



**Parks & Recreation Department**

**TO: Community Services Committee**

**SUBJECT: 2012 Festivals and Events Annual Report and Proposed 2013- 2014, Festivals and Events Program**

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Report Number: PR-37-12

File Number(s): 965-01

Report Date: September 6, 2012

Ward(s) Affected: 1  2  3  4  5  6  All

Date to Committee: October 24, 2012

Date to Council: November 5, 2012

**Recommendation:** Approve the Festivals and Events to be held between May 2013 and April 2014 as outlined in report PR-37-12; and  
Authorize delegated authority to the Special Events Team (SET), allowing for one time exemptions to the City of Burlington Park By-law (35-1976) for overnight parking (Section 5C) and camping (Section 4F) for events that have received the exemption previously and without issue.

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**Purpose:**

- Address goal, action or initiative in strategic plan
- Establish new or revised policy or service standard
- Respond to legislation
- Respond to staff direction
- Address other area of responsibility

Present the outcomes of the 2012 Festivals and Events program. Request approval for the May 2013 – April 2014 festival and event applications.

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**Reference to Strategic Plan:**

- Vibrant Neighbourhoods
- Prosperity
- Excellence in Government
- N/A

1e. Strengthen the balance of arts, culture and sport to build economic prosperity and quality of life.

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**Background:**

A Festival and Events report is presented to Council twice per year (early fall and later winter) to provide a summary of the past year's festivals & events and to seek approval for the event applications received for the coming year.

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In May 2011, Council approved staff report PR-15-11, for an ongoing exemption to the Sound of Music carnival operators to the Parks By-Law (35-1976) for overnight parking (Section 5C) and camping (Section 4F), provided that there are no issues from the arrangement. This on-going exemption has helped to streamline the application process for the Sound of Music, eliminating the need for a report to Council.

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## **Discussion:**

Overall the 2011-12 Festival season was a success. Several factors accounted for this success, including extensive use of partnership models between staff, SET, community event organizers and Tourism Burlington, who are key players in the delivery of Burlington's events. A staff team is developing an event hosting framework to look for synergies and efficiency in the event hosting process and will be bringing back a proposal for Council's consideration in June 2013.

## **Event Definitions**

The event analysis presented in this report focuses on major events, both direct/city and community-delivered.

A Major Event is any event in a park or facility which:

- Attracts 500 attendees or more; or
- Is held in a high profile or high traffic area (such as the downtown area or Spencer Smith Park); or
- Is a City-direct delivered event OR
- Road event that has over 1,000 attendees.

A Minor Event is any event that is more localized in nature and does not directly impact a high traffic or high profile location (i.e. small road events, localized tournaments, etc.). These events are managed via our permitting process.

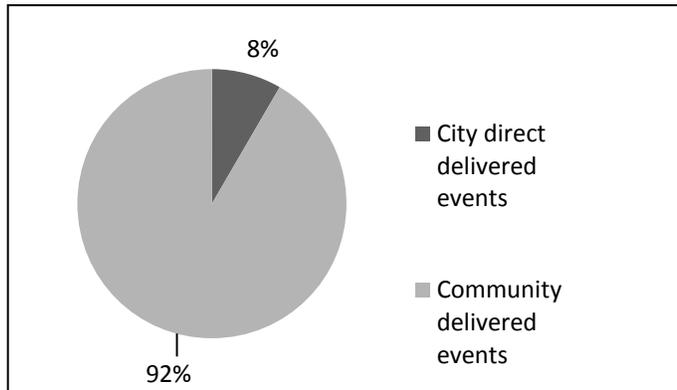
## **2012 Event Performance Summary**

Based on the approval of reports PR-45-11 and PR-8-12, the City of Burlington hosted 143 events for residents and visitors to the community, with attendance spanning from 15 to 200,000. In total an estimated 625,000 people attended or participated in Burlington events over the past review period.

In addition Transportation Services approved 80 road events, 18 major events and 62 minor road events. The attendees included event participants and spectators from the community and surrounding areas. In total an estimated 100,000 participated in or attended road events.

The following pie chart summarizes the number of community-delivered events (Appendix A) and city-direct delivered (Appendix B). The totals represent a change towards increasing the percentage of community-delivered events by 15% over the previous year; which supports the mandates in the Parks and Recreation Department’s Leisure Services Policy.

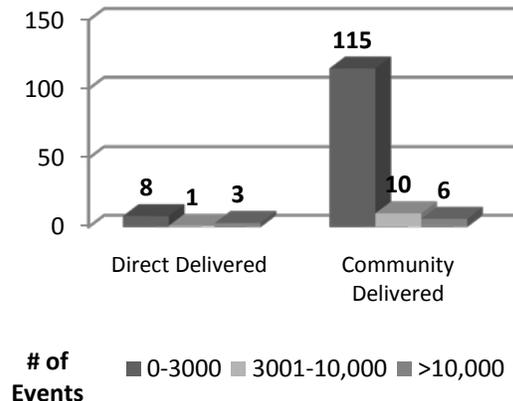
|                              | Total # of Events |
|------------------------------|-------------------|
| <b>Community – Delivered</b> | <b>131</b>        |
| <b>City Direct Delivered</b> | <b>12</b>         |



During the spring and summer season, a total of 5 Community delivered events were cancelled or postponed (see Appendix A for details).

- Get Fit Burlington
- The Great Shore Clean Up
- United Way Amazing Race
- April 15 MEC Run
- Sound of Music Fireworks

|                                  | City Direct Delivered | Community Delivered |
|----------------------------------|-----------------------|---------------------|
| <b>0-3,000 participants</b>      | <b>8</b>              | <b>115</b>          |
| <b>3,001-10,000 participants</b> | <b>1</b>              | <b>10</b>           |
| <b>&gt; 10,000 participants</b>  | <b>3</b>              | <b>6</b>            |
| <b>Total</b>                     | <b>12</b>             | <b>131</b>          |



Appendix A summarizes the performance of the 2012 event season for major community-delivered events that are offered by external organizations and permitted by the City of Burlington's Parks & Recreation and Transportation Services Departments.

Appendix B summarizes the performance of the 2012 event season for city-direct delivered events that are offered by the Parks & Recreation, Festivals & Events Unit.

The Festivals and Events team have been working closely with our event partners in cultivating strong community relationships in order to build successful events which can be enjoyed by all. As a result, of all of the events that were hosted only one community issue arose that was quickly resolved due to the strong working relationships.

### **Park By-Law exemption**

City Council approved a one time request for an exemption to the City Park By-law (35-1976) to allow overnight parking and camping for various events.

The SET and Parks & Recreation staff have worked closely with festival and event organizers in outlining the terms and conditions related to the use of a city park or facility. There have been no issues or complaints documented in relation to these events. The organizers and the participants complied with the conditions that were outlined to them. Therefore, SET recommends that delegated authority be granted to the By-Law for re-occurring annual events which have successfully complied by the exemption in the past.

This exception will allow SET to expedite the approval process without coming back to Council for approval.

### **May 2013 to April 2014 Event Applications**

For the May 2013 to April 2014 event season, 85 events, of all sizes, have been identified for approval. Appendix C (facility/park events) and Appendix D (road specific events) provide an overview of the event applications received by the September 15 deadline, reviewed and submitted for recommendation. At the time of this report, 4 requests for changes or enhancements to existing events have been submitted. The four requested changes are:

- Youthfest
  - Date change – to June 8<sup>th</sup>.
  - Location change – to MM Robinson High School.
  
- Sound of Music
  - Parade date change – to June 8<sup>th</sup>.
    - Not recommended by SET due to existing bookings at Central Park, Central Arena and Seniors' Centre.

- Use of Spencer Smith Park following the parade for a band competition
  - Not recommended by SET due to capacity issues and availability at Spencer Smith Park. Suggest an alternative that is an appropriate host venue at a northern location in the City.
- Use of Civic Square – evening of June 8<sup>th</sup>
  - Not recommended by SET due to Moon in June event the same evening which starts and finishes at Civic Square.
- Fireworks – Thursday, June 13<sup>th</sup> through to Saturday, June 15<sup>th</sup>
  - Will authorize if compliance is met with all requirements for fireworks in particular the use of a barge to launch the fireworks. Use of the pier is not available and therefore not recommended by SET.
- Marque D'Elegance Exotic Car Show
  - Addition of event day on Saturday, August 24<sup>th</sup> downtown on Locust Street and at Performing Arts Centre
  - Addition of boats on Sunday, August 25<sup>th</sup> at Paletta Mansion with all conditions met
- Ribfest
  - Request for additional areas for event on pier and promenade
    - SET is working with the event host on opportunities to expand the event but the pier is not available as events are required to leave the promenade open for pedestrian traffic and emergency access.

In addition there are five new event applications:

- Mountain Equipment Co-op would like to host four running races out of LaSalle Park.
- Burlington Art and Craft Exhibition

Some of the larger event organizers are in the process of submitting grant requests for their 2013 program or reviewing their 2012 event. Depending on these outcomes they may be requesting additional enhancements to their events. Should these organizers come forward with any significant changes to their programs, SET will review their requests in order to determine if a further report to Council is required. For 2013, these proposed changes will be captured in the late winter report. The proposed event dates have been included in Appendix C for Council's reference.

Transportation Services staff are working with various event organizers on issues that were identified in 2012 to ensure that those issues are addressed for 2013.

In reviewing applications for the up-coming year, the Special Events Team (SET) uses the assessment results from the previous year to evaluate the event application. It is important to note that when challenges arise during an event, SET members work collaboratively with event organizers as soon as possible to address the issue and ensure compliance with requirements is achieved.

## **Community Engagement**

As reported in PR-45-11, staff began offering an annual FEOG (Festivals and Events Organizer Group) Conference. This year's event was held on September 6<sup>th</sup> with 49 attendees from 29 different groups. The purpose of the event was to provide networking opportunities, share best practices, and provide timely information on critical new operational items (manual changes, applications changes, deadlines, and fees).

City staff led discussions relating to:

- The updated event manual
- The SET committee composition and roles and responsibilities
- Success story presentations were led by peer event organizers from other communities.

The keynote speaker this year was Mr. Loren Lieberman, General Manager of Hamilton's Festival of Friends. He spoke to the festivals recent challenges and learning's in moving their festival from Gage Park to the Ancaster Fairgrounds.

Feedback from attendees suggest that, this level of collaboration and sharing of information should continue to be an annual event geared at new, existing, and potential event organizers. This year, we also included sport tournament/event organizers and will look to open the meeting up to more on road event organizers next year.

## **Designated Smoking Area for Events**

During the 2012 event season, the following events offered designated smoking or smoke-free areas:

- Sound of Music
- Canada Day
- Burlington Country and Blues BBQ
- Aldershot Family Bluegrass Festival and
- Ribfest

Smoking areas were voluntary and were designated with signage with no enforcement.

The event organizers of all 3 large events have noted that, from a logistical perspective, providing smoke-free zones are easier to manage, then providing designated smoking zones.

For 2013, staff will continue to support smoke-free zones as well as designated smoking areas by:

- Producing park signage for use by all event organizers:
  - "For the enjoyment and health of all event attendees, Event Organizers request that you refrain from smoking at this event. Please use the Designated Smoking Area provided."

- Requiring identification of designated smoking area(s) for larger events (5,000 plus) which will be voluntarily used by participants and not enforced.
- Requiring event organizers to advertise the area(s) and encourage use when they can.

Staff will conduct a best practice review of municipalities that currently enforce smoke-free events. Subject to the outcome of the review, it is our intention to have all events smoke free in 2014. Staff will report back findings in a future update report and inform all event organizers of our implementation strategies to support this direction.

### **Continuous Improvement:**

The growth in the number of festivals and events and processing of new submissions is creating challenges for all City staff involved in Festivals and Events.

Staff from Parks and Recreation, Transportation Services, The Mayor's Office and Tourism Burlington are working together to create an event hosting framework. The outcomes will include a web based single application portal that is consistent for all event submissions for SET and the City to review. After stakeholder and public consultation on the framework, staff will come back to Council with a framework for their consideration and approval.

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### **Financial Matters:**

Festivals and Events direct delivered events are supported by various revenue streams including sponsorships (in-kind and monetary), grants, vendor fees, and ticket/merchandise sales. These revenue streams have increased in both types and amounts. In 2012, these revenue targets will exceed budget by \$15,000. For 2013, staff propose a 13% increase in revenue targets over 2012.

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### **Environmental Matters:**

Environmental leadership is important in the delivery of festivals and events in our community. Event organizers continue to show leadership through effective waste management and recycling programs, the use of green products as well as other event management practices that help protect City parks, facilities and infrastructure.

### **Water Bottle Filling Stations**

A water bottle refilling station was used at Kite Festival, Canada Day and Children's Festival. This resource is also offered to community event organizers. Staff will continue to work with organizers to further integrate this station into all events.

## **Waste Management**

Staff will continue to work with BurlingtonGreen a non-profit local environmental organization. They have been instrumental in assisting during our direct delivered events to successfully divert recyclable and compostable materials from the landfill. Our waste management equipment is available to event organizers to use to help them divert waste during their events.

## **Communication Matters:**

Staff has communicated the contents of this report to SET members and event organizers in order to solicit their support and feedback via e-mail and our annual FEOG (Festivals and Events Organizer Group) Conference.

Upon approval of this report, staff will continue working with organizers on the delivery of their 2013 programs.

Each direct delivered event continues to have its own web page to communicate with stakeholders. All events are listed in numerous on-line calendars, and posted on our web-site, with direct links back to the event-specific page. Staff maintains relationships with Public Affairs and Tourism Burlington to ensure that we optimize social media opportunities.

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## **Conclusion:**

This report provides a listing of events that meet the SET Evaluation Criteria, and have indicated that they will continue with a similar program in size and scale in the coming year. Any new or enhanced events will be reviewed by the SET.

In addition, approving delegated authority to SET for ongoing Park By-Law exemptions will allow an event host a quicker turnaround of their application and also provides SET with the authority to remove or reconsider an exception on an annual basis.

Events are an important part of our culture and lend themselves to the healthy and vibrant community in Burlington. Should further approvals be required staff will report back on an as needed basis.

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Respectfully submitted,

Carla Marshall  
Supervisor of Festival & Events  
905-335-7600 ext. 7724

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Manager of Community Development  
905-335-7600 ext. 7518

**Appendices:**

|                                                         |
|---------------------------------------------------------|
| A. 2012 Major Community Delivered Event Performance     |
| B. 2012 Direct Delivered Event Performance              |
| C. May 2013- April 2014 Event Application Overview      |
| D. May 2013- April 2014 Road Event Application Overview |

**Notifications:**  
(after Council decision)

| Name                          | Mailing or E-mail Address |
|-------------------------------|---------------------------|
| Festival and Event Organizers |                           |
| Tourism Burlington            | belgrade@burlington.ca    |

**Approvals:**

\*required

\_\_\_\_\_  
\*Department

\_\_\_\_\_  
City Treasurer

\_\_\_\_\_  
General Manager

\_\_\_\_\_  
City Manager

| To be completed by the Clerks Department |                                                                                     |
|------------------------------------------|-------------------------------------------------------------------------------------|
| Committee<br>Disposition<br>& Comments   |                                                                                     |
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|                                          | 01-Approved 02-Not Approved 03-Amended 04-Referred 06-Received & Filed 07-Withdrawn |
| Council<br>Disposition<br>& Comments     |                                                                                     |
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|                                          | 01-Approved 02-Not Approved 03-Amended 04-Referred 06-Received & Filed 07-Withdrawn |