

City of Beresford Community Events Calendar Policy

Policy #2024-01

1. Purpose

The purpose of this policy is to provide guidelines for the inclusion of events on the City of Beresford Community Events Calendar, ensuring that all listed events promote community engagement, foster civic pride, and contribute to the overall well-being of the town's residents.

2. Scope

This policy applies to all events submitted for inclusion on the Community Events Calendar, which is accessible via the City's official website.

3. Eligible Events

Events eligible for inclusion on the Community Events Calendar must meet the following criteria:

Community Engagement: Events must promote a sense of community engagement and be open to the general public.

Local Focus: Events must be located within the city limits of Beresford or have a direct connection to the community.

Categories of Events:

Sports: Local sporting events, tournaments, youth sports leagues, and recreational activities.

Festivals & Celebrations: Annual town festivals (Old Fashioned Days), fall festivals, holiday celebrations, parades (Homecoming, Christmas), and other cultural or seasonal events.

Fundraisers: Fundraising events that benefit local organizations, charities, or community causes.

Economic Development: Events promoting local businesses, economic development activities, job fairs, and business expos.

City Business: Public meetings, city council sessions, town hall meetings, and other official city business.

Chamber of Commerce Activities: Events organized or endorsed by the Chamber of Commerce, including business networking events, workshops, and ribbon-cutting ceremonies.

Seniors Events: Activities and events specifically designed for the senior citizen community, including social gatherings, health fairs, and educational programs.

Public Safety Events: Events related to public safety, including community safety fairs, emergency preparedness workshops, and police or fire department open houses.

4. Exclusions

The following events are not eligible for inclusion on the Community Events Calendar:

Private Events: Personal celebrations such as weddings, birthdays, and private parties.

Commercial Advertising: Events that primarily serve as a promotion for a business or product without a broader community engagement focus.

Political Campaigning: Events specifically related to political campaigning for individual candidates or parties.

Non-Local Events: Events occurring outside the city limits that do not have a direct connection to Beresford.

5. Submission Guidelines

Who Can Submit: Event submissions can be made by city officials, local organizations, non-profits, and community members.

Submission Process: Events must be submitted through the official event submission form available on the City's website.

Required Information: Submissions must include the event name, date, time, location, a brief description, and contact information for the event organizer.

Submission Deadline: Events should be submitted at least two weeks in advance to ensure timely inclusion on the calendar.

6. Review & Approval

Review Process: All event submissions will be reviewed by the City's Community Events Coordinator or a designated staff member to ensure compliance with this policy.

Approval Criteria: Events will be approved based on their alignment with the eligible event categories and the overall goals of community engagement.

Notification: Event organizers will be notified of the approval or rejection of their submission within five business days.

7. Calendar Maintenance

Updates: The Community Events Calendar will be regularly updated to ensure accuracy and relevance.

Event Cancellations: In the event of a cancellation, organizers must notify the City immediately so the calendar can be updated accordingly.

8. Disclaimer

The City of Beresford reserves the right to reject any event submission that does not align with the values, goals, or criteria outlined in this policy. The City also reserves the right to remove events from the calendar if necessary.

9. Policy Review

This policy will be reviewed annually by the City Council or a designated committee to ensure it remains relevant and effective.

Adopted: September 16, 2024