perform a headcount after an emergency exit?
- Where are the muster point(s) and will host each one?
- Has your team been trained on a script to announce to keep attendees calm?
- How will fire exits and access for emergency services be maintained throughout the event?
- Have you asked your venue to check that their emergency systems and equipment, such as fire extinguishers, are all in good working order?
- Do you have a site plan ready before the event? Make sure you're listing your venue's emergency shut off valves for gas, electricity and water, as accidents happen!

Risk Assessment

The risk assessment is an important part of running a safe event. Through this process, you'll identify the aspects of your event and venue that could cause harm to both your staff and the individuals attending your event. You'll then consider the severity of each risk, and make amendments and plans to mitigate and minimize those risks where possible. Conducting a full risk assessment not only provides peace of mind, and minimizes the likelihood of an issue, it bolsters your reputation as a serious event professional. Here are a few things to consider as you are reviewing the risks:

- Event and production equipment
- Crowd management
- Children attending or participating
- Transport and traffic management
- Staff and volunteer safety
- Medical assistance requirements and first aid support
- Unpredictable weather
- Potential fire hazards
- Food safety, use of knives and cooking equipment
- Aggressive behavior, especially if serving liquor
- Trip hazards and clear walkways in case of evacuation

BASIC RISK ASSESSMENT

Use these basic steps to start your risk assessment process.



INCIDENT REPORTING

A system must be put in place to record any incidents (injuries, offenses, near misses etc.) that happen during your event for record keeping and legal purposes. Having a structured template helps to ensure that pertinent details aren't overlooked and provides you and your team with a structure to safeguard against future challenges.

Create an incident reporting template that includes:

- Name of reporter with contact information
- Date of occurrence
- Type of incident (e.g. accident, near miss, violence, health, safety)
- Outcome (e.g. harm, health, property damage)
- Corrective measures taken (measures taken to ensure this doesn't happen again)

Insurance

Some privately-owned venues will have existing insurance coverage that will cover your event. Others, both indoor and outdoor, will require you to carry your own coverage. It's standard to need between 2 to 5 million dollars in insurance coverage. Ensuring you select the right amount of coverage will ease your mind should the unexpected happen.

The general options you'll encounter when scouting insurance are:

Annual General Liability Insurance

- Covers lawsuits, investigations and settlements
- Covers bodily injury and property damages resulting from accidents
- Property damage
- May cover associated other claims (e.g. copyright infringement in marketing materials)

Event Liability Insurance

- One-time insurance to cover third party property damage or injury

Cancellation Insurance

- Covers your event for a variety of limited reasons

NELSON & AREA INSURANCE BROKERS

COMPANY	TELEPHONE	EMAIL
Kootenay Insurance	250-352-5341	info@kootenayinsurance.ca
HUB International	250-352-5366	info@rhcinsurance.com

Health and Safety

As with all aspects of event planning, creating a thorough health and safety plan with contingency options will provide your team and attendees with the resources and knowledge they need to enjoy a safe and successful event.

FOOD SERVICE

As the event organizer, it is your responsibility to mitigate the risks of food borne illness at your event. Educating any vendors or staff at your event on proper food handling techniques, while ensuring proper certifications and permits are in place is essential. The Government of British Columbia provides more information on [food safety and security](#), particularly food borne illnesses and food safe practices, which is good practice to familiarize yourself with.

FOODSAFE

If you are serving food at your event, you must hold a [FOODSAFE](#) Certification or, in your absence, one member of your team must hold a valid FOODSAFE Certification.

MARKETSAFE

If you plan on hosting food vendors at your event, you may want to consider taking [MarketSafe](#) qualification. It's a day of online or in class learning, and might be best practice to encourage your vendors to take it as well.

FIRST AID

As you're creating your first aid plan, it's good to look back at your risk assessment and then consider these numerous factors:

- Who is first aid trained on your team? Do you have a list?
- Is the ratio of first aid trained staff to event attendees appropriate for the type of event?
- Are the first aid kits appropriately stocked?
- Where will the first aid kits or stations be and how will they be designated or accessed?
- How will your first aid needs change from daylight to sunlight hours, or if the weather changes?
- Will your event feature athletic endeavors that will increase the level of First Aid certification necessary?
- Do you have the right kind of designated first aid facilities or area designated in your event plan?
- How will you effectively communicate between first aid attendants and your attendees and crew?
- What is the travel time to the nearest hospital? What transport methods are available to you?

STAFFING & FIRST AID TRAINING

The [Canadian Red Cross](#) provides information on the varying levels of First Aid training so you can decide what might be appropriate for your event. When you're ready to book your training, here are our local providers:

COMPANY	TELEPHONE	EMAIL
Canadian Red Cross	250-354-4456	myrcsupport@redcross.ca
Responsive First Aid	250-354 7241	darcey@responsivefirstaid.com
Selkirk College	1-888-953-1133	N/A
Valhalla Safety	250-229-4072	info@valhallasafety.com

Security

If your event attendance is growing beyond what you feel your team can safely regulate or has alcohol being served, you may want to consider providing security by hired professionals or trained volunteers.

When devising your event security plan, consider:

- What are the factors that increase your attendee risk?
- How many areas will need supportive crowd control?
- Are there presenters or talent that may require additional security?
- Are there prohibited items and belongings that need to be inspected upon entry?
- Are you able to supply security staff that are female and male?

The Government of BC provides information about [security personnel licensing](#) here.

Liquor and your Event

If you're hosting your event outside of a licensed venue that normally serves alcohol (such as a bar or restaurant), you will most likely have to acquire a special events permit liquor license. You will personally take on the additional responsibility that comes with serving alcohol, so it is best to understand the law.

LIQUOR SPECIAL EVENT PERMITS

There are two types of special event permits (SEP), one for public and one for private events. Private events are for invited guests, or an organization, and can be ticketed in advance. Public events are considered public if anyone can attend, and they are held in a place open to the public, or even if advance tickets have been sold and the availability of liquor has been advertised.

Whichever SEP you apply for, it will also dictate the [maximum price of drinks](#) you can charge patrons. The options for licensing are:

- Private Special Event: \$25.00 license fee per day/location (includes family special event permits.)
- Public Special Event: \$100.00 license fee per day/location.
- Remember a SEP is not required if your event is hosted within a private residence or an already licensed establishment. You also cannot consume alcohol at the event if you are the SEP holder.

[APPLY FOR SPECIAL EVENTS PERMIT](#)

Remember you can only apply for 24 permits per year. Find more information on liquor licensing on the [Government of Canada website](#) or in this [Special Event Permit Terms and Conditions Handbook](#).

SERVING IT RIGHT

If you are serving alcohol at your event for over 500 people, all those who are serving and the event organizer must hold a valid Serving it Right Certificate - unless the event is hosted within a private residence. However if your event is under 500 attendees, then the condensed [Special Event Server Course](#) is sufficient.

Although if your event is held at a licensed establishment, then it is the venue's responsibility to ensure their staff have been trained in Serving It Right. For more information or to book your certification, please visit:

[SERVING IT RIGHT](#)

BREWERIES, DISTILLERIES, WINERIES AND CIDER MAKERS

Using local produce makes your event so much more special, and here in the Kootenays we are really spoiled for choice.

COMPANY	AREA	TELEPHONE	EMAIL
Backroads Brewing	Nelson	778-463-3361	info@backroadsbrewing.com
Nelson Brewing Co.	Nelson	250-352-3582	will@nelsonbrewing.com
Torchlight Brewing	Nelson	250-352-0094	sales@torchlightbrewing.com
Angry Hen Brewing	Kaslo	250-353-7446	sales@angryhenbrewing.com
Wynnwood Cellars	Wynndel	250-866-5155	wynnwoodcellars@gmail.com
Wynndel Craft Distilleries	Wynndel	250-866-5226	wynndelcraftdistilleries@gmail.com
Kootenay Cider Works	Nelson	250-505-3292	chris@kootenayciderworks.com

OTHER CRAFT MAKERS NEARBY IN THE WEST KOOTENAY REGION

COMPANY	AREA	TELEPHONE	EMAIL
Erie Creek Brewing Co.	Salmo	250-357-2479	colin_hango@hotmail.com
Kootenay West Distilling	Trail	250-368-3751	ash@kootenaywestdistilling.com
Tailout Brewing	Castlegar	250-608-9056	hedin@tailoutbrewing.com
Tonik Distillery	Crescent Valley	778-454-1179	tonikdistillery@yahoo.com
Trail Beer Refinery	Trail	778-456-2827	info@trailbeerrefinery.ca
Valley of the Springs Winery	Nakusp	250-265-3075	valleyofthesprings@gmail.com

Cannabis and your Event

While cannabis has been recreationally legal since 2018, it's important to be aware of the intricacies of the rules and regulations around its consumption and sale - especially at your event and how it pertains to liquor licensing.

A special event can choose to allow cannabis smoking or vaping in fully outdoor areas only, including setting aside specific areas for attendees to do so. But it is also good to consider:

- Special event permits are for providing liquor service at events, but you cannot sell or provide cannabis to attendees.
- Cannabis is never permitted at indoor public events. An outdoor event can prohibit smoking or vaping cannabis anywhere at their event if they so choose.
- A special event can choose to allow cannabis smoking or vaping in fully outdoor areas where liquor service is permitted.
- The event organizers cannot promote any area as a place to consume cannabis or to spend time in after consuming cannabis. For example, you cannot market a 'cannabis garden', but you can provide a designated smoking/vaping area for attendees at the event.
- Cannabis intoxication is treated the same as alcohol, the person cannot enter a service or consumption area.

In addition, smoking or vaping of cannabis is prohibited at the following outdoor places:

- Playgrounds, sports fields or seating areas associated with those places, in regional and municipal parks, or anywhere prohibited by the local government or Indigenous nation.

For more information, see the [Cannabis Information for Liquor Licensees and Permittees handbook](#), visit the [Liquor and Cannabis Regulation website](#), or see [Nelson specific FAQs](#).

GENERAL CANNABIS CONSUMPTION LAWS

- Patrons cannot consume cannabis within 7 meters from commercial and public building entrance ways, schools, parks, amenity areas, and transit stops
- Adults 19+ can possess up to 30 grams of cannabis in a public space
- Cannabis smoking and vaping is prohibited everywhere tobacco smoking and vaping is prohibited.

Accessibility

Taking the time to ensure your event is accessible to attendees with various needs helps build a strong, inclusive community and reflects positively on your diligence as an event producer. As you're planning your event, it's best to consider:

Visibility: consider those with impaired sight

- Is your signage clear enough to be read by those with impaired vision?
- Is the space well-lit?
- If using projection, is it visible from all areas of seating?

Acoustics: consider those with impaired hearing

- Are your presenters appropriately amplified?
- Do you have a roving microphone for audience questions?
- Is there designated seating near the presenter for lip reading?
- Is there a well-lit space for a sign language interpreter if required?
- Is there a hearing loop system in place that those with hearing aids can link into?
- Can you minimize background noise?

Mobility: consider those with access requirements

- Is there stair free, flat or ramped access into the venue?
- Are doorways and aisles wide enough to fit wheelchairs and scooters?
- Are walking areas clear from tripping hazards?

Technology: consider those with adaptive devices

- Are there outlets available to accommodate personal support devices?

Service animals

- Is there ample space for service animals to rest during the event?
- Are there any toileting and watering facilities nearby for animals?

Allergies: consider those with dietary and environmental sensitivities

- If serving food, are all options clearly labeled?
- Is there signage declaring a 'Scent Free Zone'?

Implementation: consider how you will accommodate onsite

- Is someone designated to be in charge of accessibility arrangements onsite?
- Is this person trained in First Aid and/or has worked with patrons of different needs before?
- Will this person be available for the duration of the event?

Awareness: consider how you will communicate your accessibility plan

- Is your accessibility plan communicated somewhere in your marketing materials?
- Are the limits of your event and venue accessibility communicated in your marketing materials?

CONSENT CULTURE & SAFE SPACES

If you're planning on serving alcohol, operating later into the evening or simply having an event where attendees will be interacting in an unregulated manner, the current cultural climate appreciates having guidelines in place to create Safe Spaces and foster environments of consent.

A few simple considerations:

- Are your venue staff trained to handle sensitive incidents?
- Is there signage communicating how attendees can safely communicate if they are in an uncomfortable position?
- Is there a barrier free washroom available?
- Consider signage to designate that your event is a safe zone for LGBTQ+ folks.

Good Night Out Vancouver has created a series of [Bystander Intervention Graphics](#) that you are welcome to print and use if you feel they would support your event.

Sanitation

Depending on the nature and size of your event and venue, you may need to provide sanitation logistics yourself. Being diligent in the early stages of sanitation planning can save time, money and your reputation.

If your event requires you to provide additional sanitation needs, making a concrete plan for acquiring rentals is the first step.

The [sanitation guidelines for major planned events](#) from the Government of British Columbia provides information to help you calculate the following:

- Necessary handwashing stations
- Risk assessment
- Sanitation and overnight camping events
- Toilet facilities required per number of attendees

Should you need to rent sanitation facilities, these companies can provide you with everything you need:

EQUIPMENT HIRE

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Andex	Nelson	Toilets & sinks	250-352-6291	sales@andexrentals.com
BVRentals	Trail	Toilets, sinks, chairs, dinnerware & more	250-364-5661	bvtoolrentals@gmail.com
Interior Portable Rentals	Kelowna	Toilets & handwashing	1-888-410-5646	info@interiorportablerentals.com
Sunrise Washroom Rentals	Aldergrove	Luxury toilets, showers & sinks	604-857-1166	info@sunrisewashroomrentals.com

Waste Management

Making your event as eco-friendly as possible is not only a great benefit to the planet, but to your reputation and bottom line as well.

WASTE COLLECTION & DUMPSTER RENTALS

The following services provide dumpster and garbage can rentals, as well as waste and recycling collection.

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Alpine Bin Rental	Trail	Waste & recycling collection	250-367-0099	alpine@alpinegroup.ca
Doug's Disposal	Crescent Valley	Waste collection	250-359-7630	N/A
Husky Hauling	Nelson	Hauling & bin rental	250-354-7707	N/A
Kootenay Waste Services	Nelson	Waste & recycling collection	250-353-2080	kootenaywasteservices.ltd@gmail.com
Tip It Waste Solutions	Creston to East shore	Waste collection & bin rental	250-428-9887	kootenayoffice@tipit.ca
Waste Management	Nelson & areas	Dumpster rental & waste collection	1-877-784-7336	N/A

Aiming to make your event produce as little waste as possible, and handling that waste in the most efficient way, requires just a little extra planning and produces a big payoff.

Aside from the bins, bags and logistics of your waste management plan, consider the following:

- Educating your volunteers, staff and vendors on the green aims of the event
- Educating attendees beforehand on the Green aims of the even through your marketing efforts
- Setting measurable Green Goals (e.g. having enough waste stations, reducing by 10% annually)
- Designating a specific Green Team to help pick up garbage, educate on proper disposal and educate attendees on waste locations
- Providing cigarette ash stations to reduce toxic cigarette butt littering
- Developing a green mission statement and include it in your marketing materials and post it around the venue
- Encouraging your vendors to use biodegradable cups, plates and cutlery
- Create clear signage and receptacles to separate recyclables, returnable and garbage

In your wrap up reporting, it can be interesting to note your Waste Diversion Rate, so you have a benchmark to assess future progress. This is found by dividing the total weight (or bags) of all recycling by the total weight (or bags) of garbage.

Power and Electricity

If your venue doesn't provide adequate power for your lighting, sound or food service needs you may need to access supplementary power through generators. If you are supplementing power, ensure you communicate this to your insurance provider as there may be additional coverage needed to compensate for fire risk. If your event is happening on City Property, you may be able to access city power through your Special Event Permit.

Call FortisBC to get essential information about safely supporting your event site with supplementary power on 250-304-1440

GENERATOR RENTALS

COMPANY	AREA	TELEPHONE	EMAIL
Andex Rentals	Nelson	250-352-6291	sales@andexrentals.com
Kootenay Industrial	Nelson	250-352-5301	kisltdw@shaw.ca
Trowlex Rentals	Castlegar	250-365-3315	info@trowlex.ca

Transportation and Traffic

With the mountainous and expansive nature of our region, transportation for attendees and performers can be a logistical challenge. Creating a tiered transportation strategy in advance of your event peace of mind and reduces barriers to attending. As you develop your transportation plan, consider the following:

- Can you provide simple public transit instructions for getting to and from your event?
- Will providing a shuttle service help to increase ticket sales and reduce liability?
- Is it possible to find a sponsor to assist with transportation costs?
- Can you reach out to Taxi services to make arrangements?
- Can you provide carpooling or zero emission incentives?
- Have you considered the “no-fly” risk of Castlegar airport for traveling talent and presenters?
- Do you have a contingency plan in place should any of your transportation plans fall through?

TRANSPORTATION SERVICES

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Kootenay Charters	Nelson & wider area	Bus & shuttle rental	250-365-2871	info@kootenaycharters.com
Kootenay Gateway	Rossland	Bus & shuttle rental	250-362-0080	info@kootenaygateway.com
Glacier Cabs	Nelson	Taxi service	250-354-1111	glacier_cabs@telus.net

HIGHWAYS & TRAFFIC

If the traffic for your event will impact a highway, or if your event is on a highway (e.g. a parade, race, etc., you should start by familiarizing yourself with the [highway event planning](#) page on the BC website. Then you'll be ready to apply for the [Highway Use Event Application Form](#). It is really important to gather or create the following documents before your event:

- Certificate of Insurance
- Route map(s)
- Traffic management plan

PARKING & TRAFFIC CONTROL

Making a ‘best and worst-case scenario’ parking plan helps to avoid last minute scrambling. As you're making your site and staffing plans, consider the following;

- Are you relying on street parking? If so, do you need to provide signage on no-park zones to avoid irritating neighbors?
- Do you have specific volunteers ready and trained on how to direct cars to park so anyone can exit at any time? Will you need to provide any extra lighting to make your parking area safe?
- Estimate that many attendees will arrive in a one person, one car ratio. Track this number against your capacity to see if you have enough space for all your vehicles

Event Rentals

TENTS, STRUCTURE & FENCING RENTALS

When renting structures for your guests, here are some general sizing and capacity guidelines to help you start assessing your needs.

- A 20' x 40' tent could accommodate 100 seated theater style (rows of chairs with an aisle up the middle) or 64 seated at round tables of 8.
- A 30' x 60' tent could accommodate 225 seated theater style, 144 seated at round tables of 8, or 180 seated cafeteria style (rows of 8' banquet tables).
- A 30' x 60' tent could accommodate 225 seated theater style, 144 seated at round tables of 8, or 180 seated cafeteria style (rows of 8' banquet tables).
- A 40' x 60' tent could accommodate 120 seated at round tables of 8 with a buffet, bar, large service table and dance floor

TENT RENTALS

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Andex Rentals	Nelson	Fence rental	250-352-6961	sales@andexrentals.com
Shady Spaces	Nelson	Tent rental	639-318-4255	info@shadyspaces.ca
BV Rentals	Trail	Tent rental	250-364-5661	bvtoolrentals@gmail.com
Social Light Event Services	Nelson	Tent rental & event planning	250-777-2872	victoria@sociallightrentals.ca
J&J Rentals	Castlegar	Tent rental	250-551-7300	jandjeventrentals2022@gmail.com
Kootenay Event Rentals	Nelson	Tent rental	250-777-1645	mike@kootenayeventrentals.com

SOUND & LIGHTING

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Hairy Production	Nelson	AV & lighting rentals	250-825-9984 250-354-8207	hairyproductions@shaw.ca
Humble Flytrap	Nelson	AV rentals	250-509-0769	dallascara@me.com

FLORAL & DÉCOR

COMPANY	AREA	SERVICE	TELEPHONE	EMAIL
Bella Flora	Nelson	Flower & plant studio	250-352-5592	bellaflorestudio@gmail.com
Georama Flowers	Blewitt	Garden center & flower shop	250-352-3468	N/A
Floriferous Gardens	Crawford Bay	Flower shop & small farm	250-420-7442	floriferousgardens@gmail.com
Opal's Flower Farm	Nelson & Balfour	Local seasonal florist & flower farm	250-505-6725	OpalsFlowerFarm@gmail.com
Posies Plant and Flower Shop	Nelson	Plant & flower shop	250-505-5222	posiesflowershop@gmail.com
Social Light Event Services	Nelson	Tent rental & event planning	250-777-2872	victoria@sociallightrentals.ca
Wink Wink Events	Nelson	Event planning & styling	206-743-4616	info@winkwinkevents.com
Wild Smile Events	Fruitvale	Event planning, styling & florals	250-231-7806	info@wildsmileevents.com

CATERING

Providing delicious culinary options for your attendees helps to put them at ease, gives them even more to rave about and helps your event become a rich and memorable experience. As you peruse the local options for catering, consider:

- How important is the food served to the success of your event? This will help you decide where to rank catering in your overall event budget.
- Asking for tastings, so you can be sure what to expect when your caterers arrive.
- Inquiring about the caterers' cancellation policy. Unexpected occurrences happen and it's best to project for cancellation fees in your budget.
- Inquiring about staffing. Does the pricing you're being quoted include service staff or do you need to provide your own?
- What kind of catering facilities does your venue have and what does your caterer need access to?
- Ensuring you get the agreement in writing so you and your caterer can be clear if expectations are not met.

MOBILE CATERERS & BARS

CATERER	AREA	SERVICE	TELEPHONE	EMAIL
Alligator Pie Catering	Nelson	Mobile event catering	250-352-6115	alligatorpie@telus.net
Kootenay Catering	Castlegar	Mobile event catering	250-304-9524	wanita@kootenaycatering.ca
Nourished by Heirloom	Nelson	Private party catering	403-700-9243	nourishedbyheirloom@gmail.com
Truffle & Thyme	Castlegar	Mobile event catering & cakes	250-608-7572	truffleandthymekootenays@gmail.com
Vintage Pour Mobile Bar	Nelson	Mobile bar	250-551-9681	vintagepourmobilebar@gmail.com

HOTELS & RESTAURANTS

CATERER	AREA	SERVICE	TELEPHONE	EMAIL
Adventure Hotel	Nelson	In hotel catering	1-888-722-2258	info@adventurehotel.ca
Black Salt Cafe	East Shore	In bistro catering	250-227-9596	blacksaltcafe@gmail.com
Hume Hotel	Nelson	In hotel catering	250-352-5331	info@humehotel.com
Jackson's Hole	Nelson	In restaurant or mobile catering	250-354-1919	info@jacksonsgrill.ca
ReL-ish	Nelson	In restaurant or mobile catering	250-352-523	N/A

PRE-ORDER PLATTERS & CAKES

CATERER	AREA	SERVICE	TELEPHONE	EMAIL
Cake Betty	Nelson	Cakes	250-352-0884	N/A
Enoki Village Sushi	Salmo & Nelson	Pre-order sushi platters	250-777-4145	villagesushisalmo@gmail.com
Epiphany Cakes	Nelson	Cakes	250 352 9980	melissa@epiphanycakes.com
Lucky Cupcakes	Nelson	Cakes	250-354-3747	luckycupcakeskitchen@gmail.com
L&C French Bakery	Nelson	Pastries	250-551 3999	info@lncbakery.ca
Starbird Bakehouse	Nelson	Cakes	250-551-4681	starbirdbakehouse@yahoo.com

Volunteers

Acquiring a strong team of volunteers not only lightens the workload for your event, it creates a strong community of folks who are likely to become your most passionate supporters. There are a variety of volunteer scheduling software options available for managing larger teams, but using a simple schedule in a spreadsheet and a Google Form for applications is sufficient for smaller teams. When recruiting and managing volunteers, here are some best practices to follow:

Get commitment early

- Adequately assess your volunteer needs, then write clear role descriptions and open applications well in advance of your event. Once you've reviewed applications, let your volunteers know they are successful so that they can clear their schedules.

Communicate clearly

- Plan a sequence of emails that will span the time before your event and that update your volunteers of the important details. Remind them a week before your event of their commitment and any pertinent changes.

Consider requiring a deposit

- Especially if you're hosting a multi-day or higher priced event, taking a deposit for the price (or part of) the ticket can provide incentive for your volunteers to show up for all the shifts.

Set clear expectations

- Let your volunteers clearly know the length of shifts and the responsibility within each role. If you have specific expectations for volunteers like not spending time on their phone, greeting each attendee or checking ID, ensure you communicate these clearly and consider posting them in the role description for reference. It's best to hold a training event to cover topics like role, shift schedule, daily operations and emergency plans.

Support your volunteers

- Don't be afraid to be redundant in your training and communications, always letting your volunteers know where to find support and information. Set a clear plan for volunteer breaks and who their contact is on the day if any issues arise.

Keep your volunteers

- Gratitude goes a long way when people are volunteering their time. Feeling appreciated can help bring your volunteers back year and after year and create a strong network of enthusiastic supporters. Think of ways to support your volunteers during the event, such as offering them free merchandise, gift cards or snacks. After your event, gathering feedback from the real feet on the ground can be extremely helpful not only to volunteer morale, but to your future event planning.

Ticketing

Providing physical tickets is an authentic way to get your attendees excited about your event. However recently digital and smart ticketing solutions have become the industry standard for event sales, allowing immediate and easy access to tickets while reducing printing to offer a greener solution.

DIGITAL TICKETING

Smart digital ticketing has become the norm for events, but you should consider both how you would like your attendees to receive their tickets and what form works best for you. Be it a confirmation email, contactless ticketing on a mobile device, or a QR code, you'll need to weigh up the best option. When choosing a digital ticket provider for your event, there are a number of factors to consider beyond the fee structure.

- What insights or reports can I gather from the ticketing platform, to support future events and marketing?
- Is their ticketing page easy to navigate? Does the platform integrate smoothly into social media?
- How does the platform handle large volumes of visits?
- Do you need specific technology to read the tickets, for example if they are in QR form?
- Check online reviews to see the general consensus from others using the platform.

Below are the top three online ticketing platforms recommended by Nelson's event professionals

PLATFORM	FEES	NOTES
Eventbrite	From 3.5% + \$1.29 service fee per ticket & 2.9% processing fee per order	Free use for free tickets, easily share to Facebook
Tickit	From 2%-2.5% + \$0.25-\$0.75 per ticket	Free use for free tickets
Showpass	From 1%-2.5% + \$0.59-\$1.69 per ticket	Can sell tickets directly through Facebook
Ticketmaster	Tiered fees and service rates on request	Only for large scale events

PHYSICAL TICKETING

Do you plan to print and send out tickets in advance, because it'll add a sense of anticipation or grandeur to your event? Or is an 'at the door' printing option a better approach for you? Many of Nelson's venues will provide ticket sale service for you, if you are hosting your event with them. In addition to these venues, it's common practice to approach a local business and ask them to provide in-kind sponsorship in regard to your ticket sales; the business selling tickets to your event for inclusion in your marketing material.

CANCELLATION POLICY

Give yourself peace of mind should the worst happen. This policy needs to reflect current conditions and include your protocols for refunds or transfers, to ensure you are maintaining great relationships with your customers.

Marketing 101

If your event is dependent on ticket sales to be a success, you'll want to have a succinct marketing plan in place. Including some of the following marketing mix can help get the word out and most importantly, get your tickets sold! While devising your marketing plan, consider your target audience and the digital and physical spaces they frequent most often.

PRINT & POSTERS

Getting your event into print publications, as well as getting posters and handbills (small flyers), and out in the hustle and bustle of daily life is a fantastic way to get the word out and remind potential attendees of how great your event will be. This medium is especially effective when paired with Digital and Radio advertising. Remember, the general rule of thumb is that people need to see something 7 times before taking action. It's nearly impossible to over promote!

PRINT NEWSPAPERS & PUBLICATIONS

COMPANY	AREA	TELEPHONE	EMAIL
ARTiculate - Bi-annual	Nelson	250-352-2421	advertising@wkartscouncil.com
Castlegar News	Castlegar	250-365-6397	sales@castlegarnews.com
Kootenay Mountain Culture	Kootenays	250-352-5024	peter@mountainculturegroup.com
Nelson Star	Nelson	250-352-1890	editor@nelsonstar.com
Pennywise	Kalso	250-353-2602	info@pennywiseads.com
Valley Voice	Slocan Arrow Lakes & North Kootenay Lake area	833-501-1700	valleyvoice@valleyvoice.ca
West Kootenay Go & Do	Nelson & area	1-800-663-4619	larissa@pennywiseads.com

PRINTING RESOURCES

COMPANY	SERVICE	TELEPHONE	EMAIL
Hall Printing	Professional printers	250-352-6900	nelson@hallprinting.ca
Cowans	Print it yourself	250-352-5507	
Canva	Online graphic design tool		

DIGITAL

Platforms like Facebook, Instagram and community websites have made it easier than ever to promote your event directly to the specific people that will be interested. Here are some digital marketing actions to consider:

LIST IT ON THE KOOTENAY CALENDAR

- If it is an annual event, we can list on our [Nelson Kootenay Lake Tourism](#) event listings. It's worth joining us as a partner so we can help you promote your event.
- Post your event on www.ilovenelson.com and consider buying a small paid ad to be able to have your poster live on the site
- Contact [The Nelson Daily](#) to get your event mentioned online by emailing: editor@thenelsondaily.com
- Facebook: Create a Facebook event and get all parties involved to invite their communities. Include your ticketing link in your event for easy sales. Post in local Facebook groups that have shared interest, and ask your friends and collaborators to share often
- Allocate a portion of your budget for Facebook and Instagram advertising
- List it on the website allevents.in for a wider appeal

RADIO

We're fortunate to have two local radio stations that support local events with airtime. Reach out to these stations with a clear objective. Are you looking for an interview, or simply a mention? Are you interested in buying an advertisement that will run multiple times throughout the day? Having your media release in hand will help the station understand exactly what you're offering and why their listeners will care!

COMPANY	TELEPHONE	EMAIL
Kootenay Co-Op Radio	250-352 3706 250-352 9600	info@kootenaycoopradio.com
The Bridge	250-352-1902 250-354-1035	lvig@vistaradio.ca
Bounce Radio	250 513-1117	shaun.montague@bellmedia.ca

Media coverage

GETTING PRESS COVERAGE

Getting featured in the press in the local and surrounding media outlets is a fantastic way to promote your event and reach different audiences. It'll also make sure your event is recorded for future marketing, if it's an annual event, and as part of our local history.

WRITING YOUR MEDIA RELEASE

There are a few key factors that are essential for inclusion in any professional media release:

Contact info, date and location

- Include the name, position, phone number and email of the media point person for your release. Also include the date, and the location of release (e.g. Nelson British Columbia)

For immediate release

- This helps the journalist understand that you want your news to go public as soon as possible

Headline and sub-headline

- Think of the headlines you see in the newspaper when crafting your headline. How can you make the announcement of your event as catchy and story worthy as possible? What's the sub-headline that gives a little more enticing information?

Summarize

- How can you distill the most exciting aspects of your event into 3-4 sentences?

Essentials

- This next section details the Who, What, Where, When & Why. Keep this section simple highlighting only the essential elements of your announcement.

Body

- Here is where you're delivering the news story. The first paragraph will succinctly describe what is about to happen with your event and the second paragraph will provide other details of note. This is not a place for opinions, just ready to publish facts.

SENDING YOUR MEDIA RELEASE

In your emails to the various outlets you'll send your release to, you'll want to:

- Address the journalist by name if possible
- Ask for coverage
- Attach or link the announcement to an email
- Make mention of a previous article you read of theirs, or previous coverage they've provided you

Funding and Sponsorship

We're fortunate in British Columbia to have a strong grant and funding program that is accessible to those looking to produce events in various disciplines. Below is a list of the granting bodies both based locally and provincially. Connecting with the Nelson District Arts Council is a great place to start, but also check out these other bodies:

COMPANY	NOTES
Arts BC	Granting body that provides consulting and funding for artists and events
BCTC	Non-profit serving artist and event producers
Columbia Basin Trust	Provide various grants for community initiatives and events
Creative BC	Rolling grants for events and creative projects
Nelson & District Arts Council	Offers small member grants up to \$200 (helpful to cover one off event insurance)
Nelson Kootenay Lake Tourism	Free partnership and offers an event sponsorship fund
West Kootenay Regional Arts Council	Funding for arts and culture projects through the Columbia Kootenay Cultural Alliance

SPONSORSHIP

Many local businesses are excited to sponsor local events with financial or in-kind donations. When you're approaching business owners to engage in sponsorship with you, come prepared with the following:

- What is unique about your event?
- What can you offer that is valuable to potential sponsors?
- What matches your audience with the demographic that this particular business serves?
- Hard data. How many tickets will you be selling? How many impressions will your advertising campaigns receive? How many places will the sponsor's logo be seen because of their relationship with your event?

Be clear in your request and prepared to negotiate down from your ideal exchange.

Conclusion

Creative, safe and enjoyable events are an integral part of the Nelson & Kootenay Lake region, enthralling both visitors and locals alike. . Thank you for contributing to Nelson's events community. Undertaking the planning and production of an event is no small feat, and we commend you for it! Plan thoroughly, give yourself extra time and reach out to other events professionals for information and support.

If you would like to add any information to this manual please contact us at media@nelsonkootenaylake.com. Be sure to tag us in your events on [social media](#) with #FindingAwesome. We can't wait to see what events you put on!

Don't forget to check out our [Nelson and Kootenay Lake website](#) and download our [Travel Book](#). It outlines all the awesome things to do in our region, with handy maps of Nelson, Ainsworth, Balfour, Kaslo and the East Shore.