

## **Town Policy on Promoting and Advertising Community Events**

### **Community Events**

Community events are an integral part of the local community. The Town's General Plan says the following about community events: "Residents and visitors will have access to a wide diversity of recreational, social, and cultural activities that are compatible with the Town's unique natural setting, and promote community diversity and cohesiveness" (Parks, Recreation, and the Arts general goal). The Town believes that community events add to and enrich the quality of life of residents and will support events that benefit the entire community.

Community events include parades, activities, festivals, and other similar events. Some events are produced and managed by the Town, including but not limited to the Butch Cassidy 10k race, Chalk and Earth Fest, and the Zion Joy to the World holiday celebration. These events will continue to be promoted on all appropriate communication channels, including:

- Town newsletters and attached fliers
- Community bulletin boards at post office and library
- Community calendar on the town website
- Town website pages
- Email blasts
- Social media (Facebook, Instagram)

Community events also include events that are managed by private groups or non-profits but have a community-wide focus and reach. These events are open to the community and do not have an admission charge. These events include the July 4th celebration, 4th of July pancake breakfast, Auction for Education, St. Patrick's Day celebration, Z-Arts craft festival, Zion Canyon Mesa educational or artist presentations, and other similar community events. The Town will assist in the promotion of these events in the following methods:

- Attached fliers to the Town newsletter, if space is available.
- Posted fliers on community bulletin boards at the Post Office and Library, if space is available (organizer needs to check with Library staff and physically post fliers).
- Posting on the community calendar on the Town website.
- Posting/reposting on Town social media channels.
- Limited promotional emails on town email lists, as determined to be appropriate by the Town Clerk.

\*\*It is the event organizer's responsibility to provide advertising content in a size and format the Town can use without modification, and in time to meet applicable deadlines.\*\*

### **Private or Ticketed Events**

Private and paid or ticketed events, such as the Zion Canyon Music Festival, Yoga Experience, Zion Half Marathon and other similar events where attendance is ticketed and not open to the public, will not be advertised or promoted by the Town through its communication channels unless sponsored by the Town. Organizers are encouraged to work with the ZCVB to advertise private or ticketed events.

**Sponsorship of Private Events:**

The General Plan (Parks and Rec sub-goal C2) says “the Town Council will **support** large events such as the Music Festival, Earth Day, etc.” (emphasis added). For several years, the Town has provided a donation from Town funds to the Music Festival. This donation has often been called a sponsorship by both the Town and the Festival organizers. The donation enables members of the community to attend one day of the festival at no cost, essentially paying the ticketing cost for residents for one day.

There are other large private events that take place in Springdale. The Council may consider similar sponsorships of private events on a case-by-case basis providing that the sponsorship creates significant public benefit to members of the community. The Council must approve the sponsorship in the Town’s operating budget.

**Fee Waivers for Events**

The Town will not modify permitting requirements or waive permit fees unless such is explicitly provided for in town ordinance.

Parking fees may be waived for non-profit events per the Town’s parking ordinance and policy.

Rentals of Town facilities, and waivers of rental fees for events are governed by the rental policy for the facility.