



CITY POLICY

POLICY NUMBER: C561

REFERENCE:

City Council (information) 2001 04 09
Senior Management Team 2001 02 15

ADOPTED BY:

City Council
16 February 2011

SUPERSEDES:

A1432

PREPARED BY: City Manager's Office

DATE: 31 January 2011

TITLE: City Hall Public Space Use

Policy Statement:

City Hall is the legislative centre of Edmonton's municipal government and fosters the relationship between Edmonton's government and its community. City Hall public space is intended for Edmontonians and visitors to enjoy, celebrate, gather, discuss, and plan our future. City Hall public space is given to registered Edmonton and area not-for-profit groups that serve, represent and reflect the overall community and that strengthen this relationship.

The purpose of this policy is to:

1. Provide a fair and reasonable procedure for the use of City Hall space while maintaining the principle of public access to City Hall and providing a safe welcoming environment for all Edmontonians.
2. Ensure that as Edmonton's municipal government, an atmosphere that is safe, fair and democratic is maintained.
3. Ensure the majority of non-civic events hosted by Edmonton and area registered not-for-profit organizations are free and open to all citizens. The operating principle of "user pay" for incremental costs is reflected in these procedures.

This policy is subject to any specific provisions of the Municipal Government Act or other relevant legislation or Union Agreement.



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1. DEFINITIONS

- 1.01 "Advertising and Commercials" means any filming activity that uses the image of City Hall to state or imply an endorsement of, or connection to, a product or service.
- 1.02 "Catered Events" means an event involving the serving of light finger foods and/or non-alcoholic beverages.
- 1.03 "Charitable Appeals" means appeals in which funds are directly solicited (i.e. Poppy Drive, Daffodil Day, etc.).
- 1.04 "City Hall Host" means a staff member provided by the City of Edmonton to facilitate and assist with an event on-site prior to, during and immediately following the event.
- 1.05 "City Manager" means the chief administrative officer within the meaning of the Municipal Government Act or delegate.
- 1.06 "City Room" means the main public area on the main floor within City Hall.
- 1.07 "Commercial Activity" means an activity in which goods, services or entertainment are sold for profit for the benefit of a private business and not the general public.
- 1.08 "Commercial Film Production" means all motion picture production for sale or profit. This does not include news filming.
- 1.09 "Community Flag Pole" means a flag pole located on the southwest corner of the plaza near the Cenotaph.
- 1.10 "Community Not-for-Profit Displays" means a static or video presentation that assists not-for-profit organizations to communicate on activities and topics of interest to the general community.
- 1.11 "Community Special Event" means a free, open general public activity or activities organized and managed by Edmonton area not-for-profit groups presenting topics of broad community interest (example: public meetings, forums, information exchanges, media conferences, kick-off events for registered charitable appeals, community entertainment).
- 1.12 "Corporate Displays" means a static or video presentation created by a civic department or one of the civic agencies on community-related issues and services.
- 1.13 "Corporate Special Event" means activities sponsored by the City of Edmonton or one of its mandated boards or authorities.



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- 1.14 “Council-Sponsored Event” means any private or public corporate event approved directly by City Council and held at City Hall.
- 1.15 “Displays” means a static or video presentation, which assists groups, individuals, and the City of Edmonton to communicate topics of interest to the community-at-large.
- 1.16 “Feature Film Making” means filming activities, which are undertaken for the purpose of entertaining or educating, with no advertising or sales message stated or implied.
- 1.17 “Fund Raising Activities” means an activity in which goods, services or entertainment are sold to the public, with profits returning to a group to benefit the community at large (i.e.: bake sales, auctions, raffles, bridge-a-thons, private concerts and other activities).
- 1.18 “Heritage Room” means a large meeting room located on the southeast side within City Hall.
- 1.19 “Incremental Costs” means expenses that are above the regular operating cost to maintain building operations and public programming.
- 1.20 “Media Conference Room” means a small room (maximum capacity 20 people) located on the second floor of City Hall by the media offices.
- 1.21 “News Conference” means any event organized for the purpose of attracting media coverage. A formal news conference may involve speakers, activities, entertainment, displays, etc.
- 1.22 “Not-for-Profit Organizations” means groups that are established and registered under a law of Alberta or Canada for a purpose other than to make a profit, who operate within the Edmonton region, and who carry on activities benefiting a broad cross-section of the community.
- 1.23 “Permanent Displays” mean works of art, an award or gift to the City, or other objects and memorabilia significant to Edmonton's history, milestones, achievements, or City Hall's role as the legislative centre of municipal government.
- 1.24 “Plaza” means the area located immediately south of City Hall, including the large reflecting pool and grass areas.
- 1.25 “Public Rallies” means events which involve people protesting, promoting or supporting an issue through the use of any or all of the following:
 - Devices to amplify sound.
 - The carrying of signs or placards.



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- Angry, abusive language or shouting.

1.26 "Site" means the City Hall building and surrounding grounds that are considered part of City Hall's property.

1.27 "Use Agreement" means a signed agreement between the City of Edmonton and a group or organization that outlines the terms and conditions for using City Hall for a booked event or activity.

2. AUTHORITY TO APPROVE PROCEDURES

2.01 City Manager will specify procedures for approvals and appeals.

3. BOOKING PROCEDURES

3.01 Applicants will sign an agreement respecting terms and conditions of use, which allows the City to charge costs for any equipment provided or work done by City staff or authorized contractors in respect of or related to the event. This agreement imposes a general liability insurance requirement, an indemnity and waiver provision, and any other terms and conditions that the Law Branch deems advisable.

3.02 The requesting organization's mandate and activities will not discriminate against any individual or group as outlined in the *Human Rights, Citizenship and Multiculturalism Act*.

3.03 The City of Edmonton reserves the right to set the level of service required and the resulting charges, based on the nature and size of the activity. These charges will be identified at the time of booking.

3.04 A group (Group A) has four weeks to confirm its booking details. However, if another group (Group B) contacts City Hall in the meantime requesting the same date and space, and is prepared to provide signed paperwork immediately, then Group A will be given one week to confirm its booking. If Group A is unable to do so, the space will be forfeited to Group B.

3.05 Events will be pre-booked with forms completed and necessary documents received by City staff at least 48 hours prior to the event.

4. PLAZA

4.01 Normal Plaza hours of use for booking arrangements will be Monday through Friday, 7 a.m. to 10 p.m.; Saturdays, 9 a.m. to 5 p.m.; Sundays and Statutory Holidays 11 a.m. to 5 p.m.

4.02 Attendance in the Plaza paved area, excluding the wading pool or rink area, will be limited to 1,700 people. When the empty pool is included, attendance will be limited to 4,700.



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- 4.03 The summer wading pool is free for public use. The wading pool space can not be booked. Flotation devices, watercraft or any object that may cause harm to the pool or patrons are not permitted.
- 4.04 The winter skating rink is free for public use. The skating rink space can not be booked. Pucks, hockey sticks, ringette sticks or other items that may cause harm to the ice or patrons are not permitted.
- 4.05 The City of Edmonton may reserve Plaza space but other non-reserved groups may use the Plaza for spontaneous activities at any given time provided such activities do not interfere with reserved activities.
- 4.06 Set-up and takedown will not interfere with the normal operation of City Hall.
- 4.07 Cooking and Commercial Activities on the Plaza will be considered in conjunction with activities in Sir Winston Churchill Square
- 4.08 Signage will not be permitted on the Plaza without the approval of Communications Branch.
- 4.09 Vehicle access or parking will not be permitted on the Plaza unless otherwise authorized by Asset Management & Public Works.
- 4.10 Wheeled recreation activity is permitted in designated areas only.
- 4.11 Collection of names on a petition will be permitted on the Plaza provided such activity does not impede pedestrian traffic, interfere with or disrupt normal business or booked activity.
- 4.12 Public rallies will be permitted on the Plaza provided they do not impede pedestrian traffic, interfere with or disrupt normal business or booked activity.
- 4.13 City Hall furniture will not be used outside on the Plaza.
- 4.14 Using the City Room as a rainout option will be considered only if it has been booked in advance. In this instance, groups will become responsible for incremental costs as outlined in the Cost Recovery Guidelines. Costs will be estimated at the time of booking. Cancellation of rainout space must be received at least 24 hours in advance of the event, or by Friday at noon for weekend events.
- 4.15 Because the Plaza is immediately adjacent to Sir Winston Churchill Square, Administration will consider requests for Plaza bookings in conjunction with Churchill Square to ensure a) compatibility of activities; and b) that activities in the Square are not visually or audibly compromised by an activity on the Plaza, and vice versa.



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- 4.16 Refer to section 8.0 of this policy and procedures document for additional information or limitations regarding Plaza use.

5. CITY ROOM

- 5.01 Normal City Room hours of use will be Monday through Friday, 7 a.m. – 10:00 p.m.; Saturdays 9 a.m. – 5:00 p.m.; Sundays and Statutory Holidays 11:00 a.m. to 5:00 p.m., closed Christmas and New Years Day.
- 5.02 Attendance will not exceed 350 people on chairs or 600 people using the staircase for seating.
- 5.03 Attendance at stand-up receptions will not exceed 800 people.
- 5.04 For registered not-for-profit organizations, refreshments in the City Room are limited to beverages and finger foods that require no on-site preparation or equipment. The service of refreshments will not be the focus of any event held at City Room. Alcohol consumption is not permitted. Reusable or recycled materials will be used. Full catered meals will not be permitted in City Room.
- 5.05 The collection of names on a petition will not be permitted in the City Room.
- 5.06 Public rallies involving people protesting, promoting or supporting an issue will not be approved in City Room.
- 5.07 Wheeled recreation activity such as skate boarding, bicycle riding or in-line skating, will not be permitted in the City Room.
- 5.07 Refer to section 8.0 of this policy and procedures document for additional information or limitations regarding City Room use.

6. HERITAGE ROOM

- 6.01 Normal Heritage Room hours of use will be Monday through Friday, 7 a.m. – 10:00 p.m.; Saturdays 9 a.m. – 5:00 p.m.; Sundays and Statutory Holidays 11:00 a.m. to 5:00 p.m., closed Christmas and New Years Day.
- 6.02 Attendance will not exceed 90 people standing or 70 people seated.
- 6.03 Advanced bookings will be accepted at any time for one-time events scheduled at City Hall. Other on-going, regularly scheduled functions by not-for-profit community groups can be booked into the Heritage Room, one event booking every 90 days, for a total of four bookings per year.
- 6.04 Costs for room set-up, other than standard boardroom style, will be charged to the user group on an incremental cost recovery basis.
- 6.05 The Heritage Room will be made available for community not-for-profit groups. This use does not require the event be open to the public.



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- 6.06 Catered meals are permitted in the Heritage Room.
- 6.07 Alcohol consumption is not permitted in the Heritage Room unless prior approval from City staff and necessary permits are obtained.
- 6.08 Refer to section 8.0 of this policy and procedures document for additional information or limitations regarding Heritage Room use.

7. MEDIA CONFERENCE ROOM

- 7.01 Normal Media Conference Room hours of use will be Monday through Friday, 7 a.m. – 10 p.m.; Saturday, 9 a.m. – 5 p.m.; Sunday 11 a.m. – 5 p.m.
- 7.02 Attendance will not exceed 20 people, assuming equipment is limited to the existing tables and a lectern.
- 7.03 Any civic department, board, authority or registered not-for-profit organization that operates within the Edmonton region may use the Media Conference Room for scheduled news conferences.
- 7.04 Refer to section 8.0 of the guidelines for additional information/ limitations regarding Media Conference Room use.

8. GENERAL USE GUIDELINES FOR ALL BOOKING AREAS AND ACTIVITIES

- 8.01 All events will be free of charge. Events held in the City Room or Plaza will be open to the public unless it is a Council-sponsored or hosted event, in which case the building may be closed to the public.
- 8.02 Unless alternate arrangements have been approved and confirmed with City staff, users will be responsible for set-up and takedown activities, as coordinated with either the City Hall host or the Asset Management and Public Works representative on-site.
- 8.03 Sponsoring groups or departments will be responsible for costs of rental and set-up of equipment needed to undertake the event, including chairs, public address systems, tables etc. The City may, upon request, provide up to 350 stacking chairs, twenty .75m x 1.5m (2.5 ft x 6 ft) tables with draping and tablecloth, six .9m (3 ft) round tables and six 1.2 m (4 ft.) round tables.
- 8.04 All equipment will be counted and inspected when supplied and reconfirmed when returned. The sponsoring group will be responsible for any loss, damage or cleaning required to equipment belonging to the City of Edmonton as a result of the event or display.
- 8.05 Events will be staffed by at least one knowledgeable organization representative who initially arranged the booking and has a complete understanding of the event and the organizer's responsibilities. Staffing requirements are as follows:



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- Attendance of 0 - 250: one organization representative per 50 participants.
- Attendance over 250: five organization representatives, plus one additional representative for every 100 people over 250.

These representatives will ensure the smooth implementation of the event. These representatives will carry out the physical set-up and takedown on-site.

- 8.06 A city hall host is mandatory for events that are expecting in excess of 100 participants; for all other events, it is at the discretion of City staff. A hosting fee to cover incremental staffing costs may apply.
- 8.07 Registered not-for-profit organizations will be permitted to sell products that directly relate to the reason they are on-site, when funds raised through such sales support community programs of benefit to all Edmontonians. Products may include small merchandise and raffle tickets.
- 8.08 Sponsoring organizations will provide appropriate signage, nametags and other materials to clearly identify sponsorship of the event.
- 8.09 Event parking is available at current metered rates in the building's parkade. Reserving stalls for the event is not permitted.
- 8.10 Registered not-for-profit organizations can book the Community Flag pole in the Plaza to fly their flags for a special occasion or event in accordance with recognized flag raising protocols.

9. GENERAL USE LIMITATIONS FOR ALL BOOKING AREAS AND ACTIVITIES

- 9.01 Activity that interferes with or disrupts normal legislative, business or booked activity at City Hall will not be permitted.
- 9.02 Interior and exterior special events will be managed in a manner that does not conflict with the normal ongoing operation of City Hall. City Hall is a place of business Monday to Friday from 8:00 a.m. – 4:30 p.m. and as such, noise levels will be kept to a minimum whenever possible.
- 9.03 Approved events and displays will meet City security, fire and safety standards.
- 9.04 The City of Edmonton will not be held responsible for damages or losses to any equipment used for an event.
- 9.05 On-site storage is not permitted. Equipment will be removed immediately after the conclusion of the event unless a representative from the function remains with the equipment.



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- 9.06 Performances, events or activities in City Hall, which could potentially pose a danger to any citizen, City of Edmonton staff member, volunteer or contract employee will not be permitted.
- 9.07 Burning of any material, including candles, both inside the building and on the Plaza area will not be permitted without the approval of Asset Management & Public Works. Such approval will be requested at the time of the booking.
- 9.08 Council Chamber and the River Valley Room are restricted for the use of City Council and City of Edmonton corporate-level meetings.
- 9.09 Registered political parties will not be permitted to hold an event or present a display inside City Hall. City Hall is a non-partisan venue year-round. Council Members, Members of the Legislative Assembly and Members of Parliament are all welcome to attend events at City Hall to fulfil their roles and responsibilities as elected officials during an election campaign but will refrain from any campaigning.
- 9.10 Recruitment or membership drives will not be permitted within City Hall during an event.
- 9.11 Commercial activities, public rallies, petitions or demonstrations will not be permitted inside City Hall.
- 9.12 Skate boarding, bicycle riding or in-line skating will not be permitted on the Plaza or inside City Hall.
- 9.13 Cost recovery programs presented at City Hall, which are designed to cover enhanced or incremental programs already funded by the City of Edmonton, will not be permitted to collect donations.
- 9.14 Registered not-for-profit organizations using City Hall will be permitted to invite voluntary donations to their societies through the presence of donation containers.
- 9.15 No moving of equipment, furniture or plants will be allowed on-site without the approval of the City Hall host or Asset Management & Public Works representative.
- 9.16 City Hall's grand piano and electronic organ are available for use by not-for-profit groups that have scheduled events. Individuals may play the piano for a period of up to 15 minutes per day provided their playing does not interfere with other City Hall activities. Moving the piano or placing objects on it is not permitted without the approval of the City Hall host or Security Officer on-site.



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9.17 Display materials, banners, promotional signs, etc. will not be attached in any way to the building structure. Acknowledgement of individual groups, public and private companies supporting an event at City Hall through financial or service support will be permitted through easel sign(s) which list all sponsors together. Sign(s) may include corporate logos or word marks.

9.19 Pets will not be allowed on City Hall property unless they are deemed "service" animals.

10. DISPLAYS

10.01 3m by 3m is the standard area space made available for displays. Exceptions will be considered on an individual basis.

10.02 Non-permanent displays featuring a community civic issue will not exceed a presentation period of three months. Registered not-for-profit displays will not exceed a presentation period of three months. City of Edmonton corporate displays will not exceed a presentation period of one-year.

10.03 Items to be considered for permanent display will be initiated by a member of Council, a department head or a member of the public. The Communications Branch will gather background and consult with the Edmonton Arts Council Public Art Committee and Percent for Art Coordinator for a recommendation of approval or denial. If approved, appropriate placement of permanent displays will be undertaken by the Communications Branch in consultation with the Public Art Committee. Permanent displays will be approved by the City Manager.

10.04 Asset Management & Public Works will be responsible for the installation of all permanent displays.

10.05 Permanent displays will be reviewed every five years for appropriateness in consultation with the Public Art Committee.

10.06 All displays will be completely self-contained and able to stand-alone.

10.07 Sponsoring groups will be responsible for maintenance and care of their display.

10.08 Display staffing will be limited to a maximum of three staff per display.

10.09 Sponsorship will be clearly identified on displays and display staff.

10.10 Display component sizes will be limited to normal doorway and passenger elevator sizes.

10.11 Set-up and takedown will take place within regular building hours and will be the responsibility of the sponsoring group.



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- 10.12 The City of Edmonton will not be held responsible for damages or losses to any display or materials in a display.
- 10.13 Displays will be accessible to the public during normal building hours. Any requests for extended hours will be considered if the display is part of a Community Special Event.
- 10.14 Beverages or food are not permitted at a display.

11. WEDDING PHOTOGRAPHS

- 11.01 Public areas inside and outside City Hall are available for wedding photograph sessions during building hours.
- 11.02 One and one-half hour sessions may be pre-booked through the Communications Branch on a first-come, first-served basis for a fee of \$80. However, members of the public are permitted to be in and around the booked area at any given time during normal building hours.
- 11.03 Alcohol, confetti or rice is not permitted on-site.

12. NOT-FOR-PROFIT GROUP PHOTOGRAPHS

- 12.01 Public areas inside and outside City Hall are available for photograph sessions during building hours.
- 12.02 One and one-half hour sessions may be pre-booked through the Communications Branch on a first-come, first-served basis for a fee of \$80. However, members of the public are permitted to be in and around the booked area at any given time during normal building hours. Fees may be waived if, in partnership with the City of Edmonton, promotion of the City of Edmonton through these photographs can be deemed to be mutually beneficial to the group and the City of Edmonton.

13. COMMUNITY FLAG/BANNER RAISINGS

- 13.01 Flags are permitted to be flown for up to one month, but this may be reduced if a scheduling conflict arises with another booking within that same period.
- 13.02 Groups organizing community banner raising events will use the community flagpole located on the southwest corner of the plaza near the Cenotaph.
- 13.03 Groups will manage the event themselves, and arrange access and operational details with the Communications Branch in advance.
- 13.04 Groups wishing to leave materials such as wreaths on-site will inform City staff prior to doing so.
- 13.05 City of Edmonton staff will not be available for on-site support.



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13.06 City of Edmonton will not be held liable for any materials left on-site.

14. COMMERCIAL FILM PRODUCTION

14.01 The City of Edmonton will make the City Room, Heritage Room, Media Conference Room, and City Hall Plaza available to feature Commercial Film Production companies whenever possible.

14.02 Commercial film groups using Edmonton's City Hall will cover all incremental costs, will not hinder access to the public areas of the building during regular operating hours, and will not conflict with previously booked community or corporate activities and displays in the building.

14.03 Commercial film production filming will not be permitted in Council Chambers and the River Valley Room as these areas are for the exclusive use of City Council and City of Edmonton corporate-level meetings.

14.04 Most areas will be available for use by film groups between 7:00 a.m. and midnight. Exceptions will be assessed on an individual basis.

14.05 All of the terms and conditions of a film company's use of City Hall will be included in a written agreement prepared by the Law Branch. The agreement will contain a clause requiring film companies to indemnify the City for any losses caused by their use of City Hall, and to provide a certificate showing that they have adequate third party liability insurance.

14.06 Approved filming activities will meet City security, fire, insurance, and safety requirements.

14.07 The requesting organization's mandate and activities will not discriminate against any individual or group as outlined in the *Human Rights, Citizenship and Multiculturalism Act*.

14.08 Users will be responsible for any specialized filming or event equipment, such as public address systems, crowd control barriers, etc. Tables and chairs may be available from City Hall.

14.09 Set-up and takedown of filming equipment will not interfere with the normal operation of City Hall. This may require after hours set-up and takedown.

14.10 Articles borrowed from City Hall will be examined when supplied and when returned. Users will be responsible for any loss, damage or cleaning required to equipment belonging to the City of Edmonton.

14.11 Commercial activities other than filming will not be permitted.

14.12 The filming of advertising and commercials will not be permitted when the image of City Hall is used to endorse a product or service.



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- 14.13 Display materials, banners, promotional signs, etc. will not be attached in any way to the building structure.
- 14.14 Storage will not be made available on-site.
- 14.15 The City of Edmonton may reserve exterior space but other non-reserved groups may use the areas for spontaneous activities at any given time.
- 14.16 As the City Hall Plaza is immediately adjacent to Sir Winston Churchill Square, requests for Plaza use will consider activities booked in Churchill Square to ensure activities in the Square are not visually or audibly compromised by an activity on the Plaza, and vice versa.

15. COST RECOVERY GUIDELINES

- 15.01 All incremental building, security, custodial and staff liaison costs incurred by the City of Edmonton will be the responsibility of the requesting group or department.
- 15.02 Any subsidies for community activities or events will be handled through the City's Grant-in-Aid program, consistent with other services and "in kind" support.
- 15.03 Any damages incurred as a result of special events, displays, filming or other activities will be assessed by Asset Management & Public Works and charged to the sponsoring group or department.
- 15.04 Any outstanding invoices will result in the group being restricted from using the building/space until payment in full has been received.
- 15.05 The City of Edmonton reserves the right to set the level of service required, based on the nature and size of the activity. These charges will be identified at the time of booking.

16. APPEAL PROCESS

- 16.01 When the Communications Branch denies an application for use of City Hall public space, the Communications Branch will issue its reasons in writing to the applicant. The applicant may appeal the refusal directly to the City Manager.
- 16.02 Appeals will be made in writing within 30 days of the Communications Branch's notification; otherwise the right of appeal is forfeited. The appeal will include the applicant's name, address, phone number, reason(s) for appeal and any other material the applicant deems necessary. Appeals will be delivered to the Office of the City Manager, 3rd Floor, City Hall, 1 Sir Winston Churchill Square, Edmonton, T5J 2R7. The principle of cost recovery cannot be used as a basis for appeal.



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- 16.03 The City Manager will assess the appeal based on the written submission. The City Manager may confirm, vary or revoke the Communication Branch's decision. The City Manager's decision will be final.