



Event Planning Guide



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Planning an Event



Events and festivals are what make our communities exciting, vibrant, and enjoyable places to live and visit. They encourage citizens to get to know the streets, parks, businesses and people of an area. They are an opportunity to disrupt the everyday routine, and experience our built and natural environments in new ways. Parking lots become dancefloors, sidewalks become open-air shops, streets become a costumed runway, and parks become a patchwork of picnic blankets.

Kentville Business Community (KBC) wants to ensure that event organizers get the most out of their experience planning an event in Kentville. We know it takes a lot of time and energy from a group of dedicated volunteers to run a community event, and we want to help you navigate the policies, procedures, and opportunities. We hope that you have a positive experience organizing an event in the Town of Kentville! If you have any questions or concerns, please do not hesitate to contact info@kentvillebusinesscommunity.ca



Benefits to hosting an event in the Town of Kentville

- A variety of venues and outdoor facilities
- A downtown core with many amenities including restaurants, cafes, shops, drugstores, parks, recreation infrastructure, and cultural facilities
- Ample public parking within a block of Centre Square
- Safe, lighted, walkable sidewalks
- Event equipment available, including bleachers, tables, chairs, and barricades
- A hotel a 5 minute drive away, and Bed & Breakfast and AirBnB options for accommodation
- A concentrated population Proximity to NSCC campus, with state of the art facilities and students looking for placements
- Supportive town staff and business improvement association

Are You Ready?

Creating a successful event takes a few important ingredients. At the outset, consider the following:

- Have you established a purpose and goals for your event?
- Do you have a dedicated planning & implementation team that understands their roles and responsibilities?
- Have you considered how your event impacts local businesses and organizations?
- Do you have both financial support and community buy-in?
- Have you determined effective ways to reach your audience(s)?
- Have you established tools to measure the success of your event?

Remember the 4 P's of planning: Purpose - People - Plan - Promotion

Tourism Nova Scotia has developed a comprehensive guide on hosting events and festivals. We encourage you to use this as a resource when planning an event:

https://tourismns.ca/sites/default/files/2017-01/a_guide_to_planning_and_hosting_festivals_and_events_in_nova_scotia_0.pdf

Funding

Town of Kentville

The Town of Kentville accepts requests for funding from organizations. Visit kentville.ca/town-hall/grants-bursaries-and-sponsorships

Kentville Business Community

If your event will have a positive impact on local businesses and organizations, you may also be eligible for funding through Kentville Business Community. Contact info@kentvillebusinesscommunity.ca for an application.

Business Sponsorships

Does your event align with the purpose or values of any local businesses? If so, create a sponsorship package and meet with local business owners. Sponsorships should be mutually beneficial, so consider what those businesses will get out of supporting your event (should be more than simply 'feet on the street').

Keep in mind that businesses get asked to sponsor events and fundraisers regularly. If a cash sponsorship is not possible, get creative and consider how the business can help support your event in-kind. Be specific about what you want from them, and what they will get in return. Don't put the burden on the businesses to come up with the ideas.

Other Funding Opportunities

There are many other places you can access funding for an event. Consider the following:

- Service Clubs such as the local Rotary Clubs accept funding requests;
- The Municipality of the County of Kings has a community grant program www.countyofkings.ca/grants;
- If your event contributes to the health and wellness of the community, consider applying for funding through the community health boards;
- The province of Nova Scotia has funding through a number of streams
 - Events Nova Scotia offers funding to major events that drive increased visitation and leaves a legacy for sport, community and culture events novascotia.ca/host-an-event
 - The Communities, Culture & Heritage Department offers funding to events that create a vibrant community and provide an opportunity to showcase our unique culture cch.novascotia.ca/festival-and-community-event-development
 - The Communities, Culture & Heritage Department has a number of funding streams that support active communities cch.novascotia.ca/active-communities-fund as well as support for Sport Hosting Programs cch.novascotia.ca/sites/default/files/inline/19-48447-108253_cch_sport_hosting_guidelines.pdf

Permits

Special Events Permits

For parades, any event taking place on a town street or sidewalk, or any event being held on outdoor public property (such as public parks, green spaces, Centre Square, etc.) you will require a Special Events Permit from the Town of Kentville. An application can be obtained on the Town of Kentville website, and you can submit the application to info@kentville.ca.

On this application, you can also indicate if your event requires equipment such as bleachers, barricades, traffic vests, garbage bins, banquet tables, and chairs. You can also request temporary parking spaces, rerouting traffic, or other logistical requirements.

Vendor Permits

If you own a food truck, are looking to host a fundraiser BBQ or if you'd like to busk in the Town of Kentville, you'll require a vending permit. Vending Permits are available by application for the sale of food, beverages, and merchandise. For more information refer to the by-law here: CH 94 - Vending.

Alcohol & Gaming Permits

If there will be a game of chance or lottery at your event, or there will be liquor served at your event, you'll require a gaming or liquor license through Access Nova Scotia. All forms and permits can be found here:

<https://novascotia.ca/sns/access/alcohol-gaming/forms-permits.asp>

Event Signage & Advertising

The Town of Kentville accepts requests for installing banners on town-owned or controlled property or across town streets. Applicants must submit an application, arrange installation of banners and pay any related costs, remove the banner within one week of the event, and provide proof of insurance, indemnifying the town of any liability. An application can be found on the Town of Kentville website.

The Town of Kentville has specific signage by-laws. If you are planning on using large signage in town (anything that sits on the property of businesses, residential homes, and in public spaces), contact the Planning & Development Department at planning@kentville.ca.

Emergency Services

For large, outdoor events, we encourage organizers to notify local emergency services, including the Fire Department and Police Department. Large tented areas will require a fire inspection inspections@countyofkings

Outdoor Venues

Miner's Marsh

This protected marsh is a favorite walking destination among locals. It has groomed footpaths that are wheelchair friendly, as well as parking on the perimeter of the park. There is a public port-a-potty in the parking lot. The park is not lit, so poses a safety risk for evening events. Examples of events that have taken place in Miner's Marsh include the Pumpkin Walk, Jane's Walks, and Uncommon Common Art's launch.

The Gorge

The Gorge is a world class mountain biking trail, as well as a walking destination for those looking to escape the town. The tall hemlock trees envelope you as you walk or bike these beautiful trails. There is a small parking lot, a picnic shelter, and a skills course that is enjoyed by cyclists of all skill levels. Examples of events that have taken place in The Gorge include Canada Cup and organized nature hikes.

Memorial Park

Just 1km from downtown Kentville, Memorial Park offers three tennis courts, a swimming pool, five baseball fields, two basketball courts, a splash pad, a skating pond, a skatepark, a playground, and runs parallel to the Harvest Moon Trail. There are a few parking lots, as well as public washrooms and canteen shelters. The park is home to events such as Valley Yoga Festival, Relay for Life, and the Apple Blossom Festival fireworks.

Oakdene Park

This newly renovated park has become a hub of activity. It has two soccer fields, a natural playground, an open-air stage, a community garden, a basketball court, and a duck pond. There are two parking lots, a public port-a-potty and lots of space to set up tents, etc. Events that take place in this park include Oakdene Day and a Summer Concert Series.

Burgher Hill

Burgher Hill is best known for being a destination for sledding enthusiasts. During the summer there is also a 4X track for mountain biking. There are picnic tables and a parking lot. Events that have occurred on Burgher Hill include sledding parties, and Pumpkin People Festival.

Centre Square

Kentville's Centre Square is a parking lot enclosed by shops, cafes, and offices, with a covered gazebo in the centre. It has seen revitalization through events recently, and is home to Kentville's Multicultural Festival, Farmers' Market, Harvest Festival, and the children's activities during the Apple Blossom Festival. There is a water tap and power outlets, so the area can handle food vendors.

Indoor Venues

Kentville Arena

Used for expositions, circuses, and other large events during the spring/summer, and skating parties, hockey tournaments, etc. during the Fall/Winter. Contact Kevin Bennett at kbennett@kentville.ca.

Main Street Station

A historical building with a ballroom that holds 160 people, two private dining rooms, and a common area. Contact events@maritimeexpress.ca to book.

Kentville Fire Hall

The hall can hold 325 people, is wheel-chair accessible, and has a full kitchen. Visit www.kentvillefire.ca/facility-rentals to fill out an inquiry form.

Kentville's Recreation Centre

A spacious area that can be used for classes, recreation activities, workshops, etc. Contact aalders@kentville.ca to book.

Healy Events & Weddings

A beautiful barn setting just minutes away from Kentville's downtown. Contact healyevents@gmail.com to book.

Lion's Club Clubhouse

Available to rent for birthdays, office parties, meetings, fundraisers, etc. with a full kitchen. Contact kentvillelions@gmail.com or 902-670-2367.

Paddy's Pub

Private space available upstairs for functions, meetings, etc. Call 902-678-3199 to book.

Kings Arms Pub

The Crossed Keys Room upstairs can accommodate 60-100 people and is available to rent for private functions. Contact kingsarmspub@bellaliant.com.

Kentville Library

There is a community room available for meetings and small events such as lectures, readings, presentations, etc. Contact aalders@kentville.ca to book.

Accommodation

Wickwire House Bed & Breakfast
the-wickwire.ca

Grand Street Inn
grandstreetinn@eastlink.ca

Slumber Inn
slumberinn.ca



Vendors

If you are planning an event in Kentville, deepen your community impact by purchasing from local vendors. From catering services, to florists, printers, insurers, and photographers, Kentville businesses can cover all of your event needs! Visit kentvillebusiness.ca/downtown-shops-services/ to find local shops and services.

