



# Maple Ridge Major Events Development and Attraction Plan

June 11, 2025



Canada Day  
Photo Credit: City of Maple Ridge Facebook

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## Land Acknowledgement

Maple Ridge is located on the traditional and unceded territory of the Katzie First Nation and Kwantlen First Nation, on whose land we live, work and play. Through our shared commitment to land and place, the City of Maple Ridge seeks to honour the legacy of the region's Indigenous Peoples and find new ways of walking together to create opportunities for shared truths and to continue on the path towards reconciliation.



National Indigenous Peoples Day  
Photo Credit: Maple Ridge



# Executive Summary

Photo Credit: City of Maple Ridge



## Harnessing the Potential of Major Events

Maple Ridge is an ambitious and fast-growing community. Its enviable natural assets, diverse urban and rural areas, rich cultural heritage, thriving film industry, and well-loved local festivals provide a strong foundation for major events. Maple Ridge can build on this base to develop and attract events that will connect residents, support community pride, and boost the local economy.

This Major Events Development and Attraction Plan is intended to guide the City of Maple Ridge in developing and attracting events, and help it to prioritize its efforts. Doing so will better position the City to harness the potential of major events to generate far reaching social and economic benefits for the community. This in turn will support the community's ongoing evolution and reinforce Maple Ridge's identity as a place that is bold by nature, driven by community, and a city on the move.

# Building on Strengths and Community Aspirations

This plan is built on community interest in events, authentic local strengths, and a shared vision for major events in Maple Ridge. It outlines desired outcomes for events, pillars to realize the vision, event development and attraction opportunities, and actions to advance them.



## Maple Ridge's Vision for Major Events

**Major events will be a catalyst for change in Maple Ridge. They will energize the community, bring in visitors, and further the city's position as a great place to live, visit and invest.**



## Outcomes for Major Events

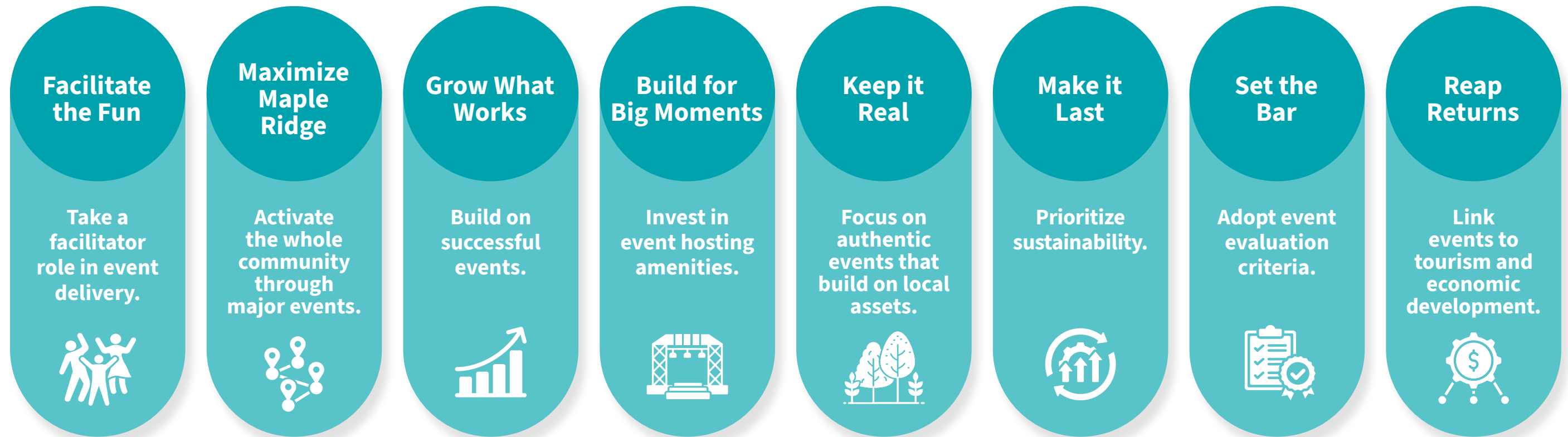
1. Residents have a stronger sense of community pride and belonging.
2. Visitors are drawn to Maple Ridge to experience and explore the community.
3. Maple Ridge's best assets are showcased and its brand is amplified.
4. All residents feel welcome to attend events and find them to be inclusive and accessible.
5. Local businesses are strengthened and employment opportunities are created through events.
6. Major events have sustainable funding models and remain financially viable for the long term.
7. Economic benefits and new investment are generated from events in the community.
8. Events showcase and celebrate natural assets while supporting their long-term preservation.



Photo Credits (top-bottom): Flickr, Maple Ridge-Pitt Meadows News, Maple Ridge-Pitt Meadows News

## Pillars to Realize the Vision and Outcomes

Developing and attracting major events will require a strategic and multi-faceted effort guided by the following pillars:



Want more detail about the pillars? [Click here!](#)



## Major Event Opportunities

Major event development and attraction in Maple Ridge should focus on the community's strongest opportunities. These include:



**Outdoor Adventure and Recreation**



**Music, Culture and Film**



**Food and Agriculture**



**Sport**

Want more detail about the major event opportunities? [Click here!](#)



## Taking Action

The Plan recommends key actions under each pillar and major event opportunity. The top ten actions to advance Maple Ridge's vision and desired outcomes for events are:

1. Host an annual Event Development Forum to bring together interested organizations and businesses, build and strengthen partnerships, and identify opportunities for collaboration.
2. Establish a Major Event Liaison role in order to enhance internal and external collaboration.
3. Adopt and utilize Event Evaluation Criteria to evaluate existing and new event opportunities.
4. Introduce one new community/industry led major event in the next three years and look for opportunities to roll out others over the life of this plan.
5. Issue a Request for Expressions of Interest to identify potential event producers and ideas for major events that align with this plan's major event development and attraction opportunities of outdoor recreation and adventure, music, culture and film, food and agriculture, and sport.
6. Spread the benefits and excitement of events across the whole city by incorporating elements of whole community activation into event plans.
7. Use Maple Ridge's brand to reinforce events, and events to reinforce the brand, by incorporating key messaging into event marketing activities.
8. Support the involvement and success of local businesses by developing resources and training opportunities to help them participate in and leverage events.
9. Consider enhancements to existing event venues and incorporate event hosting amenities into planning, construction and upgrade projects.
10. As Maple Ridge's major event portfolio grows, utilize measures and success stories to attract new accommodation providers.

**Want more detail about the action items? Click here!**



*Photo Credits (L-R): Maple Ridge News, Maple Ridge Museum*



## Tracking Progress

The Plan identifies 23 key performance indicators. It is suggested that these are measured and evaluated on an annual basis to track progress towards Maple Ridge's vision and desired outcomes for events.

## Resourcing the Plan

The extent and speed of implementation of this plan will be dependent upon the level of investment made toward it. Therefore, new initiatives and activities that are undertaken through this plan should be supported by sufficient human and financial resources.

## Where We Go from Here

The Major Event Development and Attraction Plan provides the City of Maple Ridge with a foundation for action. It will inform and guide decision making, investments, and partnerships related to major events. It can also be used by event industry partners, community groups, and residents to understand the direction for major event development in the community and to spark ideas for future events that are unique to Maple Ridge.

Canada Day  
Photo Credit: City of Maple Ridge Facebook



**1**

**Introduction**



## Introduction

Maple Ridge is a vibrant community of over 100,000 residents and is growing fast. Located between the Fraser River to the south and the Golden Ears Mountains to the north, it is home to urban and rural areas, as well as diverse neighbourhoods, cultural and recreational amenities and natural landscapes. It is strategically situated at the eastern edge of the Metro Vancouver region and is linked to communities in the Fraser Valley. The area has a rich history dating back thousands of years, with the Indigenous Katzie and Kwantlen First Nations being the original inhabitants.<sup>1</sup>

With its strategic location and diverse offerings, Maple Ridge is well positioned to become a host for major events that foster community spirit, celebrate the city's unique assets, and draw engaged residents and visitors from across the region.

## Project Background

The Major Events Development and Attraction Plan will provide the City of Maple Ridge with guidance on how to develop and attract major events. It will prioritize planning efforts and communicate a roadmap that will guide future decisions.

## Major Events Defined

For the purposes of this plan, major events are defined as events that will have all the following characteristics:



Attract thousands of participants, either in a single day or over the course of multiple days



Deliver significant social, economic, and reputational benefits to the community



Have potential to attract visitors and generate visitor spending in the community



Have significant market demand, market reach, can be leveraged for year-round promotions, and align with the City's brand

## Process

The project had five phases as described next.



**1**

**Project  
Startup  
and Data  
Gathering**



**2**

**Community  
Engagement**



**3**

**Analysis**



**4**

**Draft  
Plan**



**5**

**Final  
Plan**

## Project Team

The Project Committee was established to oversee the study and provide input and feedback at key junctures. It included representatives from the Economic Development, Communications, and Arts, Culture and Events departments. The plan was developed by the consultant team.

## Overview of Research

A variety of primary and secondary research activities were conducted to develop this report. Primary research was gathered through a community survey, a community input workshop, event industry input workshops, City Council input workshop, Senior Leadership Team input workshop, Committee workshops, interviews, and an in-person community tour. Secondary research consisted of a review of key internal, regional, provincial, and national materials, as well as benchmarking research. For an expanded overview, please see Appendix C.

*“One of my favourite memories was attending Our Neck of the Woods. The festival brought an incredible sense of community, showcasing local artists, musicians, and businesses in a way that truly highlighted the unique character of Maple Ridge.”*

*Survey respondent*



Photo Credit: Expedition Management Consulting Ltd.

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## Investing in Major Events

# Investing in Major Events

Maple Ridge has already begun to grow its major events portfolio, building on the foundations of many successful events in the community, and leveraging existing event assets and infrastructure. Much loved events are delivered by the City and by local event producers throughout the year and at many scales. Examples include Rock the Block, Music on the Wharf, Earth Day, Celebrate the Night, Caribbean Festival, Country Fest, Winterfest, and Diwali Mela. Primary existing venues include Memorial Peace Park in downtown Maple Ridge, the Albion Fairgrounds in the Albion flats, Telosky Stadium and the Albion Community Centre. See Appendix B for an inventory of event venues.

Many communities in the Lower Mainland that neighbour Maple Ridge host their own events. These range from music festivals to adventure races and harvest celebrations to cultural festivals. These events are unique to their host communities, and attract thousands of residents and visitors.

Figure 1. Existing Venues and Events



## Major Events Across the Region

### Music Festivals

- Mission Folk Music Festival, FVDED in the Park (Surrey)

### Adventure Races

- 5 Peaks Trail Running Series (Golden Ears Provincial Park), Vedder Mountain Challenge (Chilliwack)

### Community and Cultural Events

- Surrey Fusion Festival, Fraser Valley Comedy Festival (Chilliwack), Port Coquitlam May Days

### Food and Agriculture Events

- Cloverdale Rodeo and Country Fair (Surrey), Fort Langley Cranberry Festival, BC Dumpling Festival (Coquitlam)

## Why Major Events?

As an ambitious city with a growing population, growing diversity, and a unique geographical location within the region, Maple Ridge is well-positioned to enhance its efforts to deliver and support major events. Doing so can bring a variety of economic, social and reputational benefits to the community.

Events provide entertainment for residents, encourage community engagement, enhance community pride, support the local economy, and contribute positively to the high quality of life that community members enjoy. Major events also have the potential to attract visitors, generate visitor spending, and to catalyze talent and business attraction. They inject energy into a city, creating a buzz that makes it feel like the place to be - exciting, dynamic, and full of life.

Hosting events that embody the municipality's brand – Bold by nature, driven by community; a city on the move – will position Maple Ridge as a leader in community building and tourism. Events that align with the brand and that celebrate nature, community and a vibrant economy can showcase the best experiences, talent and landscapes that offer a lasting impression and build an enduring legacy.

*“I thought Our Neck of the Woods was a fantastic event. It was able to show off Maple Ridge but more importantly, brought the community together.”*

*Survey respondent*



Photo Credits (top-bottom): Maple Ridge-Pitt Meadows News, Maple Ridge News

# Benefits of Events

## Social Benefits

-  **Catalyst for Change**  
Support community revitalization
-  **Sense of Belonging**  
Foster resident pride and belonging
-  **Connection**  
Opportunities for people to meet and interact
-  **Cultural Exchange**  
Allow the sharing of different traditions, foods and art
-  **Volunteerism and Civic Engagement**  
Promote a culture of engagement and giving back

## Economic Benefits

-  **Local Business Support**  
Increased demand for goods and services
-  **Job Creation and Sustainment**  
New jobs created and existing jobs supported
-  **Promotion of Local Products**  
Sponsorship and advertising boost awareness of products and services
-  **Increased Tourism**  
Visitors are drawn to the community and their spending is multiplied
-  **More Resources for Governments**  
More economic activity leads to more revenues through taxation and service charges
-  **Talent and Business Attraction**  
New people and entrepreneurs support economic diversification

## Environmental Benefits

-  **Enhanced Value**  
Build emotional connections to natural and built environments
-  **Preservation and Revitalization**  
Contribute to protection and renewal of built and natural environments
-  **Sustainable Practices**  
Promote eco-friendly practices related to waste, water, energy and transportation
-  **Community Beautification**  
Support a cleaner and more aesthetically pleasing environment

## Building on Success

Maple Ridge hosted two major events in 2024 – the BC Summer Games and the Our Neck of the Woods (ONOTW) festival. These events were built on a strong foundation of community event delivery, by the City and by local event producers. The success of these events, as determined by high attendance, community participation and enthusiasm, supports the case for the City to continue to strategically grow its major events portfolio.

While major events take center stage in this plan, smaller-scale community-focused events will continue to be important to realizing the community’s vision. These events help keep Maple Ridge activated and engaged year-round, ensuring consistent entertainment and connection opportunities for residents across Maple Ridge. By maintaining this energy, the community will build and solidify its reputation as a welcoming city and a destination for unforgettable experiences.



### 2024 BC Summer Games

From July 17 to 21, 2024, the City of Maple Ridge hosted the 2024 BC Summer Games, BC’s largest amateur sports competition for young athletes. This event brought together over 3,100 participants from across the province. Participants were supported by more than 1,700 volunteers. Events were held across the community in a variety of indoor and outdoor facilities including the Maple Ridge Leisure Centre, Albion Sports Complex, Whonnock Lake Park, Hammond Outdoor Pool, Maple Ridge Equi-Sport Centre and Planet Ice. The Opening Ceremonies audience was an estimated 8,000 people.



### Our Neck of the Woods

Our Neck of the Woods was a key event in Maple Ridge’s 150<sup>th</sup> anniversary festivities in 2024. It was a full day celebration, focused on Maple Ridge’s heritage, culture, and community spirit. It included musical performances on multiple stages, food and beverage vendors, an Indigenous maker’s market, as well as a variety of adventure and cultural activities for all ages. It was held in Downtown Maple Ridge, at Memorial Peace Park and on surrounding streets. The event was free to attend, and it is estimated that 15,000 people took part.



**Smaller-scale community-focused events will continue to be important to realizing the community’s vision. These events help keep Maple Ridge activated and engaged year-round.**

*Photo Credits (top-bottom): City of Maple Ridge, Maple Ridge-Pitt Meadows News*

## Showcasing Strengths and Community

While Maple Ridge is rich in community spirit and natural assets, there are gaps in some major event supporting infrastructure. There are limited purpose-built event venues in the community and limited accommodation offerings for out-of-town event attendees. This poses a challenge for multi-day events as the community relies on neighbouring municipalities to provide these services.

Attracting residents and day-trippers, and leveraging existing strengths through major events can provide powerful community benefits. Strengths include venues such as Memorial Peace Park and the Albion Fairgrounds, diverse recreational and cultural amenities, varied natural attractions, as well as numerous culinary assets. Maple Ridge's growing population and increasing cultural diversity, and the resulting growing demand for events are also strengths. By building on them, Maple Ridge can create signature events that authentically reflect the community's character and attract visitors from neighbouring municipalities, providing residents with exciting experiences, deepening local pride, and giving them unique reasons to boast about their city to friends and family across the region.

See Appendix A for a detailed analysis of Maple Ridge's event related strengths, weaknesses, opportunities and threats.



***"I absolutely love Celebrate the Night and feel so proud of my city during that event!"***

*Survey respondent*




# Aligning with Community Aspirations

Engagement for this project confirmed strong community appreciation for major events, a desire to see existing community events grow, and support for the development of a signature event that showcases the city. Overall, the community is excited about expanded event offerings, including new events that are distinct and unique from those already happening. There is a desire for music festivals, family-friendly events, food and beverage events, sporting events, holiday and seasonal events, and outdoor adventure events. The community recognizes that Maple Ridge’s natural assets can be leveraged to enhance event experiences. Event goers and event organizers also recognize the need for infrastructure improvements to support major events, along with enhanced marketing, and resources to support local capacity for event delivery. Aligning the City’s efforts to develop and attract major events with these aspirations and interests will translate into the greatest benefits to the community.


See Appendix C for a summary of engagement.

*“We love taking our son to the events in the summer at the Albion Fairgrounds.”*  
*Survey respondent*


### Overall Engagement Findings



**Strong appreciation for major events**




**Desire to grow existing community events**




**Support for development of new signature events**


### Focus of Future Events




**Music Festivals**




**Family-Friendly**




**Food and Beverage**



**Sporting**




**Holiday and Seasonal**




**Outdoor Adventure**


### Opportunities for Improvement



**Infrastructure (new venues and new amenities at existing venues)**



**Enhanced marketing**



**Resources to support event producers**

3

Vision for Major Events



The following vision and outcomes guide how the City of Maple Ridge supports and delivers major events. They reflect the interests and intentions of the community and municipality based on what we heard through the engagement process.



## Vision

**Major events will be a catalyst for change in Maple Ridge. They will energize the community, bring in visitors, and further the city's position as a great place to live, visit and invest.**



## Outcomes

1. Residents have a stronger sense of community pride and belonging.
2. Visitors are drawn to Maple Ridge to experience and explore the community.
3. Maple Ridge's best assets are showcased and its brand is amplified.
4. All residents feel welcome to attend events and find them to be inclusive and accessible.
5. Local businesses are strengthened and employment opportunities are created through events.
6. Major events have sustainable funding models and remain financially viable for the long term.
7. Economic benefits and new investment are generated from events in the community.
8. Events showcase and celebrate natural assets while supporting their long-term preservation.

Photo Credit: City of Maple Ridge



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Major Event  
Development Pillars



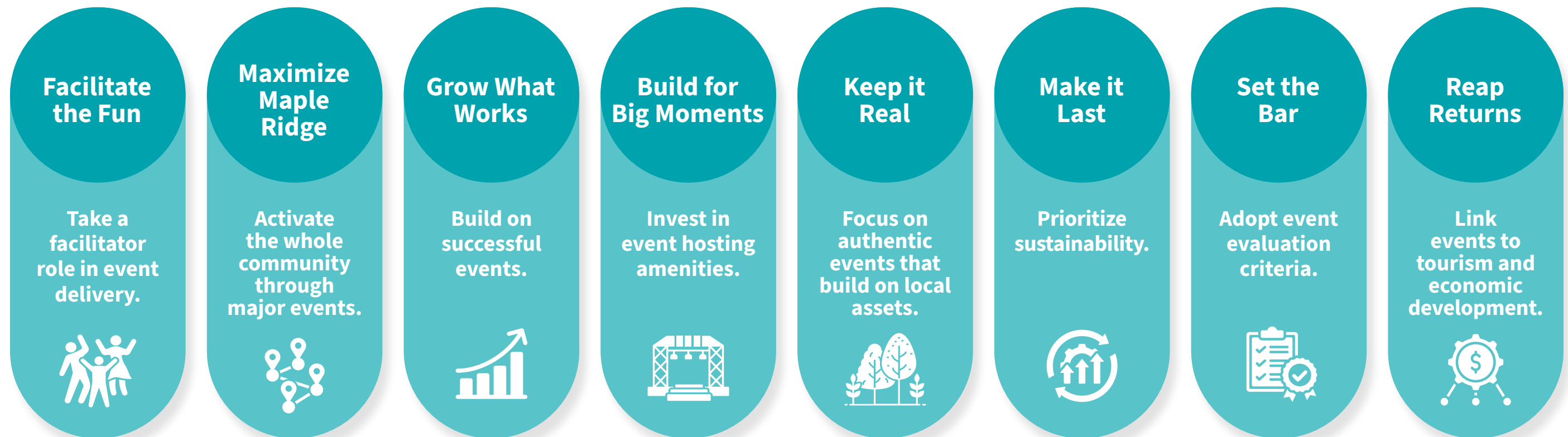
Developing and attracting major events will require a strategic and multi-faceted effort. The core elements of this effort are outlined next. Key actions to advance them are also identified. Additional actions are included in Appendix D – Action Plan.

[Click here to view the full Action Plan!](#)



The pillars call for building on Maple Ridge's event foundations, creating authentic and engaging event experiences, strengthening event infrastructure and delivery, ensuring sustainability and longevity, and leveraging events for tourism and economic development.

## Pillars





## Facilitate the fun

Take a facilitator role in event delivery.

By taking a facilitator role, the City will focus on supporting and engaging external partners such as event producers, businesses and community groups in delivering events in the community. In this way the City can build the capacity of these groups to put on events. The City should focus on continuing to deliver core annual events and should consider the delivery of a signature annual event that celebrates the community. Facilitating activities should include providing assistance and information on how to host an event in Maple Ridge, including licensing/permitting, fees, insurance requirements, event production tools, key contacts, and host protocols. It is worth noting that the City already provides several of these services to event producers. However, there may be opportunity to tailor these services to better meet the needs of major events.

New major event producers, promoters and sponsors should be welcomed to Maple Ridge so that they can diversify the community's offerings. Because major events require significant investments, both in time and funding, new partnerships, external expertise and internal resources will be key for Maple Ridge to fully realize its vision. There is strong potential to nurture local event businesses and talent as part of these efforts.

### Key Actions

- Continue supporting external partners in delivering events in the community by providing them with information and assistance on how to host an event in Maple Ridge, including licensing/permitting, fees, insurance requirements, event production tools, key contacts, host protocols and available resources from the municipality.
- Establish a Major Event Liaison role in order to enhance internal and external collaboration. Consider adding a new staff resource to fulfill this role or alternatively reallocating existing resources.
- Identify resources that the City can commit to support the development and attraction of new major events.
- Issue a Request for Expressions of Interest to identify potential event producers and ideas for major events that align with this plan's major event development and attraction opportunities.
- Identify various levels of support that the City of Maple Ridge could provide to major events to assist them during production. From this list, codify different levels of support and how events would qualify for the different levels.
- Aim to support the introduction of new community/industry led major events. One should roll out within the next three years and the City should look for opportunities to roll out others over the life of this plan.
- Monitor the need to potentially bring on additional staff resources and/or contracted resources as demands grow in the future.



## Maximize Maple Ridge

**Activate the whole community through major events.**

As described earlier, Maple Ridge has infrastructure gaps that are a barrier to major event development. Furthermore, event activity is concentrated in only a few locations that are suitable to host them. For these reasons, a new event delivery approach is recommended. One that encourages high engagement from the business community, reduces stress on infrastructure and increases resident involvement. One that maximizes Maple Ridge! Instead of focussing new events on one site and on one day, increased activation can be achieved by hosting event activities at multiple locations and over multiple days. Activities and locations can be spread over a single day or weekend, or over the course of a month or even season. This approach spreads the excitement and benefits of major events throughout the community and fosters accessibility. It encourages resident and business participation and the delivery of unique event offerings. It also reduces the demands on a single venue with a large capacity and distributes the work of executing a major event among many groups. This helps drive traffic to businesses and engages more organizations in delivering the event. The role of an event producer in multi-location and multi-day events is to facilitate the efforts of participating organizations and to focus on marketing.

### Key Actions

- Host an annual Event Development Forum to bring together event stakeholders and interest groups. The Forum would be an opportunity to build and strengthen partnerships, identify opportunities for collaboration, and identify innovative ways to address barriers to attracting major events. It is envisioned that the Forum would be a highly engaging, in-person event that would serve as a rallying point for the local event industry. The Forum could also be used to communicate successes, describe upcoming initiatives, attract new partners, and energize participants to contribute toward implementing the plan.
- Develop an inventory of public and privately owned indoor and outdoor locations that are appropriate for hosting events, including site specific capacity limits, use and transportation considerations, and available amenities.
- Incorporate elements of whole community activation into City-led event plans and encourage it through the services that the City might provide to external organizers.
- Offer event planning and experience development training sessions for local businesses and organizations. These sessions will help local organizations develop high quality complementary programming that will amplify community wide events.



Photo Credit: City of Maple Ridge



## Examples of Community-Wide Activation Events

**Jasper Dark Sky Festival** – This festival activates the community of Jasper for over a week in the fall season to celebrate the majesty of its dark sky. The local destination management organization (Tourism Jasper) coordinates and promotes the event; however, much of the programming is organized by private organizations and it is often delivered at their place of business.

**Okanagan Wine Festivals** – Kelowna celebrates its wine industry and heritage through annual wine festivals which are held in the spring and fall. These events showcase a variety of wine-themed activities that take place throughout the community and at participating wineries.

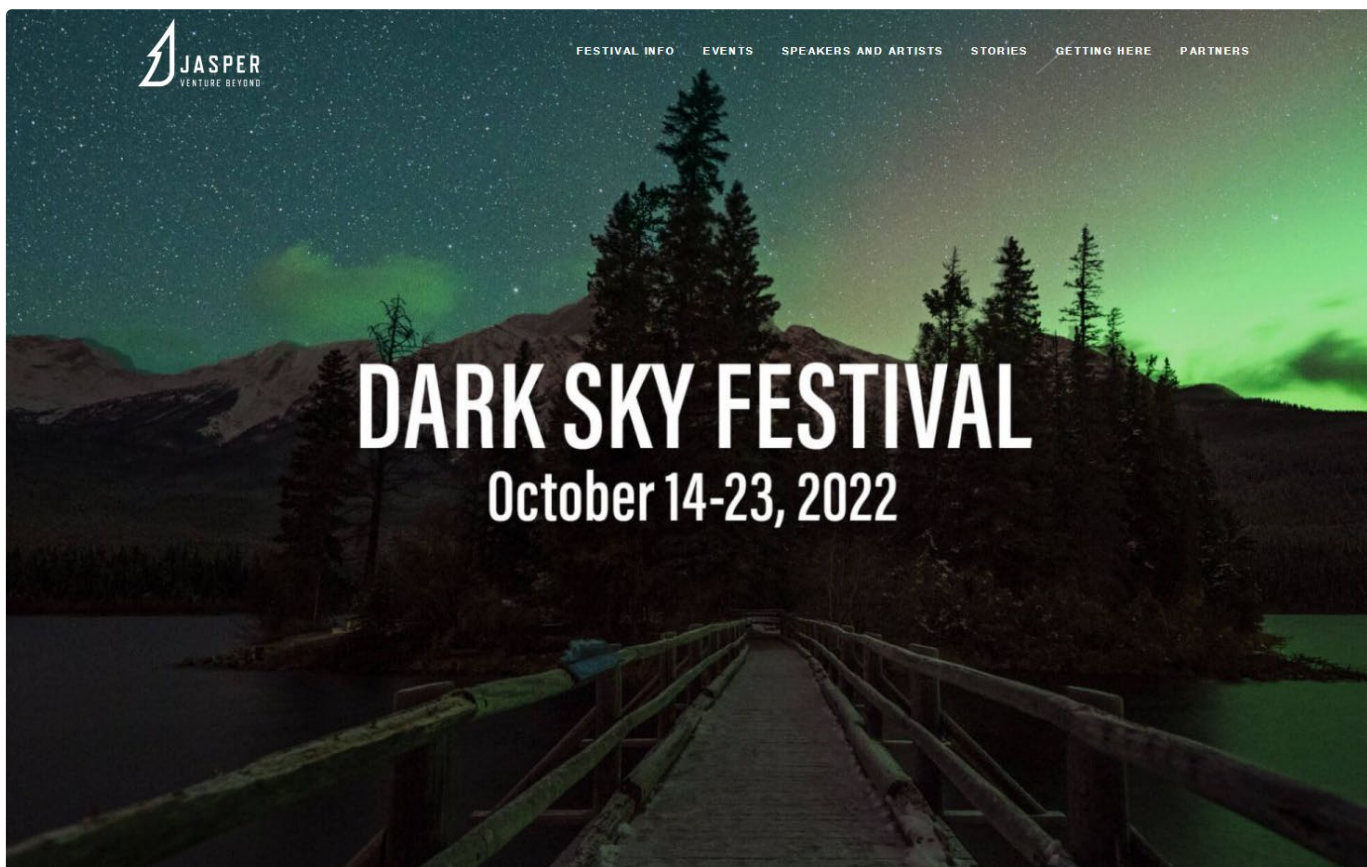


Photo Credits (L-R): Tourism Jasper, Vivid Tours



## Grow What Works

**Build on successful existing events.**

Enhancing and evolving existing events will ensure that residents continue to benefit from events, that the most cherished elements of events are strengthened, and that events are welcoming to all. It will also ensure that Maple Ridge's major events portfolio is built at a sustainable pace, with the support and involvement of the community. Ongoing support for external organizations will be needed as they continue to deliver major events as well as smaller and medium sized events.

### Key Actions

- Undertake a cost benefit analysis to evaluate the potential for the City of Maple Ridge to sponsor an annual community celebration like Our Neck of the Woods, and measure this assessment against other priorities of this plan.
- Continue to support community organizations as they deliver events including regularly revisiting and updating event related City policies, regulations, and resources such as the Allocation Policy and Festival Resource Guide.
- Encourage events that appeal broadly to the community by developing guidelines for event producers that outline event characteristics and best practices to welcome people of all ages, cultural backgrounds, economic means, and household structures.
- Build partnerships with diverse community organizations and businesses to deliver activities and programming at City-led events.



## Build for Big Moments

**Invest in event hosting amenities.**

Investing in event-specific infrastructure will strengthen the community's ability to host events and will attract event producers. Existing venues could be enhanced by adding stages with adequate sightlines, hardscaping, utility connections, loading areas, washrooms and seating. Plans should also be made for new indoor and outdoor event venues as the community grows and redevelops.

### Key Actions

- Consider impacts of the arena complex expansion at Planet Ice on the capacity of the Albion Fairgrounds to host major events, including identification of effects on and mitigation measures for existing annual major events held at this venue as well as potential alternative future locations for them and other major events.
- Ensure indoor and outdoor event hosting considerations are included in future municipal planning and development activities (e.g. land use plans, facility designs, transportation infrastructure, service level decisions, park construction).
- Incorporate event hosting amenities when designing or upgrading public buildings and outdoor spaces to increase the number of well-appointed event venues.



## Keep it Real

**Focus on authentic events that build on local assets.**

Using event development and attraction themes that build on local strengths and characteristics will result in events that are unique to Maple Ridge and feel authentic to the community. Recommended themes include outdoor recreation and adventure, music, culture and film, food and agriculture, and sport. These are strongly aligned with Maple Ridge's assets, tourism strategy and brand. Themes from 'Bold by nature, driven by community – a city on the move' can guide what events Maple Ridge delivers and/or sponsors, the location and format of events, as well as event marketing. Promoting evening and nighttime events in addition to daytime activities, will help to welcome a diversity of eventgoers, highlight the community's unique arts and culture vibe, boost its nightlife scene, and build its reputation as an up and coming city.

### Key Actions

- Build on Maple Ridge's strongest opportunities to guide the development and attraction of new events, and to evolve and strengthen existing events.
- Develop an inventory of event assets in Maple Ridge that could help support the development and attraction of events under each opportunity (e.g. related operators, attractions, facilities, etc.).
- Bring together interested local businesses and organizations to identify shared interests and opportunities to collaborate on nighttime events, and ways for the City of Maple Ridge to help facilitate them.
- Use Maple Ridge's brand to reinforce events, and events to reinforce the brand, by incorporating key messaging into event marketing activities. Consider codifying a brand license program for events that are not produced by the City, but that the City would still want to be associated with.



*Glow*  
Photo Credit: City of Maple Ridge Facebook



## Make it Last

**Prioritize sustainability.**

Major events are resource intensive. They require significant funding, labour, space, and material supports. If not properly managed they can take a toll on a host's financial, natural, social and community assets. Cost recovery and revenue generation will be particularly important to the long-term viability of major events in a growing municipality. It will be critical to identify and allocate resources for major events, and to strategically increase the City's and the community's capacity to facilitate and deliver them over time. It will also be key to support resident involvement and social sustainability, along with events that tread lightly on the local environment.

### Key Actions

- Allocate resources to implement the Major Events Development and Attraction Plan.
- Consider establishing an internal working group to steward implementation of the plan.
- Develop cost recovery and revenue generation strategies for major events that are delivered by the City.
- Support resident involvement in events by establishing a volunteer strategy that can be implemented for City-led events and for events delivered by external providers/organizations.
- Encourage the application of environmental sustainability principles and practices to major events in Maple Ridge.



## Set the Bar

**Adopt event evaluation criteria.**

Event opportunities are boundless. Resources are not. Event evaluation criteria will help Maple Ridge maximize its support for and the potential benefits of events for the community. When read with this plan, they can provide potential producers with a tangible understanding of City priorities and improve efficiencies in event planning and requests for municipal supports. Criteria such as those suggested in Appendix E could be used by Maple Ridge to evaluate existing and new event opportunities, and to guide City decisions related to supporting events and the level of services available to providers.

### Key Action

- Adopt and utilize the Event Evaluation Criteria identified in Appendix E to evaluate existing and new event opportunities, and to guide City decisions related to supporting major events and the levels of service available to providers.



## Reap Rewards

**Link events to tourism and economic development.**

Visitor spending supports the local economy. From a tourism perspective, a key goal of event programming should be to develop experiences that provide opportunities for visitors to experience all that the community has to offer, including local businesses. Local businesses, in turn, should be encouraged to participate in event delivery and to turn attendees into customers. Measuring the economic impacts of visitors to the community will provide data for decision making related to public investment in events and event infrastructure, and for attracting private investment in event and tourism supporting businesses. Enhanced marketing of events will help leverage resident and visitor participation, and related economic benefits. Events can be a way to promote the city year-round as a place to come for rich cultural experiences and a high quality of life. The City can also leverage the community's event portfolio as it grows to demonstrate a market for overnight stays.

### Key Actions

- Develop a toolkit for businesses to help them leverage events and turn attendees into customers, working with partners such as the Ridge Meadows Chamber of Commerce and Downtown Business Association.
- Measure the economic and social return on investment from every major event hosted in the city. To ensure the results are comparable and compatible, a consistent method/model should be used.
- Develop and implement an annual marketing campaign for events to attract residents of Maple Ridge and visitors from surrounding communities.
- Invest in and scale up resources to support marketing and communication efforts.
- Encourage event producers to develop marketing plans for their events and identify potential ways for the City to amplify event producer efforts.
- As Maple Ridge's major event portfolio grows, use measures and success stories to attract new accommodation providers.



*Celebrate the Night*  
Photo Credit: City of Maple Ridge Facebook

5

Major Event  
Development and  
Attraction Opportunities



Major event development and attraction in Maple Ridge should focus on the community's strongest opportunities.

These include:

- Outdoor Recreation and Adventure
- Music, Culture and Film
- Food and Agriculture
- Sport.

While each of these is a standalone strength, combining elements of them in one-off or recurring events would result in events that reflect and amplify Maple Ridge's community identity, and appeal to a broad audience.

Descriptions of these opportunities are provided next. See Appendix D for recommended actions to support them.





## 1. Outdoor Recreation and Adventure

Maple Ridge has enviable natural assets and outdoor recreation amenities. These lend themselves well to a variety of adventure focused events and activities, including those that are water and trail based. The varied nature of trails within the community and adjacent parks also means that they are accessible to people of all backgrounds and abilities, from beginners to advanced athletes, families looking for child-friendly options to individuals or groups of friends in search of a demanding physical challenge. Hosting major outdoor recreation and adventure events would directly support activation of the Bold By Nature pillar of the City of Maple Ridge's brand, as well as the promotion of Maple Ridge as an adventure hub for tourism. Such major events can also include cultural and agricultural elements to appeal to a broader audience and to reinforce the community's Driven by Community and A City on the Move brand pillars.



### Water and Dirt Festival, Petawawa, ON

This festival is a partnership of four municipalities and is delivered in collaboration with local businesses, charities and volunteers. It showcases water and land-based adventures in the Ottawa Valley, with over a dozen race events held over ten days. The festival includes live music and entertainment each weekend after the races.

Source:  
Petawawa Post and Water and Dirt



Photo Credit: Water and Dirt



## Trends and Insights

- Trail sports have soared in popularity since the COVID-19 pandemic.<sup>2</sup>
- Trail running participation is on the rise. Participation in the United States jumped 26% between 2021 and 2023, with twice as many trail running events in 2023 compared to pre-pandemic numbers.<sup>3</sup> In 2023, there were over 50 trail races held in British Columbia.<sup>4</sup>
- Gravel bike riding and racing are also on the rise across North America. There has been a 50% increase in gravel racing in each of the last two years.<sup>5</sup>
- Participation in mountain biking grew significantly during the COVID-19 pandemic. Many communities in British Columbia have recognized the potential for mountain biking and mountain bike trails to attract visitors and contribute to the local economy.<sup>6</sup>
- Golden Ears Provincial Park is a very popular outdoor destination. BC Parks reported a total of 1,012,471 person days at the park in the 2023/2024 season.<sup>7</sup>
- Trail-based and multi-sport racing event participants are likely to travel with friends and family, boosting attendee and visitor numbers in hosting communities.
- Outdoor recreation events can capitalize on current wellness trends. Providing events that are accessible to a range of ability levels and interests, and that promote individual and community wellness, can leverage this trend for increased participation.
- Resident survey respondents indicated Maple Ridge should focus on outdoor adventure events in the future. They also indicated that the focus should be on family-friendly events. Event organizer survey respondents believe that Maple Ridge should focus on ecotourism events in the future.



## 2. Music, Culture and Film

These types of events are an opportunity to demonstrate that Maple Ridge truly is ‘driven by community’ and ‘a city on the move’. They are an opportunity to showcase the city’s heart, talent and cultural offerings. Among these are the eclectic visual arts scene, active performing arts community and the ACT Arts Centre, the long running Maple Ridge Caribbean Festival, and Maple Ridge’s growing standing as a location of choice for the film industry. Such assets can be built on to create events that are unique to the community and that foster resident pride and belonging. The 2024 ONOTW festival is an example of such an event. It was a celebration of community, featuring music, performances, experiences, and food and craft vendors in the middle of downtown. Major community and culture events like ONOTW support community identity and can be used to promote Maple Ridge and position it as a community of choice for living, investing and visiting.

A film festival is an idea that is worth further exploration. Maple Ridge is a film-friendly community and is one of the most popular locations in British Columbia for on-location filming. The community has hosted over 800 productions already!<sup>8</sup> A festival to celebrate these achievements could serve to increase community pride, attract more film making opportunities, and build the community’s brand.

Events that celebrate local Indigenous culture and heritage are also part of this pillar. The Katzie First Nation and the Kwantlen First Nation have been in Maple Ridge since time immemorial. There is potential to explore new events with them, and to strengthen the integration of Indigenous cultural elements, knowledge and activities into existing events.



Photo Credit: City of Maple Ridge



## Trends and Insights

- Resident survey respondents and event organizer survey respondents identified music festivals among their top three choices for future major events in the community. They also identified family-friendly events among their priorities.
- Culture is increasingly recognized as a key economic driver and core element of placemaking and community building.<sup>9</sup>
- Seventy-five percent of millennials value experiences over things, and over 50% of this segment attend weekend events.<sup>10</sup>
- Music and family-friendly events were identified as highly desirable by people who participated in the resident survey.
- Attendees are seeking immersive, meaningful and personalized event experiences above pure entertainment.<sup>11</sup>
- A 2021 Canadian study found that participating in 15 different arts, culture, and heritage activities led to individuals reporting increases in their overall health. The study also identified connections between cultural participation and mental health, and cultural participation and satisfaction with life.<sup>12</sup>
- In 2023, cultural organizations in BC reported that ticketed events were attracting new audiences, including people who are more culturally diverse and have a wider age range.<sup>13</sup>
- The global film tourism market was estimated to be valued at \$68.1 billion USD in 2022.<sup>14</sup>



### Downtown Spark, Edmonton.

Multi-day festival in Edmonton's city centre that features large-scale art installations, roving performers, daily events such as dance parties, dog-friendly beer gardens, Indigenous arts and cultural programming, a live music block party, and many more events.

Source: Edmonton Downtown



Photo Credit: Edmonton Downtown



Photo Credits (top-bottom): City of Maple Ridge, Maple Ridge-Pitt Meadows News



### 3. Food and Agriculture

Food and agriculture are thriving and highly visible features of Maple Ridge's identity. They are also a key element of the community's heritage. Today, 14% of the city's land base is within the Agricultural Land Reserve, and food production remains an important economic sector. Local products are varied and include blueberries, cranberries, vegetables, cheese and meats.<sup>15</sup> The community's culinary scene and agritourism industries are unique and growing. The annual Maple Ridge-Pitt Meadows Country Fest is a well-loved family-friendly event and the Albion Fairgrounds are a key major event venue. Some local farms already welcome visitors, have invested in event hosting amenities, and host their own events. Certain farm characteristics such as quality agricultural facilities, ample parking, aesthetic charm and attractive views strengthen their overall hosting appeal. Agricultural events and experiences are closely tied to and can be combined with those that are culinary, connecting producers and chefs, featuring local culinary talent, and creating new and multi-sensory experiences for participants.<sup>16</sup> Supporting new food and agriculture related major events will also support the City of Maple Ridge's Tourism Strategy.

A food and agriculture event would lend itself well to a multi-location delivery approach, given that there are dozens of food, beverage and agricultural establishments across Maple Ridge and no single establishment could accommodate thousands.



### Trends and Insights

- Food events can attract thousands of attendees. The BC Dumpling Festival, an event held in Coquitlam and launched in 2022, attracted an estimated 40,000 attendees in 2023 and over 50,000 in 2024.<sup>17,18</sup>
- Resident survey respondents identified food and beverage events among their top three choices for future major events in the community. Many are also interested in holiday and seasonal events. Event organizer respondents identified food and beverage events among their top three choices.
- Blueberries are big business in Maple Ridge. There are numerous existing blueberry farms, including some that host events.<sup>19,20</sup>
- Many farms and culinary establishments are already welcoming visitors and customers. There are currently 81 businesses in the agritourism sector in Maple Ridge, including cafes, restaurants, pumpkin patches, berry picking farms, culinary events, and craft breweries and distilleries.<sup>21</sup> In 2021, 75 farms in Maple Ridge reported direct sales to consumers and 50 of those used on-site farm stores, stands, kiosks, U-pick or farm gate sales.<sup>22</sup>
- The 128 Avenue corridor through Maple Ridge and neighbouring Pitt Meadows attracts over 15,000 visitors from across the region during the pumpkin season.<sup>23</sup>
- Culinary offerings are a top driver of domestic travel for 18 to 34 year olds. Eating and drinking local food is among the most popular activities for this travel segment when visiting a destination.<sup>24</sup>
- Maple Ridge is one of seven communities in the Scenic 7 BC partnership. This partnership aims to highlight off-the-beaten-path experiences, including agritourism, in member communities.
- There are several existing harvest focused events in the region such as Taste of Abby and the Fort Langley Cranberry Festival.



## Cranberry Festival, Fort Langley, BC

This festival is a full-day town-wide event. It celebrates the annual harvest, the history of the cranberry in the area, and the early history of Fort Langley. It attracts approximately 35,000 people each year and is stewarded by the Eric Woodward Foundation, a local non-profit society. The festival features over 100 local vendors, family-friendly entertainment and activities, and farm tours. The event began in 1995 as a grassroots community activity.

*Source: The Fraser Valley and Fort Langley Project*



Photo Credits (L-R): James.Bc / Wikimedia Commons, @Eric.James.Woodward on Instagram



Haney Farmers Market  
Photo Credit: City of Maple Ridge Facebook



## 4. Sport

Sport events are suited to Maple Ridge based on the community's investments in sports facilities, its central location between the Metro Vancouver and Fraser Valley regions, and motivated local sport groups. Further investment in sport facilities and events has the potential to catalyze increased regional and provincial level sport tourism, while also serving the needs of current and future residents. In addition, sport events bring athletes, coaches, support teams, and their families who spend money on accommodation, food and beverage, fuel, and entertainment, which supports the local economy.



### Trends and Insights

- Sport tourism is a \$5.2 billion industry in Canada and has been one of the fastest growing tourism sectors.<sup>25</sup> Annual sport tourism expenditures in BC are over \$1.4 billion.
- Sport events draw more than 2 million visitors to B.C. annually, with a large share coming from the U.S. and abroad.<sup>26</sup>
- More than 800,000 British Columbians play organized sports and are members of one of the more than 70 Provincial Sports Organizations (PSO), Multi-Sport Organizations (MSO), or Disability Sport Organizations (DSO).<sup>27</sup>
- Event organizer survey respondents identified sport events among the top three that Maple Ridge should focus on in the future.

BC Summer Games  
Photo Credits (L-R): Ultimate Canada, Flickr



6

Conclusion





*Our Neck of the Woods  
Photo Credit: City of Maple Ridge Facebook*

As Maple Ridge continues to grow, major events can play a key role in shaping its identity, strengthening community connections, and driving economic benefits. By building on existing successes, leveraging Maple Ridge's natural and cultural assets, and aligning event development and attraction with community aspirations, Maple Ridge can become a vibrant event host city. While investments in infrastructure and resources will be needed over time, the thoughtful, strategic approach to event planning that is captured in this plan will ensure long-term sustainability and maximum community impact.

# Appendices

## Appendix A – Swot Analysis

A high-level analysis of Maple Ridge’s strengths, weaknesses, opportunities, and threats (SWOT) as they relate to major events was completed.

<b>S</b>	<b>W</b>	<b>O</b>	<b>T</b>
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• The community has recently delivered several successful major events.</li> <li>• Local events are highly valued by participants.</li> <li>• There are several existing event venues.</li> <li>• There are several local organizations that deliver and support events including the Downtown Maple Ridge Business Improvement Association.</li> <li>• Maple Ridge is strategically located regionally, bridging communities in Metro Vancouver and the Fraser Valley.</li> <li>• The community features diverse areas, landscapes and amenities, from rivers and lakes to mountains and agricultural areas.</li> <li>• There are several dozen short-term rentals (e.g. Airbnb, VRBO) in Maple Ridge.</li> </ul>	<ul style="list-style-type: none"> <li>• Most of the community’s indoor facilities and outdoor spaces were not designed to host major events.</li> <li>• Need for hotel rooms and other accommodation options to attract overnight visitors.</li> <li>• Public access to natural assets such as the Fraser River could be improved.</li> <li>• Limited transit connectivity to venues and surrounding communities.</li> <li>• Major event delivery requires ongoing resource investment.</li> <li>• Lack of dedicated staff resources for event support and delivery.</li> </ul>	<ul style="list-style-type: none"> <li>• Responding to growing demand for major events as the community and regional population increases and diversifies.</li> <li>• Leveraging events to strengthen the City’s brand and drive tourism and economic development.</li> <li>• Current City planning activities for a number of multi-use recreation amenities that would add to the facility inventory for sport and event hosting.</li> <li>• Supporting local businesses and jobs through major events.</li> <li>• Increasing the involvement of local businesses in events to enhance benefits for businesses and eventgoers.</li> <li>• Maximizing the economic, social, and environmental benefits that events can generate for the community.</li> <li>• Considering the needs of major events when planning and developing future community infrastructure, such as recreation facilities and parks.</li> <li>• Promoting Maple Ridge through major events.</li> </ul>	<ul style="list-style-type: none"> <li>• Rising event production costs and limited grant funding for events.</li> <li>• Economic uncertainty and impacts on event attendees and industry.</li> <li>• High demand and participant expectations for events may put strain on event services and infrastructure.</li> <li>• Exceeding the carrying capacity of the community and host spaces for events.</li> <li>• Politicization of community events (e.g. protests).</li> <li>• Risks associated with mass gatherings (e.g. terrorism, pandemics, uncontrolled crowds).</li> <li>• Some events can carry significant economic and reputational risk.</li> <li>• Extreme weather challenges.</li> <li>• Changes to existing event spaces (indoor and outdoor) as the city and its facilities evolve and grow.</li> </ul>

## Appendix B – Event Venue Inventory

The following provides an overview of key outdoor and indoor event venues in Maple Ridge. Most are concentrated downtown or adjacent to one another in the Albion flats.

### Outdoor Event Hosting Facilities

**Memorial Peace Park:** The park is centrally located in downtown Maple Ridge. It features open green space, a gazebo, park benches, parking, and picnic tables. It is approximately 2,700<sup>m2</sup>. Events regularly held at the park include Bard on the Bandstand, Remembrance Day, Celebrate the Night and Santa Claus Parade, Canada Day and Winter Fest. Our Neck of the Woods was held at the park and on surrounding streets in 2024.

**Albion Fairgrounds:** The fairgrounds are in the Albion flats, adjacent to the Lougheed Highway. Amenities include bleacher seating, a community garden, covered picnic areas, drinking water, kitchen, off-leash dog park, open green space, park benches,

parking, picnic tables, trails (horse/walking) and washrooms. Buildings available for public use include a display barn, commercial building and exhibition building. There is also an outdoor riding ring on site for equestrian events, as well as show rings and an outdoor stage. Events held here annually include Maple Ridge-Pitt Meadows Country Fest and Maple Ridge Caribbean Festival. It was also a venue for the BC Summer Games in 2024.

**Albion Sports Complex:** This extensive complex is adjacent to the Albion Fairgrounds. It includes a baseball diamond, bleacher seating, concession, covered picnic areas, football field, open green space, park benches, parking, picnic tables, playground,

sand play, soccer field, spray park, walking trails and washrooms. It can accommodate a variety of outdoor sports including football, soccer, baseball and softball. It is a great location to host events and tournaments.

**Port Haney Wharf:** The wharf is on the Fraser River, south of downtown. It is approximately 620<sup>m2</sup>. It includes park benches and parking is available. It is the venue for Music on the Wharf.

**Telosky Stadium:** The stadium features two synthetic softball diamonds, overlapping synthetic soccer fields, LED sports lighting for all four diamonds, and a washroom and fieldhouse building.

### Indoor Event Hosting Facilities

**Planet Ice:** Planet Ice is a double rink facility that opened in 1998. It is adjacent to the Albion Fairgrounds. Its footprint is approximately 10,000<sup>m2</sup>. It is home to the Cam Neely Arena (seating for 1,200). The second rink has seating for 125. Both rinks are standard NHL size. The facility is operated by Planet Ice in partnership with the City of Maple Ridge. Planet Ice is a division of GSL, a sports and live entertainment company. The City is planning to build two new ice rinks at this facility.<sup>28</sup>

**ACT Arts Centre:** The centre is in downtown Maple Ridge. It fronts onto Memorial Peace Park. It includes a mainstage theatre with seating for 486, a studio theatre that seats up to 150, a spacious lobby, conference room, 2D and craft studios. The centre hosts a diversity of events, such as corporate meetings, fundraisers, awards nights, memorials, fashion shows, anniversaries, reunions, weddings, film shoots, etc. The facility is owned by the City and managed by the Maple Ridge Pit Meadows Arts Council through an operating agreement.

**Maple Ridge Leisure Centre:** The centre includes fitness space, meeting rooms, pool, sport court, and washrooms. It is downtown, opposite the ACT Arts Centre, and fronting onto Memorial Peace Park.

**Albion Community Centre:** A 20,000ft<sup>2</sup>, multi-use community centre co-located with ċəsqənelə Elementary. It houses a great hall with dressing rooms, a movable stage and built in sound system. It also includes three multi-use rooms, a kitchen, and an outdoor amphitheatre with seating for 100.

# Appendix C – Engagement Summary

## Overview of Research

### 1. Surveys Administered

- a. Community Survey (322 responses)

### 2. Meetings Conducted

- |   |   |  |
|---|---|--|
| <ol style="list-style-type: none"> <li>a. Project Steering Committee Meetings<br/>Dates: November 20 and December 11, 2024 and February 26, 2025</li> <li>b. Community Input Workshop<br/>Date: January 28, 2025</li> </ol> | <ol style="list-style-type: none"> <li>c. Event Industry Input Workshops<br/>Dates: January 23 and January 30, 2025</li> <li>d. Senior Leadership Team Input Workshop<br/>Date: January 23, 2025</li> </ol> | <ol style="list-style-type: none"> <li>e. Council Input Workshop<br/>Date: January 28, 2025</li> <li>f. In-Person Community Tour<br/>Date: January 23, 2025</li> </ol> |
|---|---|--|

### 3. Groups Engaged (through workshops, interviews, and/or survey)

The City invited all community groups to participate in the process. The following chose to participate:

- |  |   |   |
|--|---|---|
| <ol style="list-style-type: none"> <li>1. Break A Leg Entertainment</li> <li>2. Canadian Multiculturalism Day</li> <li>3. Christmas in the Park &amp; Santa Claus Parade</li> <li>4. Cordo's Concessions</li> <li>5. Diwali</li> <li>6. Eid</li> <li>7. GETIfest</li> <li>8. Here and Now Productions</li> <li>9. International Women's Day</li> </ol> | <ol style="list-style-type: none"> <li>10. Jacob Dryden Entertainment</li> <li>11. Kids Mini Store</li> <li>12. Local 224 Business</li> <li>13. Lunar New Year</li> <li>14. Maple Ridge Caribbean Fest</li> <li>15. Maple Ridge Lapidary Club and Gem Show</li> <li>16. Maple Ridge Museum</li> <li>17. National Indigenous Peoples Day</li> <li>18. Newcomer Thanksgiving Day</li> </ol> | <ol style="list-style-type: none"> <li>19. Nowruz</li> <li>20. PLEA Community Services</li> <li>21. Ridge Meadows Home Show</li> <li>22. Ridge Meadows Multicultural Society</li> <li>23. Ridge Meadows Recycling Society</li> <li>24. The ACT Arts Centre</li> </ol> |
|--|---|---|

### 4. Documents Reviewed

- |   |  |   |
|---|--|---|
| <ol style="list-style-type: none"> <li>a. Strategies, plans, and other documents from the City of Maple Ridge.</li> </ol> | <ol style="list-style-type: none"> <li>b. Reports, statistics, surveys, and planning documents.</li> </ol> | <ol style="list-style-type: none"> <li>c. Research and plans from provincial and national sources.</li> </ol> |
|---|--|---|

## Engagement Summary

Input from residents, event industry groups, City Council, and City Staff was gathered from January 8 to February 5, 2025. In total, the engagement process produced 364 touchpoints. The following provides a summary of the key findings from the engagement process.

Figure 2. Engagement Summary

Input Opportunity	Responses
Online Community Survey	322 responses
Event Industry Input Workshops	17 participants
Community Input Workshop	3 participants
Senior Leadership Input Workshop	11 participants
Council Input Workshop	7 participants
Interviews	4 completed
<b>Total</b>	<b>364 touchpoints</b>




Photo Credits: Expedition Management Consulting Ltd.

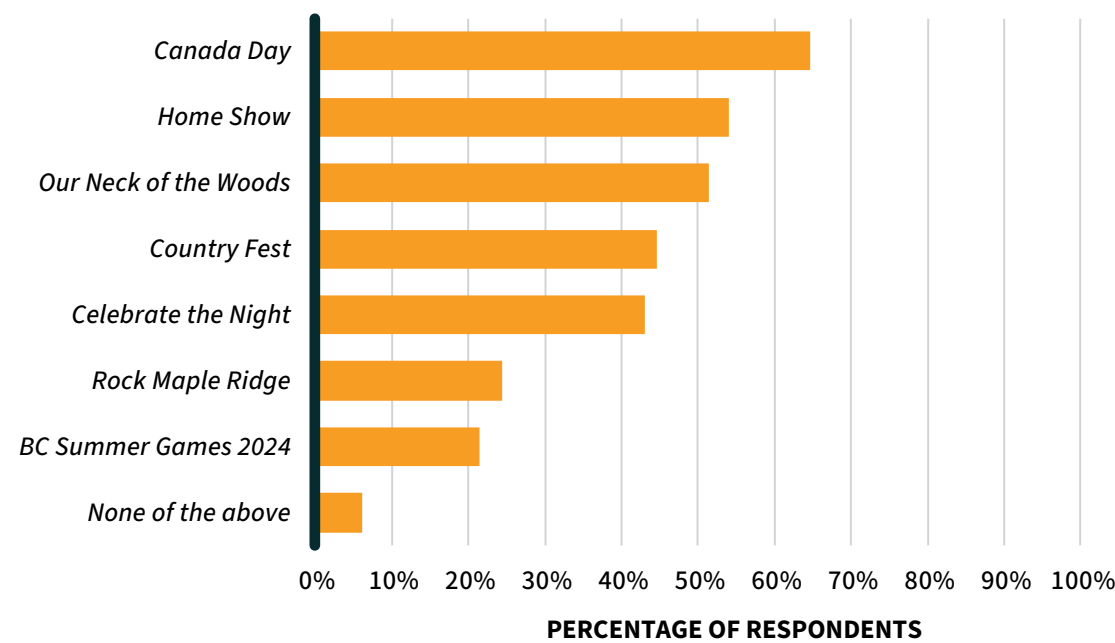
# Online Survey Results


A survey collected input from residents, residents of neighbouring municipalities, event organizers, and event-related organizations from January 8 to February 5, 2025. In total, 322 responses were received.

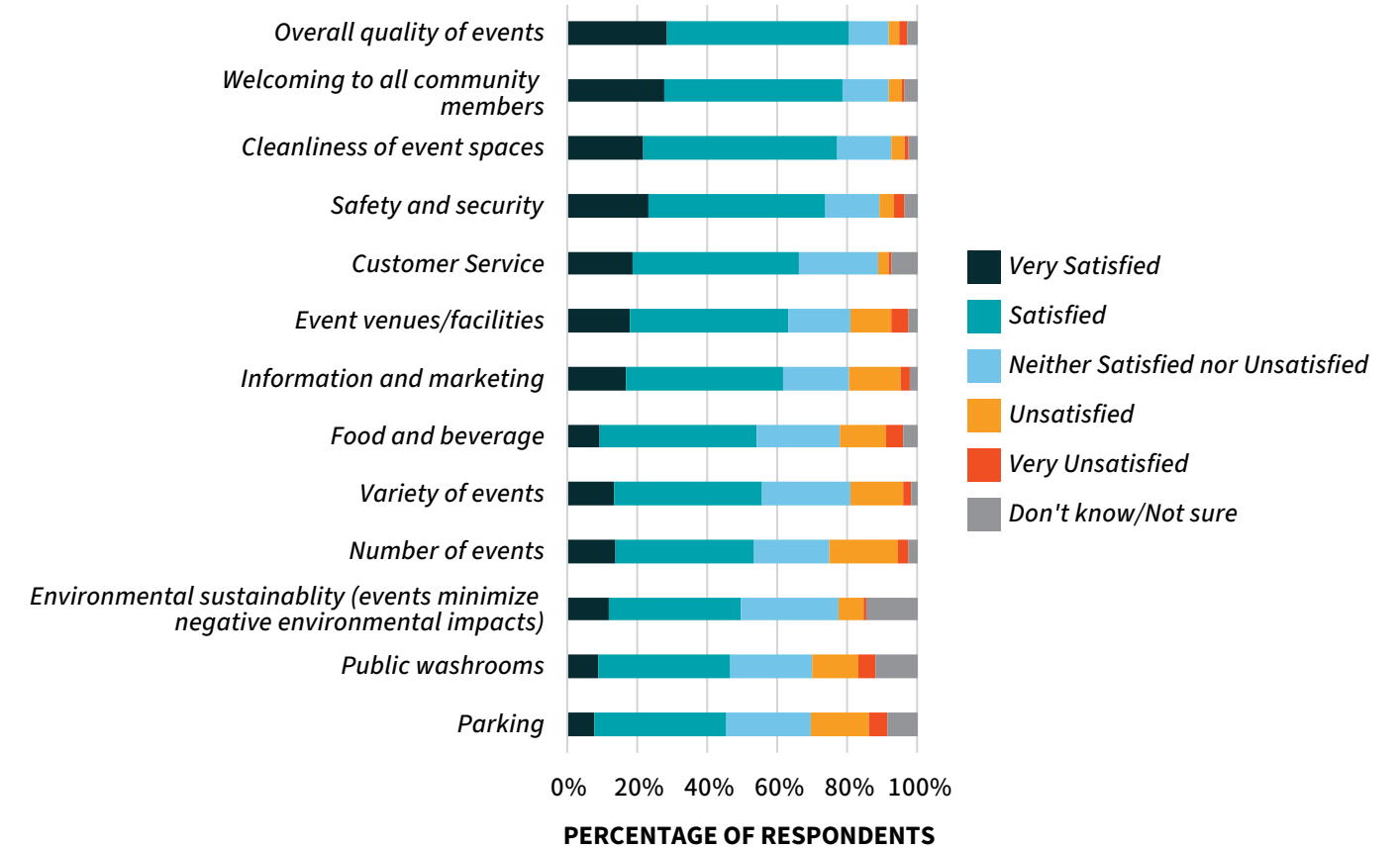
## Residents

The online survey streamed respondents to different questions based on if they identified themselves as a resident, resident of a neighbouring municipality, event organizer, or event-related organization. The following information is applicable specifically to survey respondents who identified themselves as a resident and resident of a neighbouring municipality. Respondents were primarily between the ages of 40-49 (27%), 30-39 (26%), 50-59 (22%), and 60-69 (10%).

 Please identify which major events you have attended in Maple Ridge in the past (select all that apply).

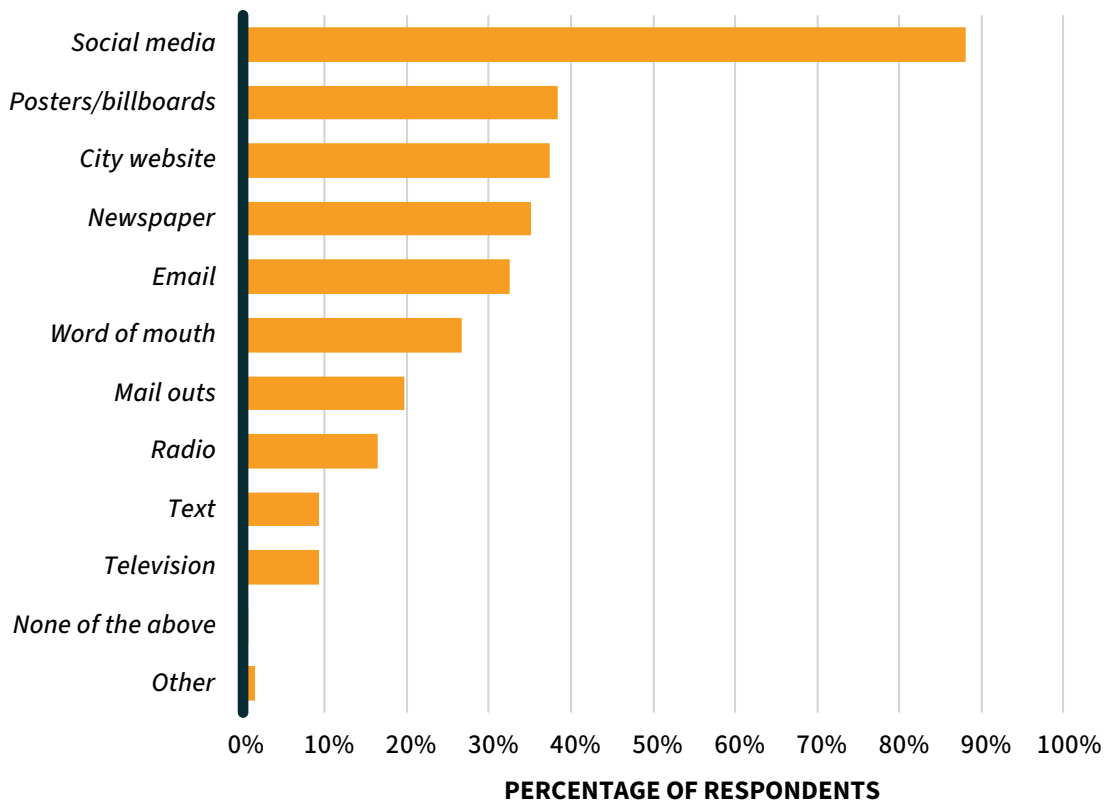


 Please rate your satisfaction with the following aspects of major events in Maple Ridge.

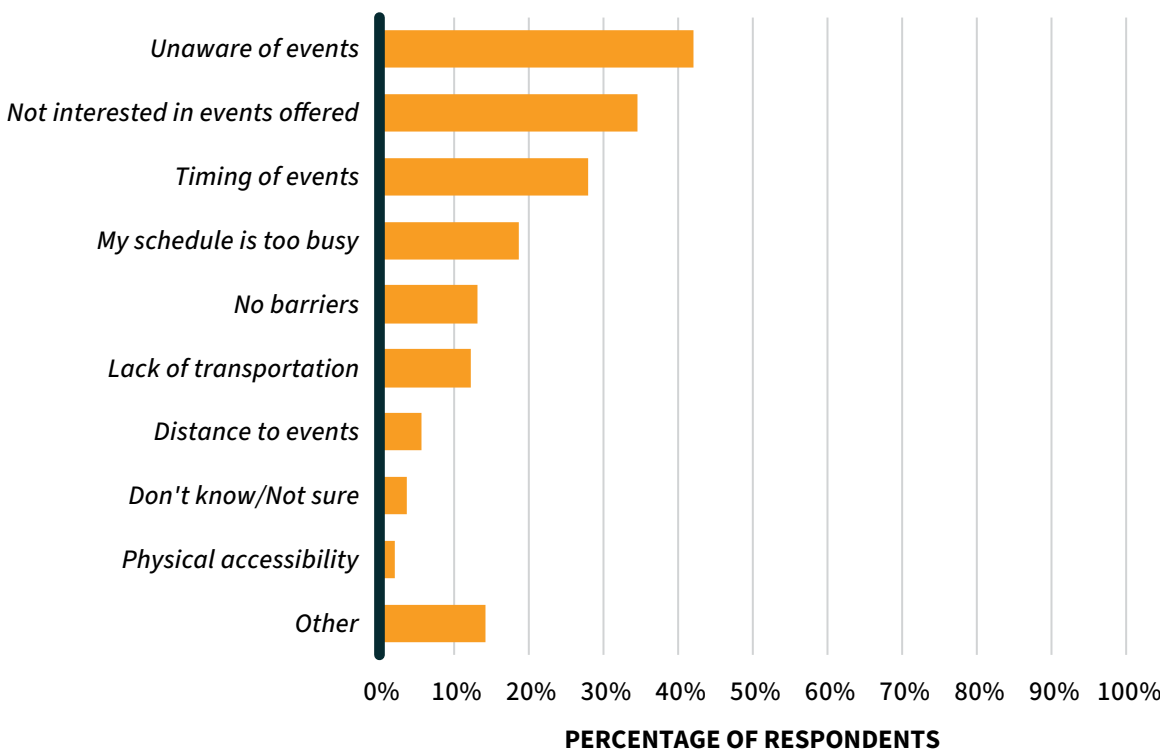




How do you prefer to learn about major events happening in Maple Ridge? Please select all that apply.



What barriers (if any) prevent you from attending major events in Maple Ridge? Please select all that apply.

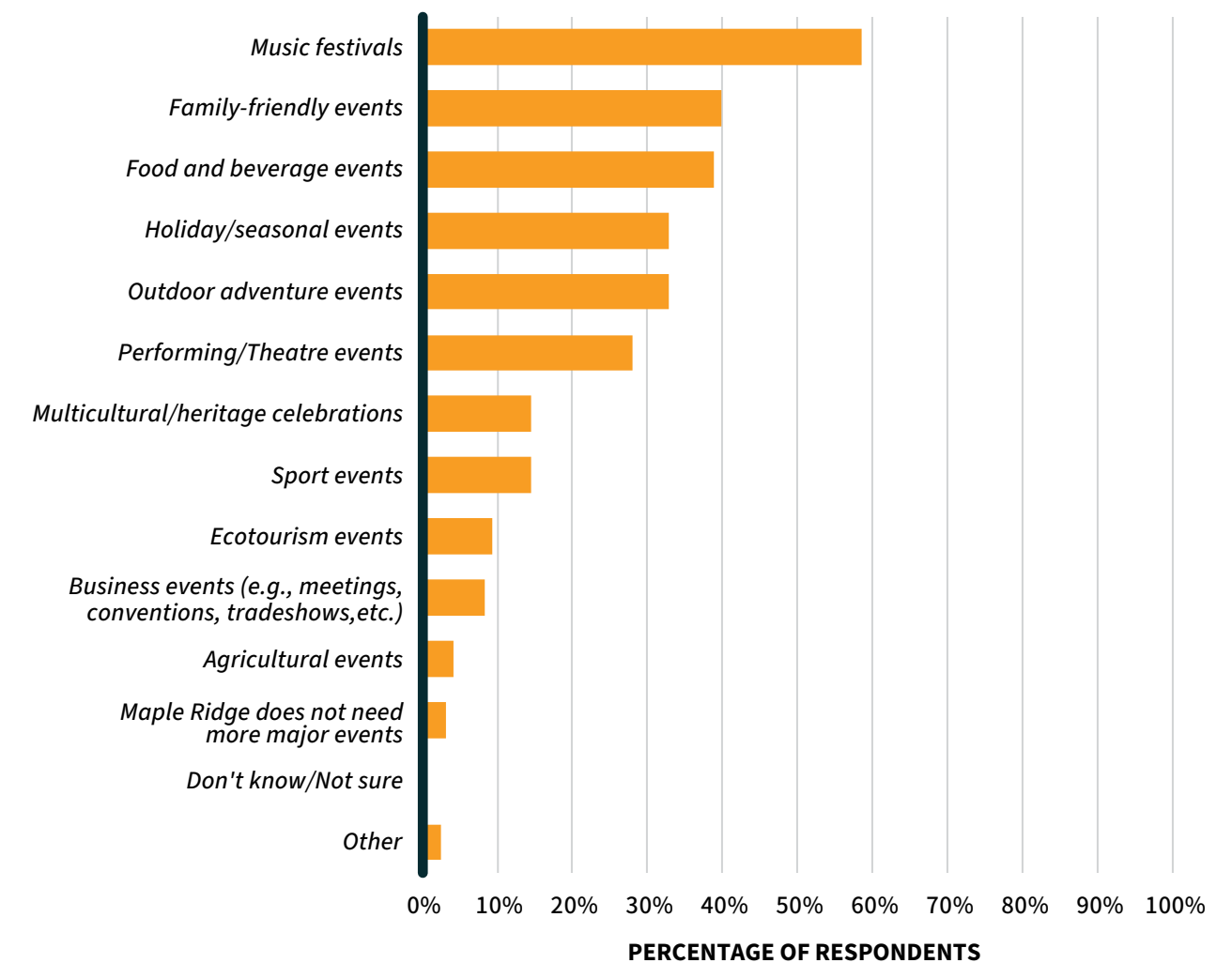
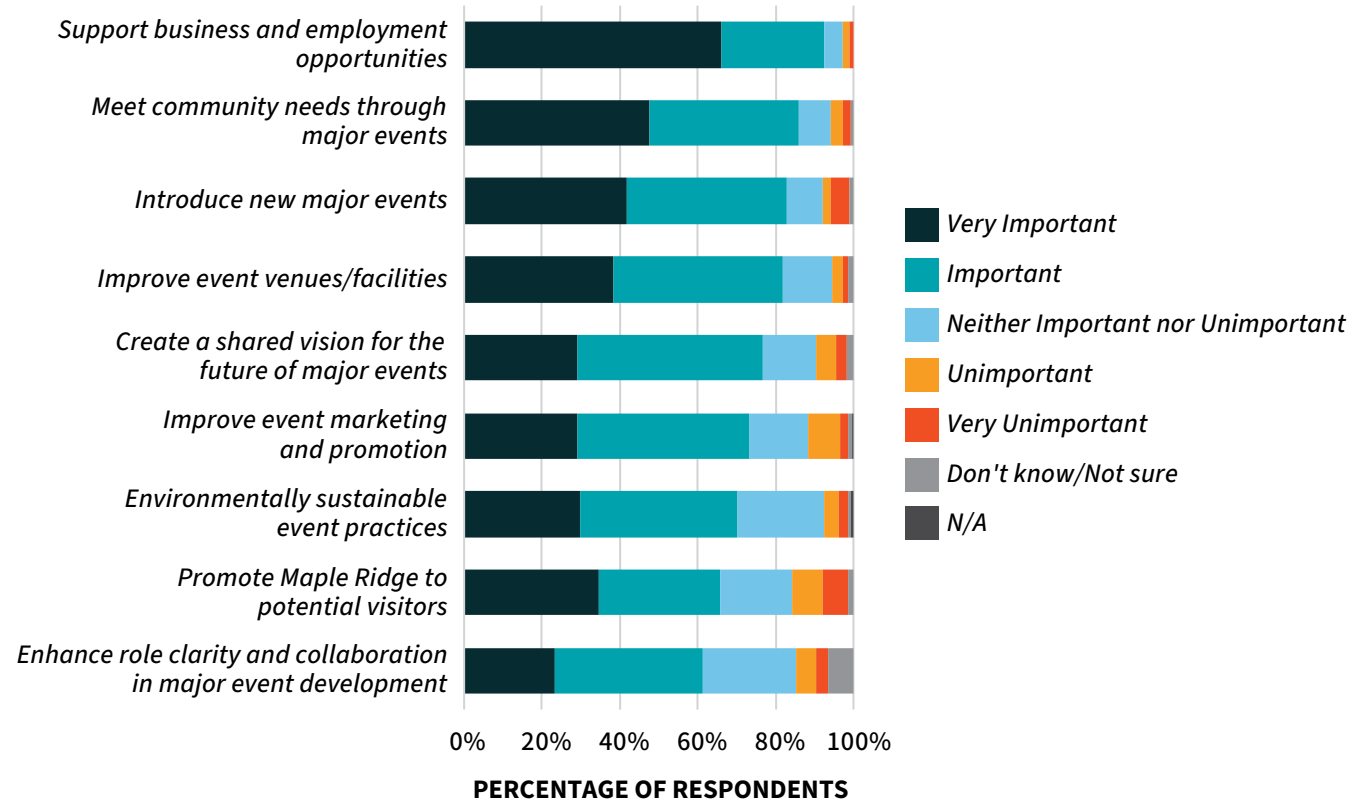




As we develop the Maple Ridge Major Events Development and Attraction Plan please indicate the importance of the following statements:

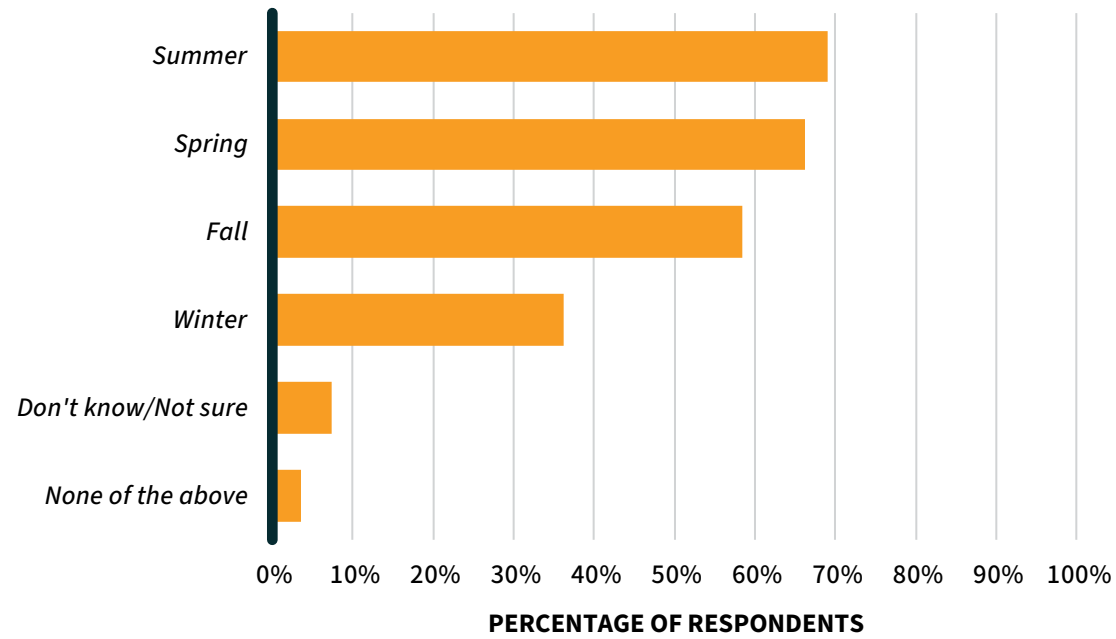


What types of major events should Maple Ridge focus on in the future? Please select up to three options.

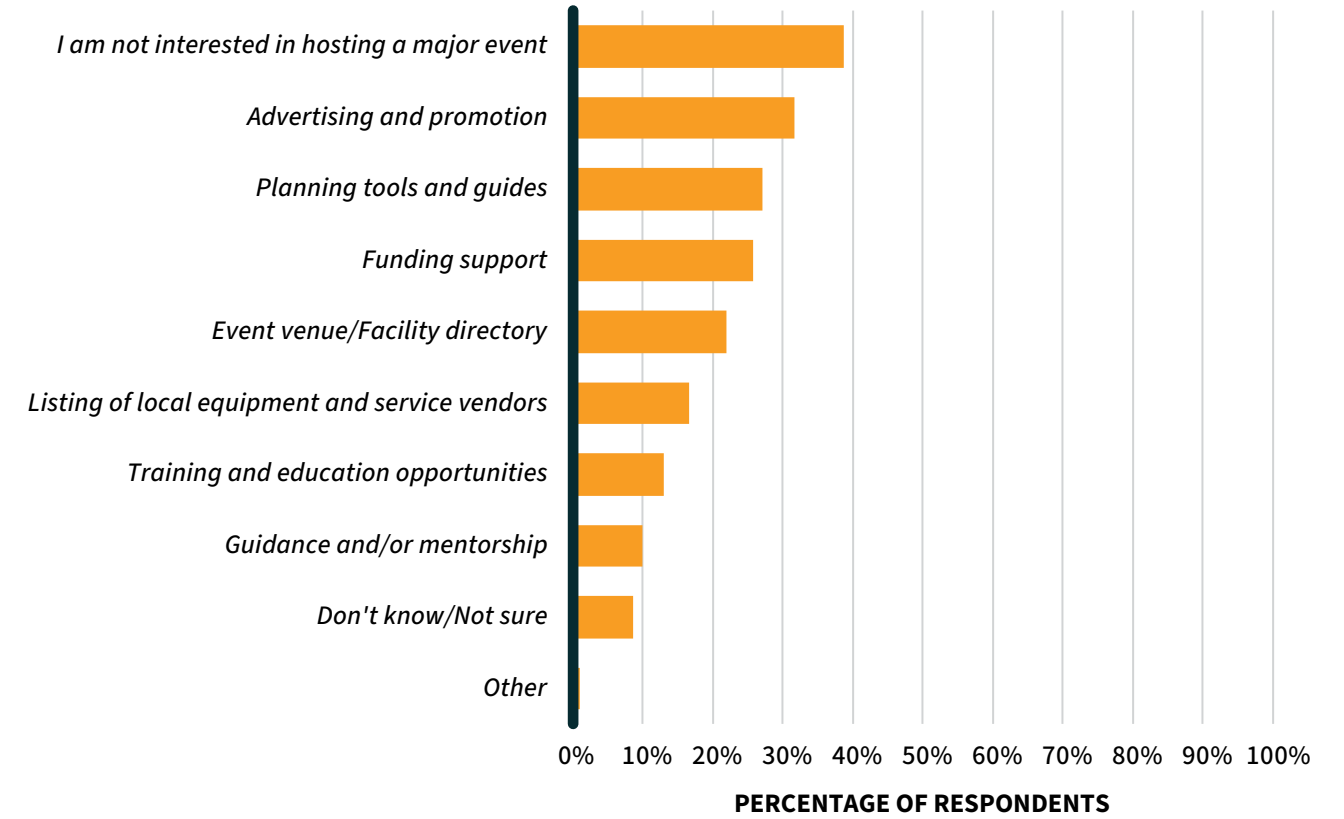




In which season(s) should Maple Ridge consider adding more major events? Please select all that apply.



If you were interested in hosting a major event in Maple Ridge, what assistance and/or resources would be most helpful to you? Please select up to three.





Do you have any specific ideas for major events that Maple Ridge should host? Please describe below.

Respondents identified the following most often:

- More music events similar to Our Neck of the Woods, more outdoor concerts and festivals, and more local artists.
- More food and beverage events including craft beer/wine festivals, Ribfest, Oktoberfest, and more food trucks.
- More sporting events including marathons and triathlons, regional and national tournaments, and outdoor races.
- More holiday events including Halloween events, Christmas markets, and New Years Celebrations.
- Location considerations including more events downtown, utilizing Memorial Peace Park more often, and some respondents identified challenges with events being hosted at the Albion Fairgrounds.
- More cultural events and events showcasing multiculturalism and First Nations.
- More performance and film events including comedy shows, talent shows, and film festivals.
- Market and trade shows including winter markets and night markets.



What do you believe is the most important thing that could be done to improve major events in Maple Ridge?

Respondents identified the following most often:

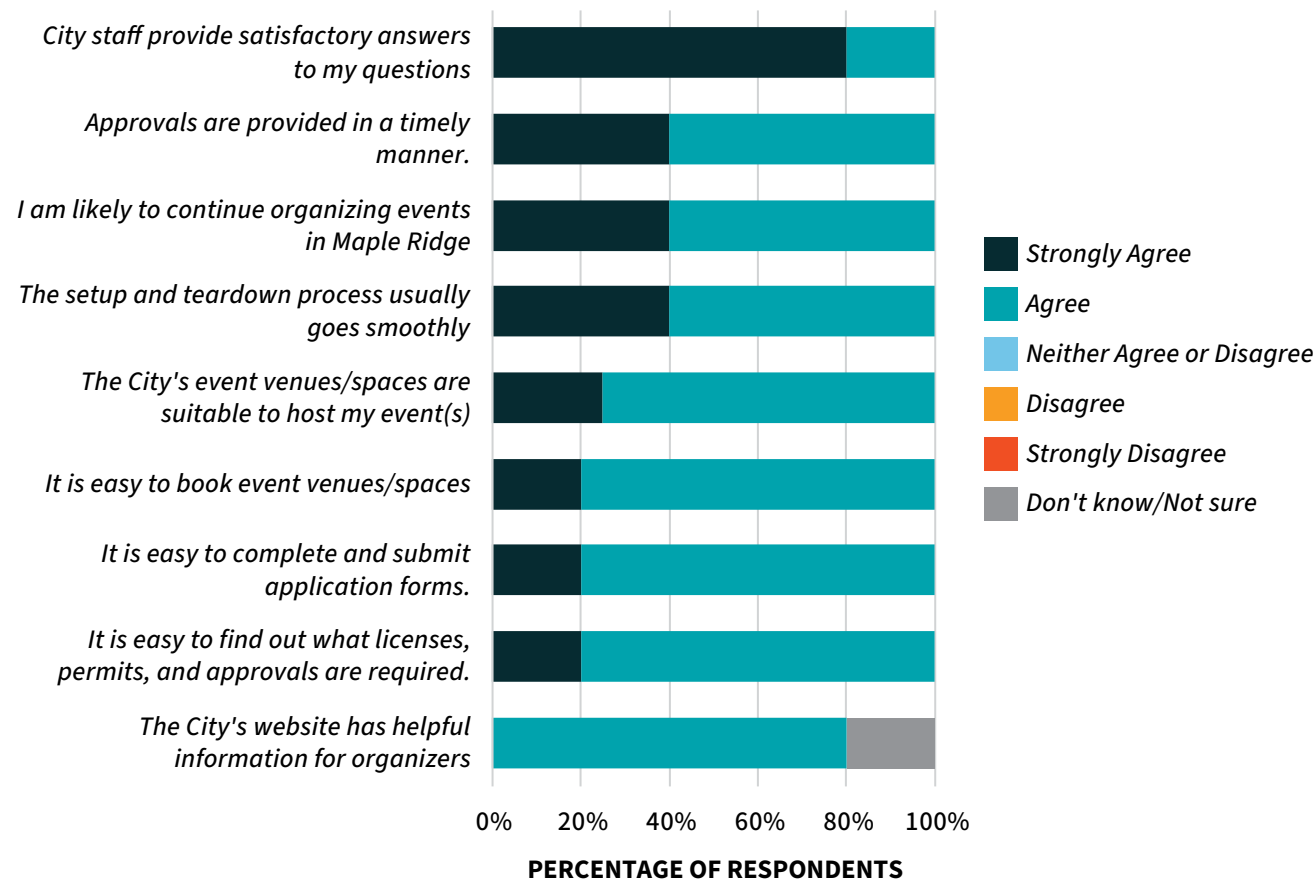
- More advertising and promotions for events, better communication, and more advanced notice when events are occurring.
- Improving parking options such as free parking and larger parking lots.
- There is a need for larger indoor event venues.
- There is a need for more hotel space and accommodation options.
- More events in general including festivals, food truck options, and multiday events.
- Safety considerations including ensuring that events are safe for attendees.
- Improving transit options and offering more events that community members can walk to.
- More variety of events and vendors.
- More events that are child-friendly and also more events that cater to all ages, including adults without children.

## Event Organizers

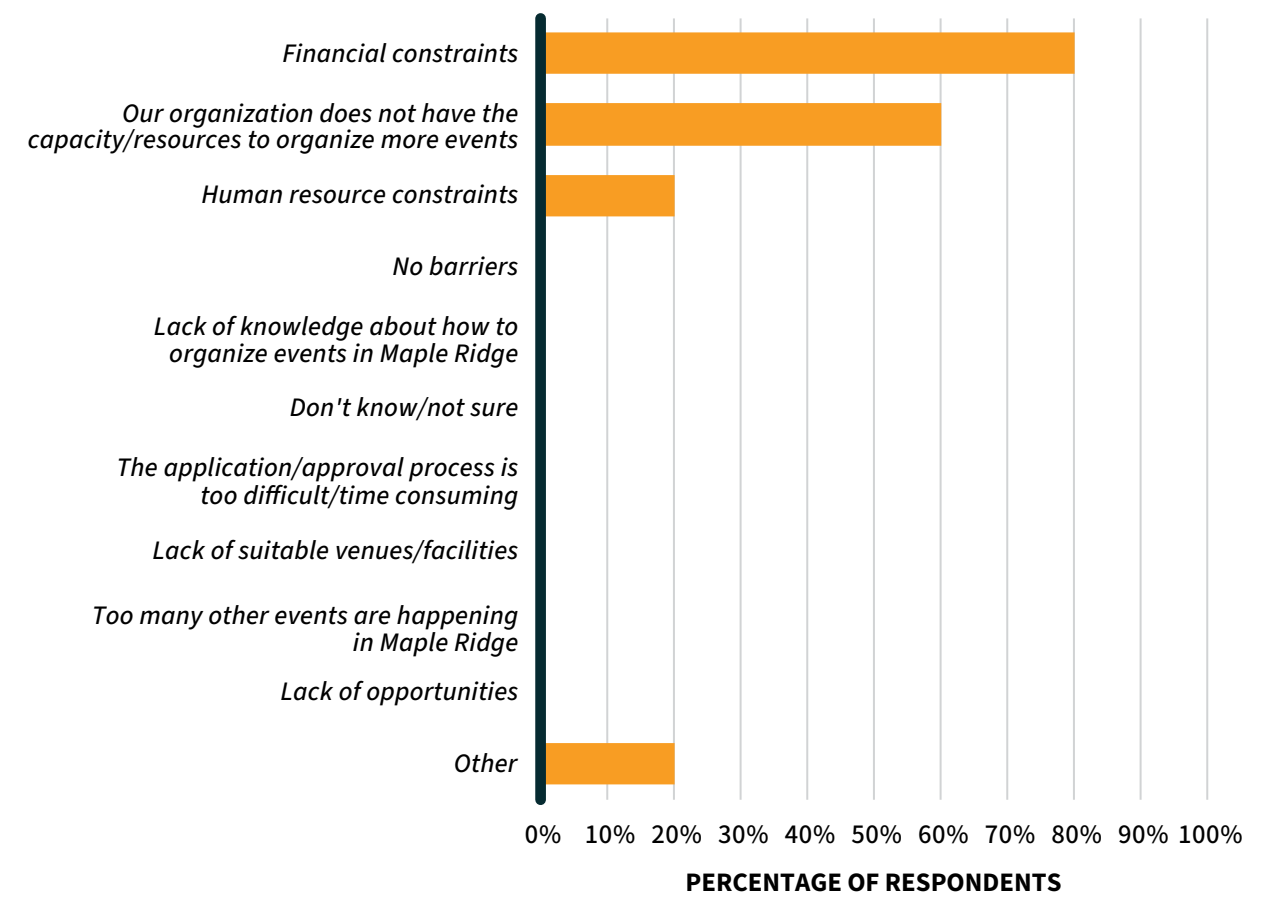
The following information is applicable specifically to survey respondents that identified themselves as an event organizer.



Please rate your level of agreement with the following statements related to organizing events in Maple Ridge.

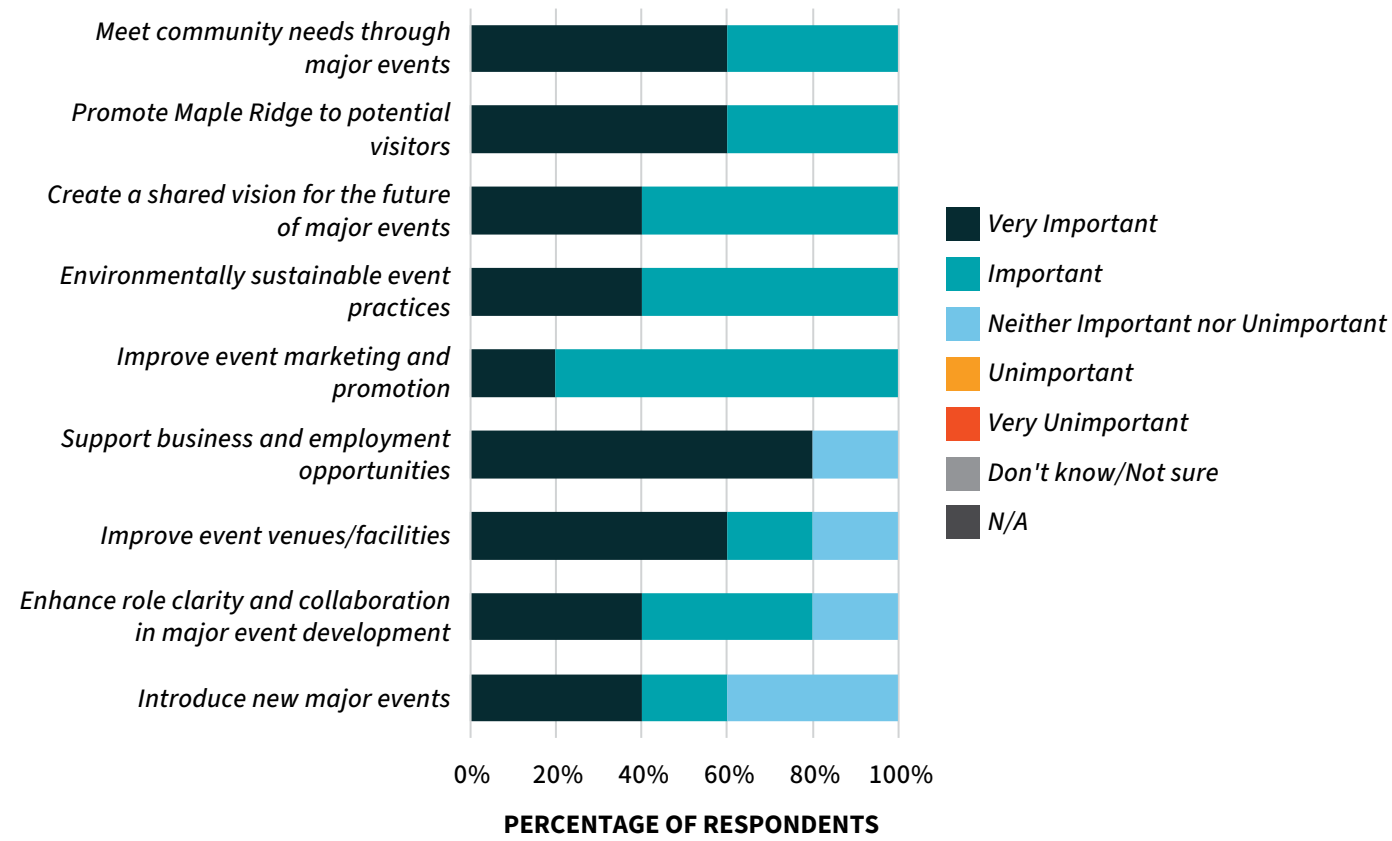


What, if anything prevents your organization from organizing events more often? Please select all that apply.

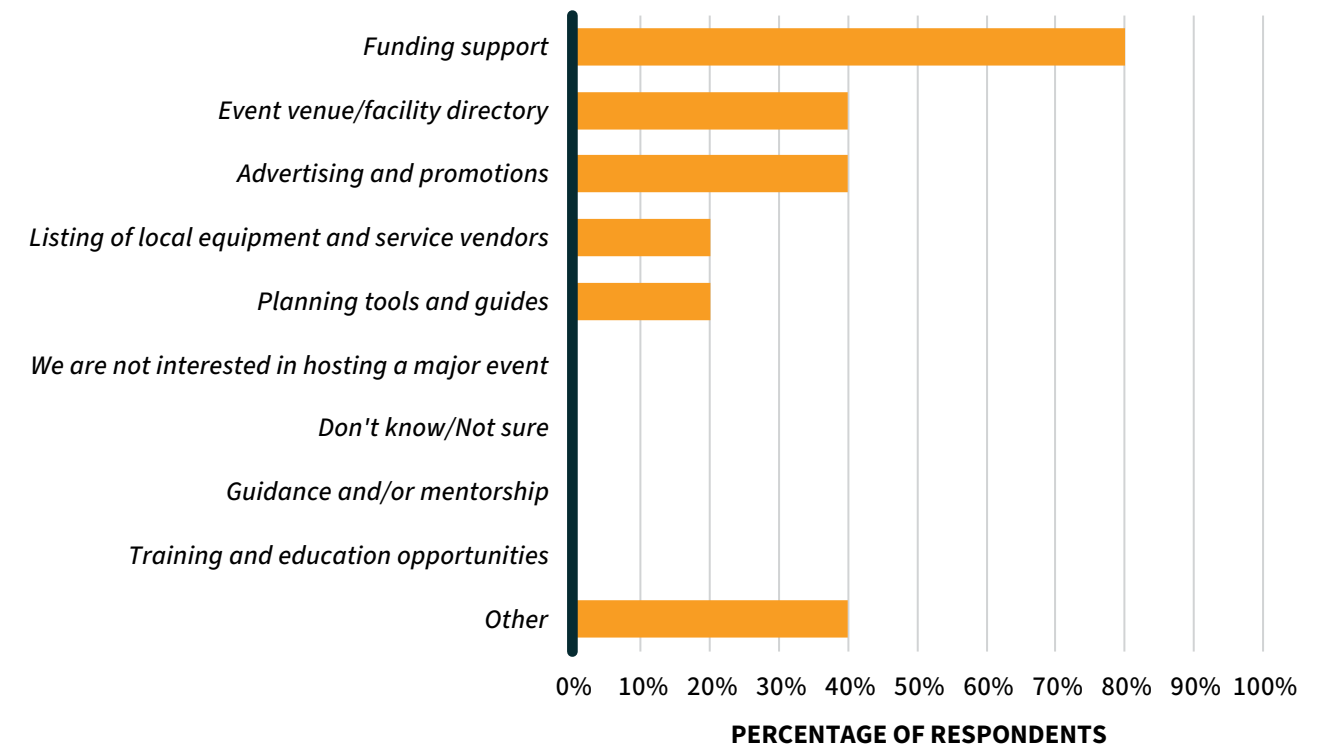




As we develop the Maple Ridge Major Events Development and Attraction Plan please indicate the importance of the following statements.

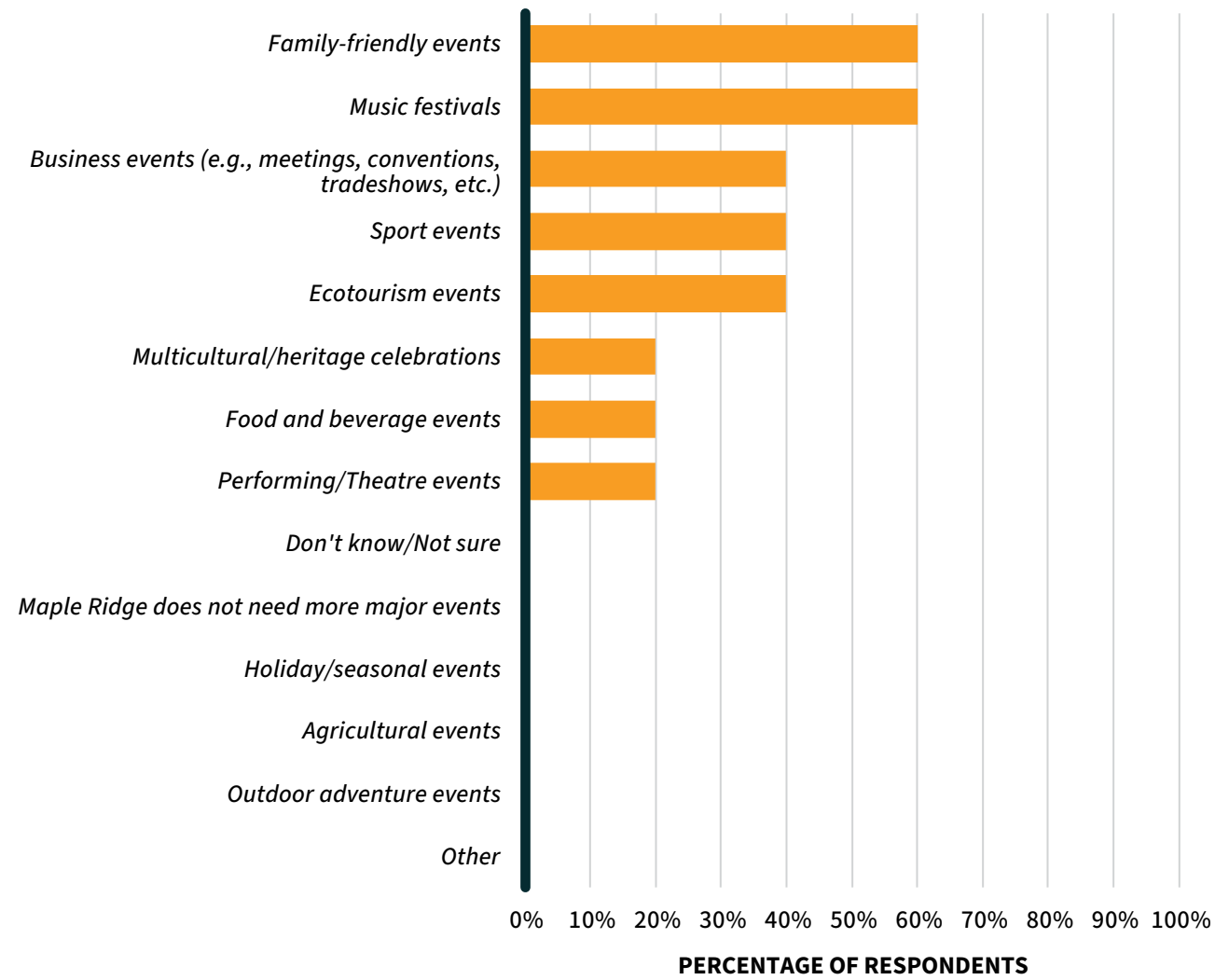


If your organization was looking to host a major event in Maple Ridge, what assistance and or/resources would be most helpful to you? Please select up to three.

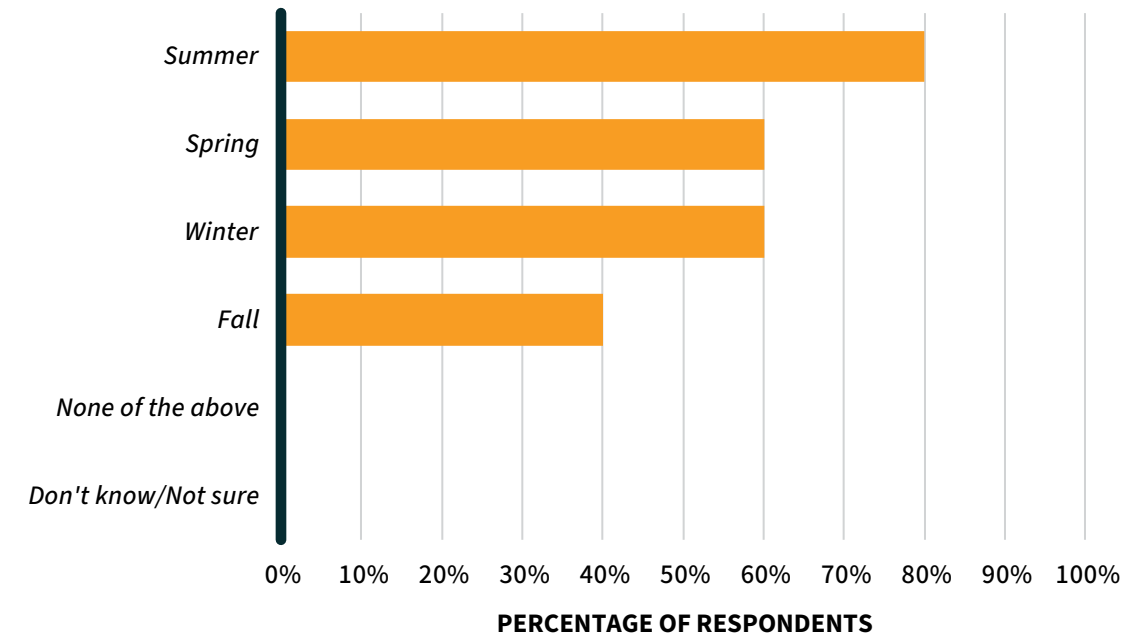




What types of major events should Maple Ridge focus on in the future?  
Please select up to three options.



In which season(s) should Maple Ridge consider adding more major events? Please select all that apply.





Do you have any specific ideas for major events that Maple Ridge should host? Please describe below.

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Respondents identified the following most often:

- Concentrate on sport tourism.



What do you believe is the most important thing that could be done to improve major events in Maple Ridge?

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Respondents identified the following most often:

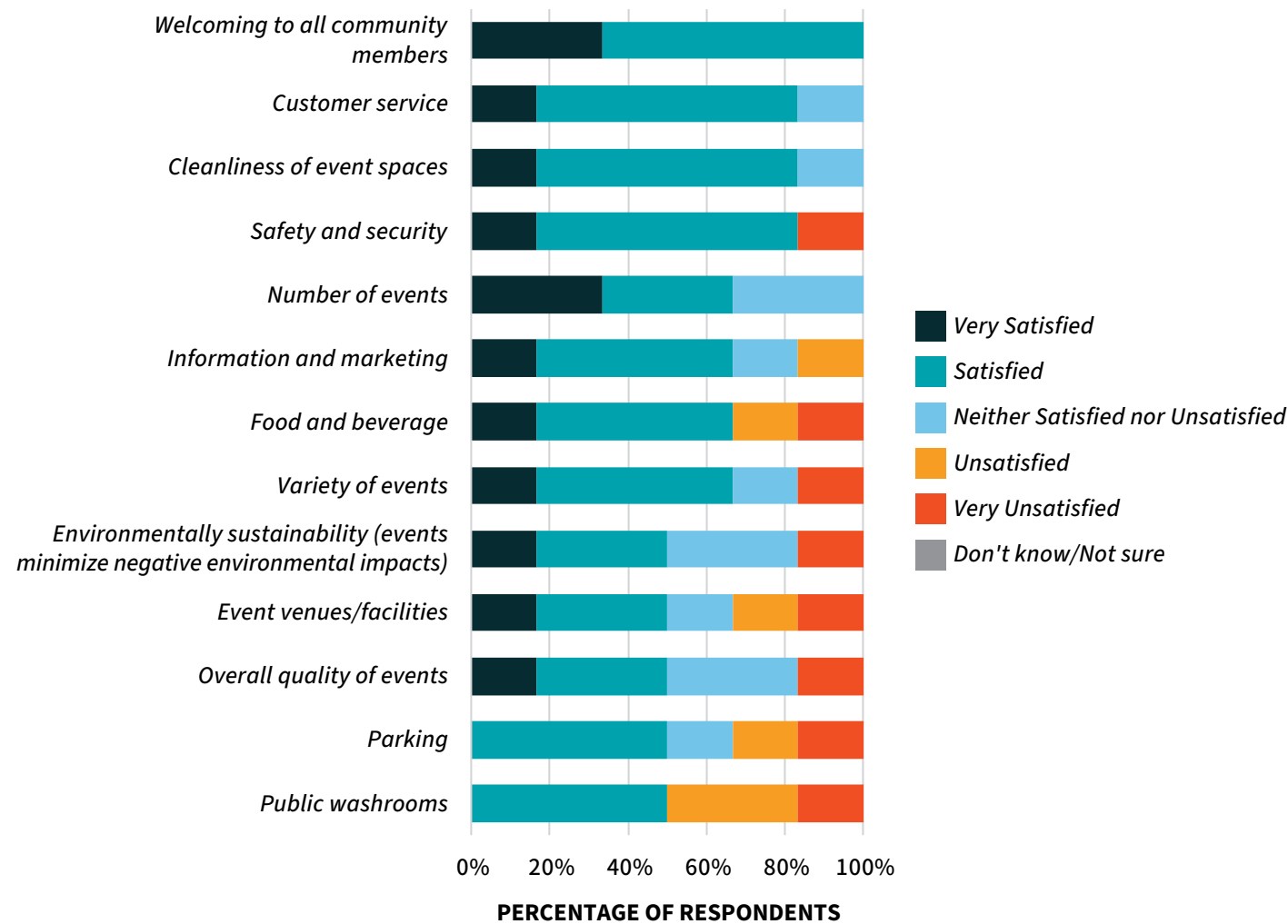
- Larger event space that could be used for multiple uses and includes subdividable rooms.
- Promoting local businesses during events.
- Dedicated event organizer/promoter at the City that can mentor and assist other organizers.
- Hotel/conference facility.
- Include businesses in the planning of events.

## Event-Related Organizations

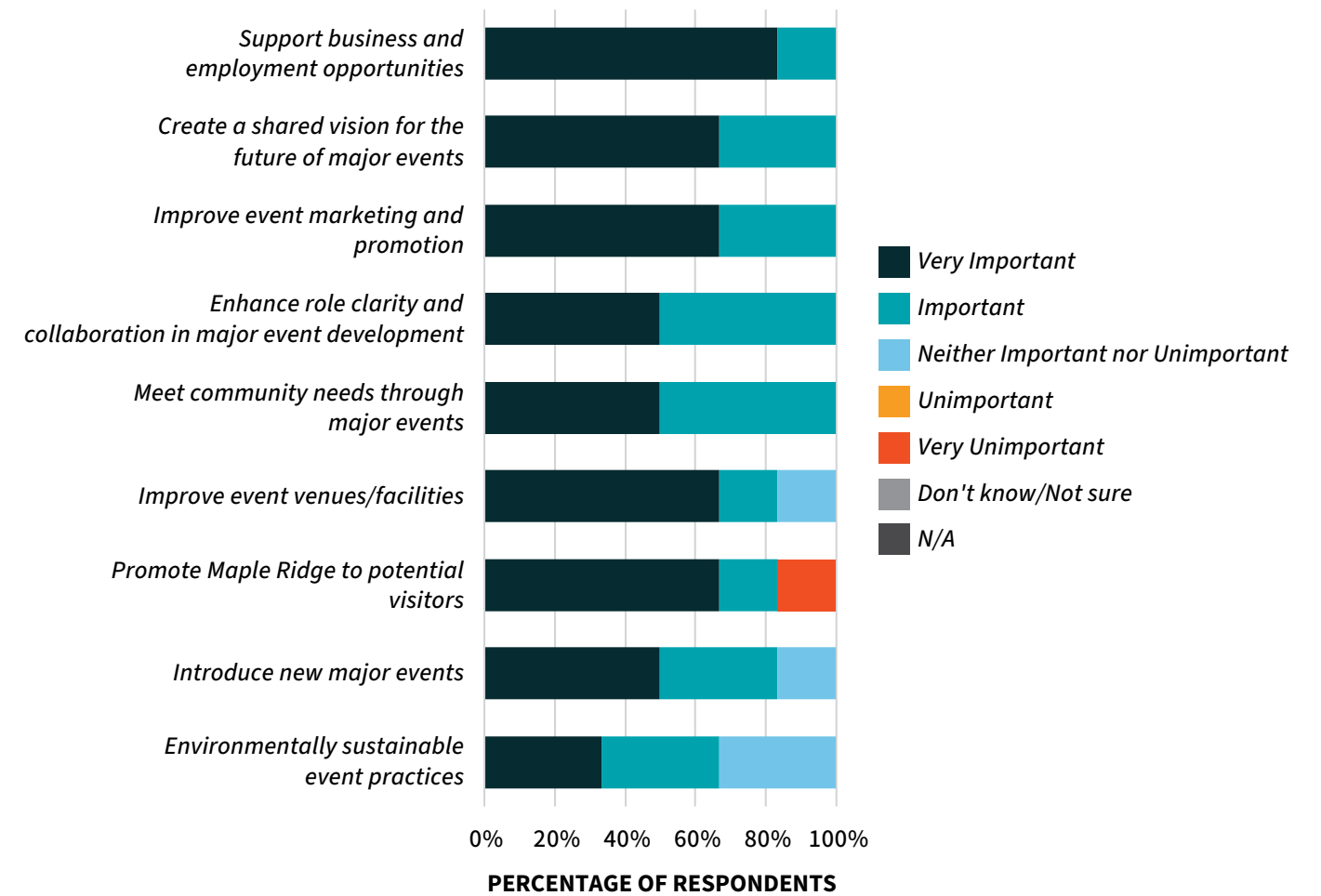
The following information is applicable specifically to survey respondents who identified themselves as an event-related organization (e.g., community group, event vendor, business, government).



Please rate your satisfaction with the following aspects of major events in Maple Ridge.

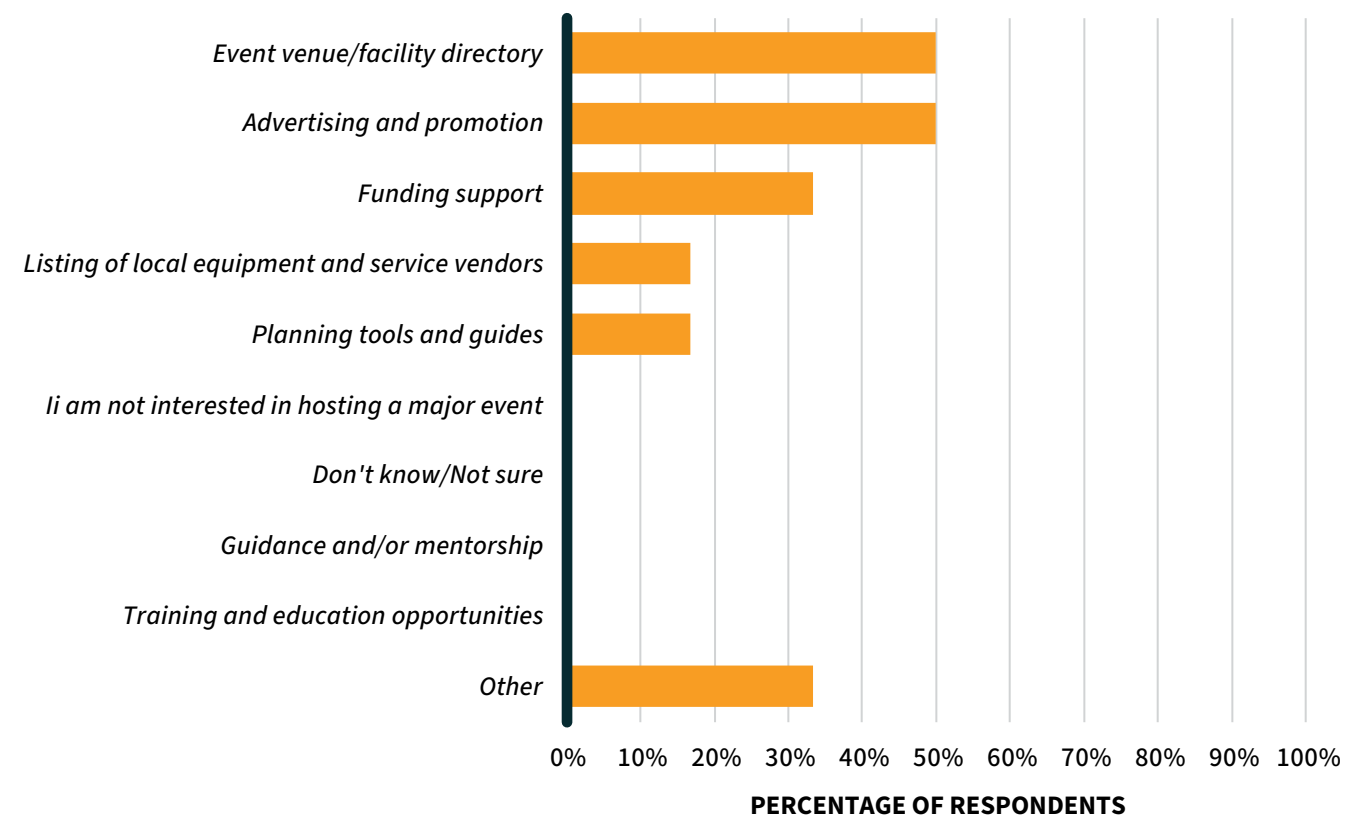


As we develop the Maple Ridge Major Events Development and Attraction Plan please indicate the importance of the following statements:

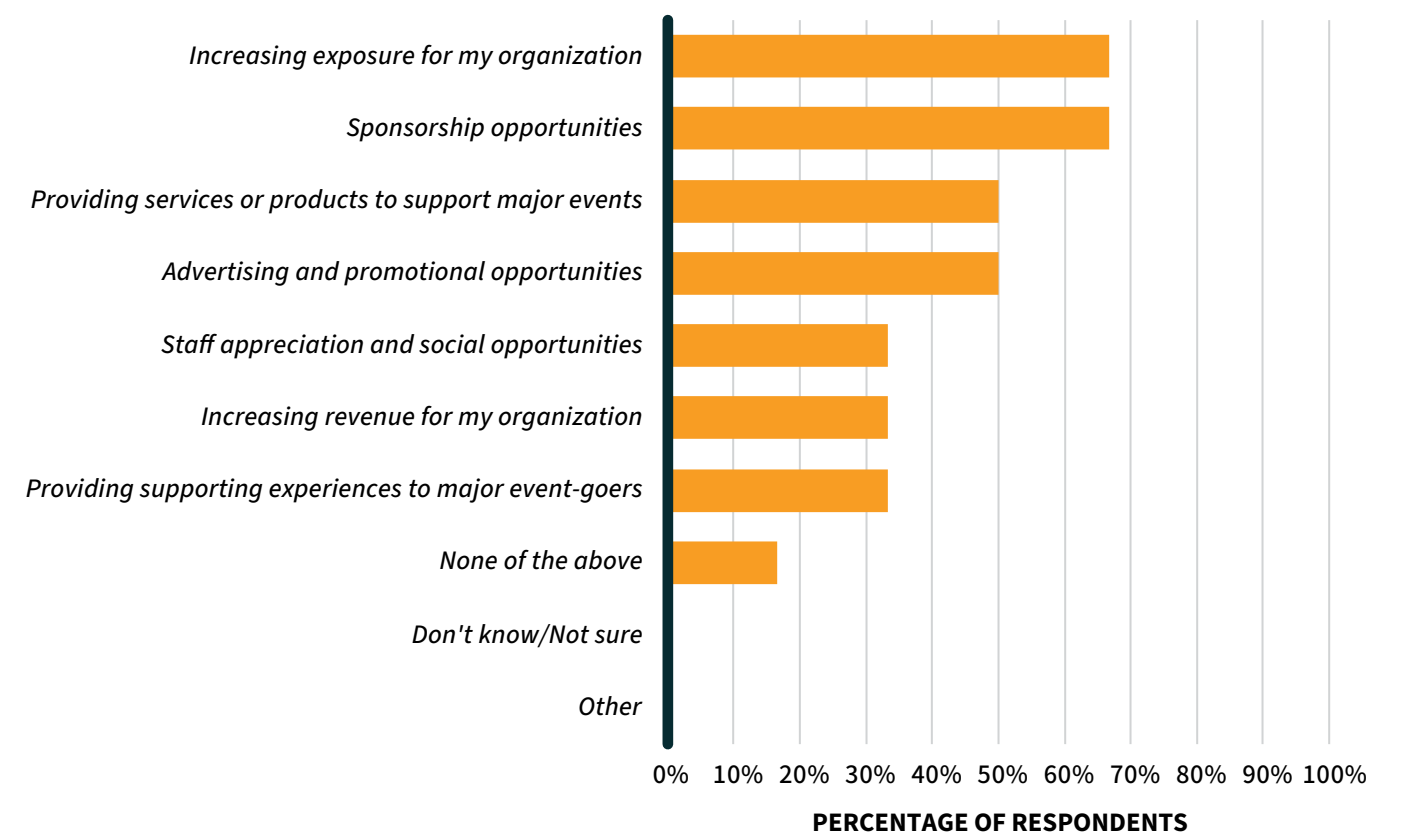




If you were interested in hosting a major event in Maple Ridge, what assistance and/or resources would be most helpful to you? Please select up to three.

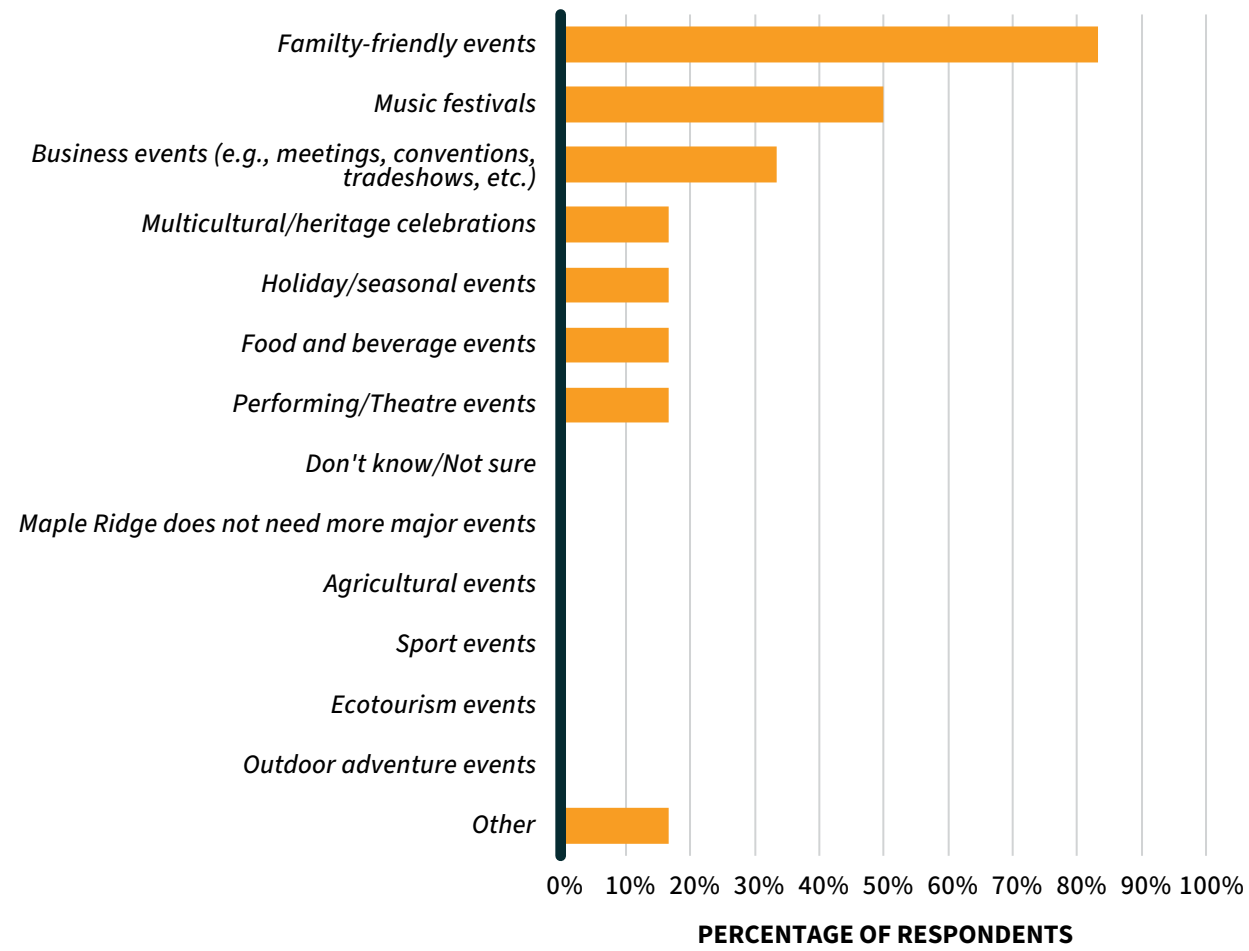


In what ways do you see your organization potentially benefiting from major events? Please select all that apply.

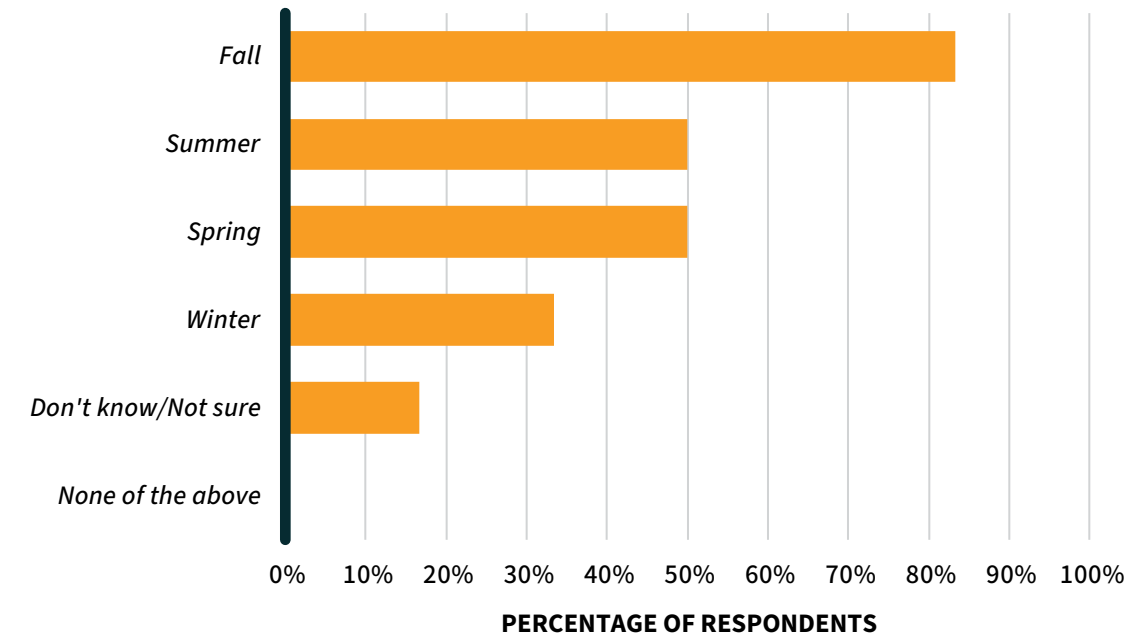




What types of major events should Maple Ridge focus on in the future?  
Please select up to three options.



In which season(s) should Maple Ridge consider adding more major events? Please select all that apply.





Do you have any specific ideas for major events that Maple Ridge should host? Please describe below.

---

Respondents identified the following most often:

- More cultural events that reflect the demographic of Maple Ridge.
- Boost existing large events into tourism draws.
- New events including a renaissance fair, comic conventions, festivals, and healthcare worker appreciation events.



What do you believe is the most important thing that could be done to improve major events in Maple Ridge?

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Respondents identified the following most often:

- Getting public feedback.
- Fewer, however larger events.
- Quality over quantity.
- Focus on serving residents first over tourism events.

## Event Industry Input Workshops

Two event industry input workshops were hosted on January 23 and January 30, 2025. Seventeen participants attended the workshops. The following summarizes the input received.

- Grow and expand existing community events.
- Opportunity to build a signature event.
- New events need to be unique and creative.
- More transportation options (e.g., shuttles).
- Opportunity for more nature and outdoor experiences.
- It is important to build community pride.
- More accommodation options needed.
- Infrastructure improvements including parking, covered spaces, and mobile stage).
- Event organizer and operator support is needed.
- Types of new events include music, culinary, family, outdoors, and agriculture.

## Community Input Workshops

One community input workshop was hosted on January 28, 2025. Three participants attended the workshop. The following summarizes the input received.

- Increasing the city's reputation through events.
- Creating a shared vision for the future.
- Marketing and promotions of events could be improved.
- Considering what the city already has as natural assets.
- The community looks forward to annual events.
- Opportunity for more car shows, downhill bike racing, rowing, horseback riding, and outdoor events.
- Lack of hotels.
- There are not enough events in the winter/spring.

## Senior Leadership Team Input Workshop

A Senior Leadership Team Input Workshop was hosted on January 23, 2025. Eleven participants attended the workshop. The following summarizes the input received.

- Support for more major events and there is some capacity for more.
- It is important to right size major events for the community and to be realistic.
- Clarifying the purpose of events (i.e., community development, economic development). Some staff think there is a stronger community argument.
- Important to strengthen alignment with the City's brand.
- Addressing event infrastructure gaps.
- Enhancing the understanding of the full cost to put on events.
- Addressing economic leakage during events.
- Improving volunteer recruitment and management.
- Demonstrating leadership in environmental sustainability.

## City Council Input Workshop

A City Council Input Workshop was hosted on January 28, 2025. Seven participants attended the workshop. The following summarizes the input received.

- There is a strong desire for events in the community.
- It is important to build community pride.
- There is desire for a signature annual event that celebrates the community, excites residents, and puts Maple Ridge in the spotlight.
- There is some preference for the City playing a facilitative role in event delivery.
- Further leveraging Maple Ridge's natural assets and strong environmental stewardship.
- Enhancing event infrastructure.
- Supporting local businesses through events.

## Appendix D – Action Plan

The action plan is divided into two sub-sections, which include:

- 1. Major Event Development Pillars ..... 58
- 2. Major Event Development and Attraction Opportunities..... 63

Action items were formulated based on the findings from the consultant assessment, input from the community, and best practices from successful major event destinations. Completing the action plan will drive Maple Ridge toward its vision and goals for major event development and attraction.

Each action item has been assigned a suggested priority rating, estimated cost, and anticipated timeline for implementation.

### Priority

- High Priority
- Medium Priority

### Implementation Timeline

- Short Term            Less than 2 years
- Medium Term        2 – 5 years
- Long Term            More than 5 years

### Cost Criteria

- Low Cost              Less than \$10,000
- Medium Cost        \$10,000 - \$50,000
- High Cost            More than \$50,000
- Staff                  Existing staff resources

### Quick Wins



An orange star indicates that an action item is a “Quick Win.” Quick wins are actions that can be implemented within a year or two, have a high probability of success and have a relatively low cost.

### Future Planning, Evaluation, and Reporting

A key component of the success of this plan will be the evaluation of its initiatives. The action plan should be reviewed bi-annually, at which time priorities should be re-evaluated and a discussion of any variances should occur in reference to key performance indicators (KPI’s). It is recommended that the entire plan be updated in year five of implementation.

### Implementation Considerations



The action plan identifies several initiatives and action items. Attempting to complete all of them concurrently will stretch the resources and limit the focus of the City of Maple Ridge as it implements the plan. Therefore, it is recommended that implementation begin with the highest priority items.

It should be recognized that this plan is a non-statutory plan whose purpose is to provide direction and guidance. Implementation may be impacted by a variety of factors, including Council priorities, available resources, and emerging opportunities/challenges.

# 1. Major Event Development and Attraction Pillars

Pillars	Action Items	Priority	Timeline	Cost	
<b>Priority Pillars</b>					
A. Facilitate the Fun: Take a facilitator role in event delivery.	1.A.1	Establish a Major Event Liaison role in order to enhance internal and external collaboration. Consider the addition of a new staff resource to fulfill this role or alternatively reallocating existing resources.	High	Short	Staff/Low to High
	1.A.2	Identify resources that the City can commit to support the development and attraction of new major events.	High	Short	Low to High
	1.A.3	Identify various levels of support that the City of Maple Ridge could provide to major events to assist them during production. From this list, codify different levels of support and how events would qualify for the different levels.	High	Short	Staff
	1.A.4	Issue a Request for Expressions of Interest to identify potential event producers and ideas for major events that align with this plan's major event development and attraction opportunities.	High	Short	Staff
	1.A.5	Aim to support the introduction of new community/industry led major events. One should roll out within the next three years and the City should look for opportunities to roll out others over the life of this plan.	High	Short to Medium	Staff/Low to High
	1.A.6	Continue supporting external partners in delivering events in the community by providing them with information and assistance on how to host an event in Maple Ridge, including licensing/permitting, fees, insurance requirements, event production tools, key contacts, host protocols and available resources from the municipality.	High	Short	Staff
	1.A.7	Update the City's Festival Grant Program Guidelines to differentiate between festivals and major events, and to incorporate major event development and attraction pillars and opportunities into the program's grant award criteria.	High	Short	Staff
	1.A.8	Provide support to local organizations and groups who are seeking to champion major events in the community (e.g. assistance with bids, venues, municipal services).	Medium	Ongoing	Staff/Low to Medium
	1.A.9	Monitor the need to potentially bring on additional staff resources and/or contracted resources as demands grows in the future.	Medium	Ongoing	Staff/Low to High

Pillars	Action Items	Priority	Timeline	Cost
B. Maximize Maple Ridge: Activate the whole community through major events.	1.B.1  Develop an inventory of public and privately owned indoor and outdoor locations that are appropriate for hosting events, including site specific capacity limits, use and transportation considerations, and available amenities.	High	Short	Staff
	1.B.2  Host an annual Event Development Forum to bring together interested organizations and businesses, build and strengthen partnerships, identify opportunities for collaboration, and innovative ways to address barriers to developing and attracting events that activate the whole community.	High	Ongoing	Low
	1.B.3  Incorporate elements of whole community activation into City-led event plans and encourage it through the services that the City might provide to external organizers.	High	Ongoing	Staff
	1.B.4 Offer event planning and experience development training sessions for local businesses and organizations. These sessions will help local organizations develop high quality complementary programming that will amplify community wide events.	High	Short	Staff
	1.B.5  Review event permitting requirements and identify ways to facilitate and simplify approvals for multi-location events.	Medium	Short	Staff
C. Grow What Works: Build on successful existing events.	1.C.1 Continue to support external organizations as they deliver events including regularly revisiting and updating event related City policies, regulations, and resources such as the Allocation Policy and Festival Resource Guide.	High	Ongoing	Staff
	1.C.2 Undertake a cost benefit analysis to evaluate the potential for the City of Maple Ridge to sponsor an annual community celebration like Our Neck of the Woods, and measure this assessment against other priorities of this plan.	High	Short	Staff
	1.C.3  Encourage events that appeal broadly to the community by developing guidelines for event producers that outline event characteristics and best practices to welcome people of all ages, cultural backgrounds, economic means, and household structures.	Medium	Medium	Staff
	1.C.4 Build partnerships with diverse community organizations and businesses to deliver activities and programming at City-led events.	Medium	Ongoing	Staff

Pillars	Action Items	Priority	Timeline	Cost
	1.C.5 On a bi-annual basis, review existing events and update them/renew their programming so that attendees continue to be engaged and so that programming continues to reflect community interests and draws in a diversity of attendees.	Medium	Ongoing	Low
	1.C.6 Incorporate criteria related to broad community appeal, including events that are low/no cost for attendees, into evaluation processes used to determine types and levels of City support for events.	Medium	Short	Staff
D. Build for Big Moments: Invest in event hosting amenities.	1.D.1 Consider the impacts of the arena complex expansion at Planet Ice on the capacity of the Albion Fairgrounds to host major events, including identification of effects on and mitigation measures for existing annual major events held at this venue as well as potential alternative future locations for them and other major events.	High	Short	Staff
	1.D.2  Ensure indoor and outdoor event hosting considerations are included in future municipal planning and development activities (e.g. land use plans, facility designs, transportation infrastructure, service level decisions, park construction).	High	Ongoing	Staff
	1.D.3 Incorporate event hosting amenities into park, open space, and facility upgrades.	High	Ongoing	High
E. Keep it Real: Focus on events that build on local assets.	1.E.1 Build on Maple Ridge's strongest major event opportunities (outdoor recreation and adventure, music, culture and film, food and agriculture, and sport) to guide the development and attraction of new events, and to evolve and strengthen existing events.	High	Ongoing	Staff
	1.E.2  Use Maple Ridge's brand to reinforce events, and events to reinforce the brand, by incorporating key messaging into event marketing activities. Consider codifying a brand license program for events that are not produced by the City, but that the City would still want to be associated with.	High	Ongoing	Staff
	1.E.3  Develop an inventory of event assets and organizations in Maple Ridge that could help support the development and attraction of events under each major event opportunity (e.g. related operators, attractions, facilities, volunteers, community groups, etc.).	Medium	Short	Staff
	1.E.4 Bring together interested local businesses and organizations to identify shared interests and opportunities to collaborate on nighttime events, and ways for the City of Maple Ridge to help facilitate them.	Medium	Medium	Staff

Pillars	Action Items	Priority	Timeline	Cost	
F. Make it Last: Prioritize Sustainability	1.F.1	Allocate resources to implement the Major Events Development and Attraction Plan.	High	Short	High
	1.F.2	Consider establishing an internal working group to steward implementation of the plan.	High	Short	Staff
	1.F.3	Utilize the attached performance metrics (Appendix F) and other measures as appropriate to measure the impacts of major events in Maple Ridge.	High	Ongoing	Staff
	1.F.4	Develop cost recovery and revenue generation strategies for major events that are delivered by the City.	High	Ongoing	Staff
	1.F.5	Consider reaching out to neighbouring municipalities to discuss potential partnership opportunities for developing and attracting major events.	Medium	Medium	Staff
	1.F.6	Develop major event experience surveys for participants and visitors. Encourage event organizers to implement the survey during their events.	Medium	Short	Staff
	1.F.7	Support resident involvement in events by establishing a volunteer strategy for that can be implemented for City-led events and for events delivered by external providers/organizations. Such a strategy should consider how to enhance engagement of the community in event development and delivery, and include an assessment of volunteer roles required for major events, and a framework for volunteer recruitment, management and recognition.	Medium	Medium	Staff
	1.F.8	Encourage the application of environmental and social sustainability principles and practices to major events in Maple Ridge. This could be accomplished through: <ul style="list-style-type: none"> <li>Developing policies and programs to protect critical natural, social, and community assets.</li> <li>Developing education programs targeted at eventgoers on how to enjoy event offerings in ways that limits impacts on the environment.</li> <li>Encouraging event producers to implement environmental sustainability standards and practices.</li> <li>Implementing impact monitoring programs.</li> <li>Developing a sustainability pledge.</li> </ul>	Medium	Ongoing	Staff
	1.F.9	In year 5 of implementation, conduct a formal review and update of the plan. Make adjustments as necessary and chart a course for the next five years.	Medium	Long	High

Pillars	Action Items	Priority	Timeline	Cost
G. Set the Bar: Adopt Event Evaluation Criteria	1.G.1 Adopt and utilize the Event Evaluation Criteria identified in Appendix E to evaluate existing and new event opportunities, and to guide City decisions related to supporting major events and the levels of service available to providers.	High	Short/ Ongoing	Staff
H. Reap Returns: Link events to tourism and economic development	★ 1.H.1 Develop a toolkit for businesses to help them participate in and leverage events to turn attendees into customers, working with partners such as the Ridge Meadows Chamber of Commerce and Downtown Business Association.	High	Short	Staff
	1.H.2 Measure the economic and social return on investment from every major event hosted in the city. To ensure the results are comparable and compatible, a consistent method/model should be used.	High	Ongoing	Staff
	1.H.3 Develop and implement an annual marketing campaign for events to attract residents of Maple Ridge and visitors from surrounding communities. Incorporate multiple channels to engage a wide variety of audiences and consider allocating increased resources to marketing efforts to get greater reach.	High	Ongoing	Staff
	1.H.4 Invest in and scale up resources to support marketing and communication efforts.	High	Ongoing	\$\$-\$\$\$
	1.H.5 Encourage event producers to develop marketing plans for their events and identify potential ways for the City to amplify event producer efforts.	Medium	Ongoing	Staff
	1.H.6 Explore the opportunity to develop collaborative marketing campaigns between the City, event producers, and potentially other event-related partners to achieve a higher leverage on available marketing resources.	Medium	Ongoing	Staff
	★ 1.H.7 Seek to employ low-cost, high-impact organic marketing tactics (such as generating high quality social media content or earned media) that will help build awareness and generating interest in Maple Ridge's event offerings.	Medium	Ongoing	Staff
	1.H.8 Meet with Destination British Columbia and applicable provincial ministries to determine opportunities to support major event development as it relates to tourism and economic development (e.g. marketing supports, direct investment, infrastructure investment, etc.).	High	Medium	Staff
	1.H.9 As Maple Ridge's major event portfolio grows, use measures and success stories to attract new accommodation providers.	Medium	Ongoing	Staff
	1.H.10 Advertise regulated and non-traditional accommodation options such as short term rentals to event-goers to entice them to stay overnight in Maple Ridge.	Medium	Ongoing	Staff

## 2. Major Event Development and Attraction Opportunities

Opportunities	Action Items	Priority	Timeline	Cost
<b>Priority Pillars</b>				
A. Outdoor Recreation and Adventure	2.A.1 ★ Reach out to local, provincial and national adventure race and trail sport organizers with the goal of getting Maple Ridge onto their event hosting rotations and/or establishing Maple Ridge as their preferred host destination.	High	Short	Staff
	2.A.2 Work with other land managers such as the provincial government, Metro Vancouver Regional District and University of British Columbia to identify options and permitting requirements for major outdoor recreation and adventure events.	High	Short	Staff
	2.A.3 ★ Identify potential locations within the community for major outdoor recreation and adventure event staging and camping opportunities.	High	Short	Staff
	2.A.4 Create marketing materials to promote Maple Ridge as a preferred host destination for outdoor recreation and adventure events.	High	Short	Low
	2.A.5 Continue to invest in infrastructure and programs that support and promote Maple Ridge as a hub for outdoor adventure, such as trail head facilities and related amenities, public transit access, itineraries and route maps.	High	Medium	Low to High
B. Music, Culture and Film	2.B.1 Explore opportunities to enhance Maple Ridge's year-round portfolio of music and cultural events to attract more residents and visitors.	High	Short	Staff
	2.B.2 Send out a request for proposal seeking an event producer to host a Film Festival in Maple Ridge. Consider providing enhanced supports to help make a Film Festival happen.	Medium	Medium	Staff
	2.B.3 ★ Track the developing movie tariff situation in the United States and how that may affect the sector in Maple Ridge.	High	Short	Staff

Opportunities	Action Items	Priority	Timeline	Cost
	2.B.4 Work with local First Nation communities and leaders to explore opportunities for the development of and attraction of events related to Indigenous cultures, and to explore further incorporation of Indigenous cultural elements, knowledge and programming into existing events.	Medium	Medium	Staff
	2.B.5 Work with interested businesses, local organizations, community and cultural groups to identify barriers, opportunities and capacity building resources required to strengthen collaboration among them in order to deliver music, culture and film events over the long term.	Medium	Medium	Staff
C. Food and Agriculture	2.C.1  Develop an inventory of culinary and agricultural event assets in Maple Ridge that could help support the development of related events (e.g. food and beverage operators, agriculture and agritourism operators, existing events, attractions, facilities, accommodations, etc.).	High	Short	Staff
	2.C.2 Collaborate with existing event hosts and agritourism providers to identify barriers to their activities and solutions to address them.	High	Medium	Staff
	2.C.3 Leverage the work of Scenic Route 7 to market food and agriculture events regionally.	Medium	Ongoing	Staff
D. Sport	2.D.1 Work with local sport associations and recreation groups to identify opportunities and resources required for them to grow or host their own festivals and events (e.g. meets and tournaments).	High	Short	Staff
	2.D.2 Incorporate building features and amenities that support sport event hosting when designing new recreation facilities (e.g. spectator seating, lounge areas, access/egress for large crowds, audio/visual equipment and connections, etc.).	High	Short	Staff
	2.D.3 Partner with neighbouring municipalities to host sport events that require overnight accommodation.	Medium	Ongoing	Staff
	2.D.4 Arrange meetings with provincial and national sport organizations with the goal of getting Maple Ridge onto their event hosting rotations.	Medium	Medium	Staff
	2.D.5 Develop an event calendar that identifies potential sport events to target over the next five years.	Medium	Medium	Staff

## Partner Roles and Responsibilities

The implementation of this plan will require the cultivation of partnerships to collaboratively accomplish initiatives. The following identifies key partners for the plan and describes their role.

Organization	Role
City Council	<ul style="list-style-type: none"> <li>Consider and adopt new bylaws, programs, policies and procedures required to advance the plan's initiatives. Consider resource requests to support the plan through annual budgeting processes.</li> </ul>
City Administration	<ul style="list-style-type: none"> <li>Collaborate to implement actions, leading initiatives as appropriate based on resource availability and expertise.</li> <li>Facilitate an Events Working Group to coordinate with other departments and business areas.</li> <li>Work with internal partners and external organizations.</li> </ul>
Downtown Maple Ridge Business Improvement Association	<ul style="list-style-type: none"> <li>Advocates for and provide services to businesses downtown.</li> <li>Support implementation by continuing to participate in events that are held downtown, providing insights into how best to support member businesses through events, and working with businesses to turn event attendees into customers.</li> </ul>
Event Producers	<ul style="list-style-type: none"> <li>Support implementation by providing input into relevant actions, and by producing events that align with the pillars of this plan.</li> </ul>
Ridge Meadows Chamber of Commerce	<ul style="list-style-type: none"> <li>Advocates for local businesses and economic development, and provides business support services to businesses in Maple Ridge and Pitt Meadows.</li> <li>Could support implementation through relationship building with potential event producers and sponsors, and providing input into activities aimed at evolving, creating and marketing events. Could also support interested local businesses to maximize the benefits of events.</li> </ul>
Maple Ridge Pitt Meadows Arts Council	<ul style="list-style-type: none"> <li>Support implementation by providing insight into major events that are focused on or include arts and culture as core elements.</li> <li>Support event planning and activities at the ACT Arts Centre.</li> </ul>
Local Groups and Organizations	<ul style="list-style-type: none"> <li>Includes a diversity of local organizations, clubs and groups.</li> <li>Support implementation by helping to develop and deliver major events related to their interests and members. Also host small and medium sized events to build event offerings in the community.</li> </ul>

Organization	Role
Businesses and Entrepreneurs	<ul style="list-style-type: none"> <li>Includes businesses throughout the community that might leverage events for marketing and sales, businesses that participate in events as vendors, those who participate as sponsors, and those that might benefit from and contribute to local events.</li> <li>Support implementation by providing input into initiatives aimed at supporting vendors, event programming providers, and sponsor revenues, and by participating or partnering in the delivery of major events, including providing front-line services to eventgoers and providing highly engaging experiences during events.</li> </ul>
Residents	<ul style="list-style-type: none"> <li>Residents should be encouraged to attend events, provide feedback on events, and volunteer for events.</li> </ul>
Public Land Managers with Holdings in Maple Ridge	<ul style="list-style-type: none"> <li>Manage publicly accessible parks and open spaces in Maple Ridge. Includes the Metro Vancouver Regional District, University of British Columbia and the Province of British Columbia.</li> <li>Support implementation by working with the City to identify options for and facilitate major event activities on their lands.</li> </ul>

## Appendix E – Event Evaluation Criteria

The following criteria can be used as a tool to assist the City of Maple Ridge in determining which major events to pursue and support. Evaluators may prioritize and weight these criteria to reflect particular priorities. The City may choose to further elaborate on criteria descriptions to guide evaluation activities.

### Scoring Chart

The following chart provides an example of how the criteria could be scored.

0 = clearly does not meet the description

1 = somewhat meets the description

2 = clearly meets the description

3 = exceeds the description (new and innovative thinking is demonstrated)

Criteria	Description
1. Capacity of the Event Producer	<ul style="list-style-type: none"> <li>The event will be produced by an organization with strong capacity. The leadership, business acumen, experience, organizational structure, resources (human and financial), and other factors as appropriate, of the event producer instill confidence that the event will be a success.</li> </ul>
2. Economic Impact and Return on Investment	<ul style="list-style-type: none"> <li>The event will generate significant positive economic impacts in Maple Ridge and for participating partners in the community.</li> </ul>
3. Event-Related Expenses	<ul style="list-style-type: none"> <li>Expenses associated with hosting the event are reasonable given its revenue potential, return on financial investment, and overall economic impacts.</li> <li>Expenses will not exceed the financial capacity of the partners involved.</li> </ul>
4. Bid Process (if applicable)	<ul style="list-style-type: none"> <li>The bid process is straightforward and easily understandable.</li> <li>Controls are in place to ensure a transparent process.</li> <li>There is a reasonable chance of success given Maple Ridge's offering as a host community and the expected competition from other host destinations.</li> </ul>
5. Physical Infrastructure Requirements	<ul style="list-style-type: none"> <li>There is sufficient physical infrastructure in place to host the event (e.g. facilities, accommodations, transportation, etc.).</li> <li>If additional infrastructure is required, it is feasible that the community could meet the requirements.</li> </ul>
6. Human Resource Requirements	<ul style="list-style-type: none"> <li>Development of the event will not put un-due stress on existing human resources, including the City, community volunteers, and others as appropriate.</li> </ul>
7. Strategic Alignment	<ul style="list-style-type: none"> <li>Development of the event aligns with the strategic direction of partners and stakeholders.</li> </ul>
8. Calendar Management	<ul style="list-style-type: none"> <li>The event will enhance, rather than detract from, the community's overall calendar of events.</li> <li>The event will enhance existing events in the community and not conflict or compete with events in the region. Any negative impacts will be minimized.</li> </ul>
9. Reputation Enhancement and Destination Awareness	<ul style="list-style-type: none"> <li>The event aligns with Maple Ridge's brand.</li> <li>The event will enhance the reputation of Maple Ridge as an event destination and attractive community for investment.</li> </ul>

### Scoring Chart

The following chart provides an example of how the criteria could be scored.

0 = clearly does not meet the description

1 = somewhat meets the description

2 = clearly meets the description

3 = exceeds the description (new and innovative thinking is demonstrated)

Criteria	Description
10. Market Demand	<ul style="list-style-type: none"> <li>The event demonstrates market demand through relevant indicators (e.g. visitation statistics, gap analysis, expressed demand, survey data, population projections, trends, etc.).</li> <li>The event will attract identified target markets.</li> <li>Limited competition exists relative to market demand (by geography, season, product offering, etc.).</li> </ul>
11. Market Reach	<ul style="list-style-type: none"> <li>The event has the potential to be promoted year-round to leverage the brand of the community.</li> <li>The event will generate earned media coverage to enhance the awareness of Maple Ridge as a destination and attractive place for investment.</li> </ul>
12. Partner Buy-In	<ul style="list-style-type: none"> <li>The event demonstrates strong buy-in from local partners.</li> <li>The event supports opportunities for local and regional partnerships (public and/or private).</li> <li>Plans are in place to ensure partner resources are shared, support services are centralized, and efficiencies are maximized.</li> </ul>
13. Community Buy-In	<ul style="list-style-type: none"> <li>The community as a whole (residents) is supportive of hosting the event.</li> <li>The event does not adversely impact community-focused programming or events.</li> </ul>
14. Authenticity	<ul style="list-style-type: none"> <li>Provides authentic, experience-based activities and programming that highlight what is unique and valuable about Maple Ridge.</li> <li>Differentiates itself from other events in the region.</li> </ul>
15. Business Engagement	<ul style="list-style-type: none"> <li>The event promotes business engagement and supports the generation of positive economic impacts.</li> </ul>
16. Risks	<ul style="list-style-type: none"> <li>Risks associated with the event are clearly identified and understood. Consideration should be made for risks in the following six areas: <ul style="list-style-type: none"> <li>a. Financial</li> <li>b. Environmental</li> <li>c. Political</li> <li>d. Social</li> <li>e. Reputational</li> <li>f. Logistics and Safety</li> </ul> </li> <li>Plans are in place to mitigate identified risks.</li> </ul>

## Appendix F – Performance Measures

Twenty three key performance indicators (KPI's) have been developed for the Major Events Plan. It is suggested that the KPI's are measured and evaluated on an annual basis.

Outcomes	KPI	Measurement Tool
1. Residents have a stronger sense of community pride and belonging.	1.1 90% of resident attendees report that major events meet community needs and instill pride in the community.	Resident Survey
	1.2 Positive social impacts reported by the local community.	
	1.3 5% annual growth in the recruitment of volunteers for major events.	Volunteer Statistics
2. Visitors are drawn to Maple Ridge to experience and explore the community.	2.1 5% annual increase in visitation to Maple Ridge as a result of major events.	Visitation Statistics
	2.2 At least 80% visitor satisfaction with major events.	Eventgoer Survey
3. Maple Ridge's best assets are showcased and its brand is amplified.	3.1 10% annual increase in earned media related to major events.	Earned Media Statistics
	3.2 5% annual increase in the number of businesses participating in and showcasing their goods and services at events.	Event Vendor Statistics
	3.3 10% increase in brand recognition related to major events.	Social Media Mentions, Website Traffic, Eventgoer Survey
4. All residents, including families, feel welcome to attend events and find them to be inclusive and accessible.	4.1 Major events attract a diversity of attendees, including people of all ages, backgrounds and abilities.	Eventgoer Survey
	4.2 New major events complement, rather than compete, with existing events and resident activities.	Event Calendar
	4.3 At least 80% resident satisfaction with major events.	Eventgoer Survey

Outcomes	KPI	Measurement Tool
5. Local businesses are strengthened and employment opportunities are created through events.	5.1 5% annual increase in business sales as a result of events.	Business survey
	5.2 5% annual growth in the number of employment opportunities related to major events.	Business survey Annual report
	5.3 5% annual growth in the number of businesses participating in or hosting events.	Event Permit Statistics Event Vendor Statistics
6. Major events have sustainable funding models and remain financially viable for the long term.	6.1 5% annual increase in sponsorship revenues for major events delivered by the City of Maple Ridge.	Event Budgets
	6.2 5% annual increase in new sponsorships for major events delivered by the City of Maple Ridge.	Event Audits
	6.3 10% increase in cost recovery for major events delivered by the City of Maple Ridge.	Event Budgets
	6.4 Cost recovery targets being met for major events delivered by the City of Maple Ridge.	Event Budgets
7. Economic benefits and new investment are generated from events in the community.	7.1 10% annual increase in the number of return event attendees.	Eventgoer Survey
	7.2 10% increase in short term accommodation occupancy.	STR Statistics
	7.3 5% increase in development permits for new accommodation.	Permit Reports
	7.4 10% increase in private sector investment in new buildings and businesses located near event venues.	Permit Reports
	7.5 5% annual increase in municipal investment in event hosting amenities and facilities.	Municipal Financial Plan and Annual Budget
8. Events showcase and celebrate natural assets while supporting their long-term preservation.	8.1 5% annual reduction in waste produced as a result of events.	Garbage collection
	8.2 5% annual increase in recycling of waste generated as a result of events.	Recycling audits, event survey
	8.3 Events do not negatively impact natural areas.	Event audit
	8.4 All event producers implement sustainability measures.	Event audit

## Appendix G – References

- <sup>1</sup> City of Maple Ridge. (2024). Explore Our Heritage.
- <sup>2</sup> Field Mag. (2024). Why the Trails are Trending: A Deep Dive Into the Rise of Trail Sports.
- <sup>3</sup> Sports Destination Management. (2024). Trail Running on Pace for Continued Growth
- <sup>4</sup> Core Running. (2023). BC Trail Running.
- <sup>5</sup> Sports Destination Management. (2024). Trail Running on Pace for Continued Growth.
- <sup>6</sup> Capital Regional District Mountain Bike Advisory Committee. (nd). Mountain Bike Guidelines: Advice & Guidance to CRD Regional Parks.
- <sup>7</sup> Province of British Columbia, BC Parks. (2024). Visitor Use Attendance Report.
- <sup>8</sup> City of Maple Ridge. (2024). It's the Holidays, Starring Maple Ridge!
- <sup>9</sup> Canada Council for the Arts. (2018). Provincial and Territorial Culture Indicators.
- <sup>10</sup> Eventbrite. (2027). New Data on Millennials Reveals What Draws Them to Events.
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