

Festivals & Events Unit Overview

Today's Agenda

- 1) Welcome & Introductions
- 2) Current State
- 3) 2017 Work Plan
- 4) Love My Hood Program
- 5) Adjournment

Current State

Background

Current State

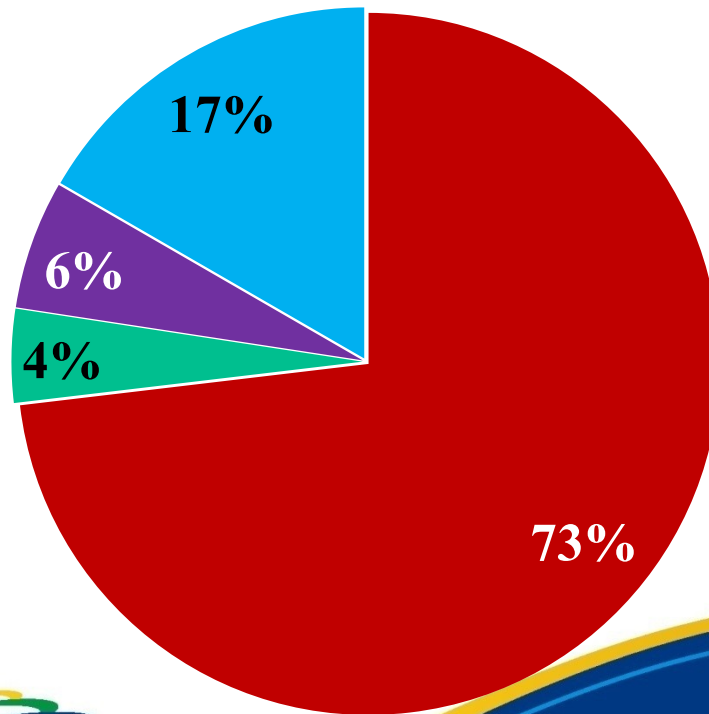
- Community Development Policy
- Capacity
- Resources and bodies (FTE)

Community Development Policy

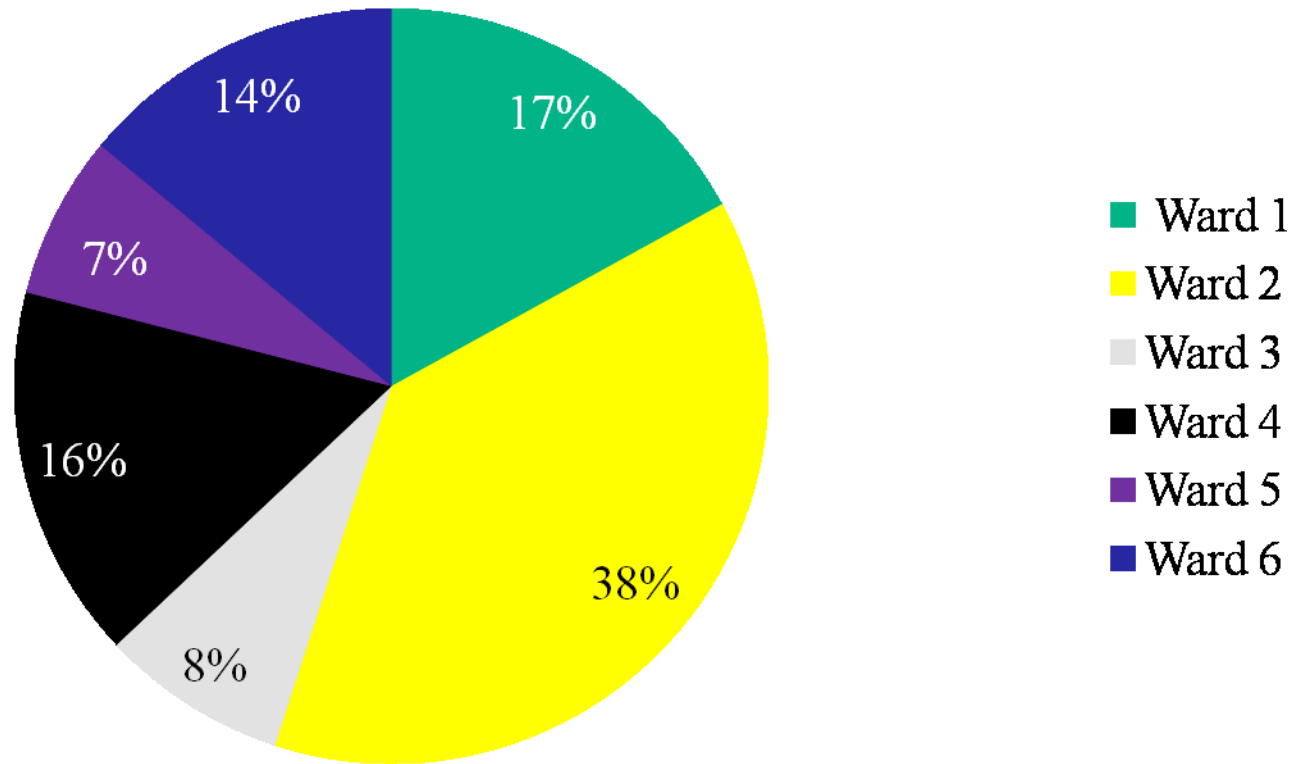
- Approach to leisure services used by P&R
- Process involving working with people, sharing skills and resources, to enable residents to identify and respond to their needs and interests

How Events are Delivered in Burlington

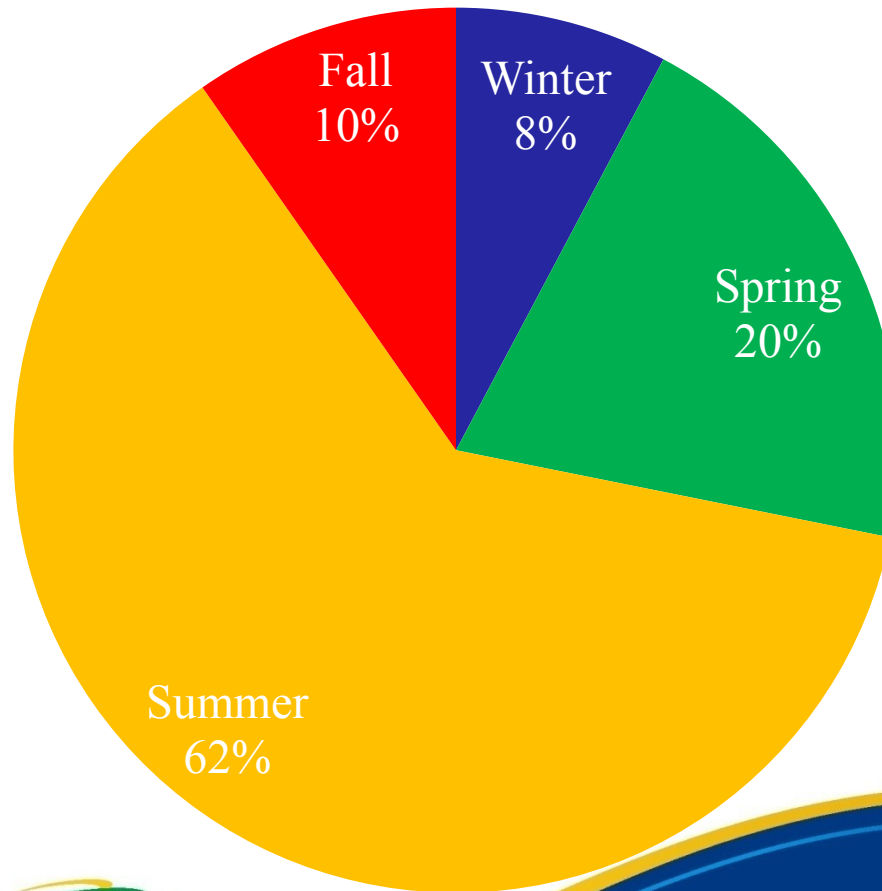
■ Community Event Organizer ■ City Staff Delivered
■ Love My Hood ■ Block Parties



Location of Events by Ward



Events by Season



Festivals & Events: by the #'s

(To date: 2015)

Community-led events	136
Direct delivered event	8
Block parties	31
Love My Hood events	12
Participants	700,000+
Economic Impact	\$14 mil.+
Building Sense of Community in Burlington=	

PRICELESS!



Festivals & Events Office Staff

- 1 Supervisor (1 FTE)
- 1 Coordinator (1 FTE)
- 2 Senior Programmers (2 FTE)
- 2 PT Assistant Event Coordinators
- Event Assistants (event days only)

Special Event Team (S.E.T.)

- Corporate team with representatives from across the City and different sectors from the Region of Halton.
- Regulatory/legislative authority for event operations
- Safety and resource focused
- Currently no strategic approach to approval of events

Policy Framework

*Strategic Plan

Community Development

Leisure Service

International Sports Hosting

Facility Space Allocation

User Fee Policy



Event Organizer Deadlines

- 6 months prior
Community Consultation Process
- 90 days prior
Traffic Protection Plan
Health Department Coordinator Package
HRPS Paid Duty Request
Fireworks Permit Request
- 60 days prior
Building Dept (Tent/Stage) Permits
ESA Inspection Request
Emergency Management Plan
- 30 days prior
Permit requirements/Payment
Resident notification letter

POST EVENT:

Feedback / Performance Measures



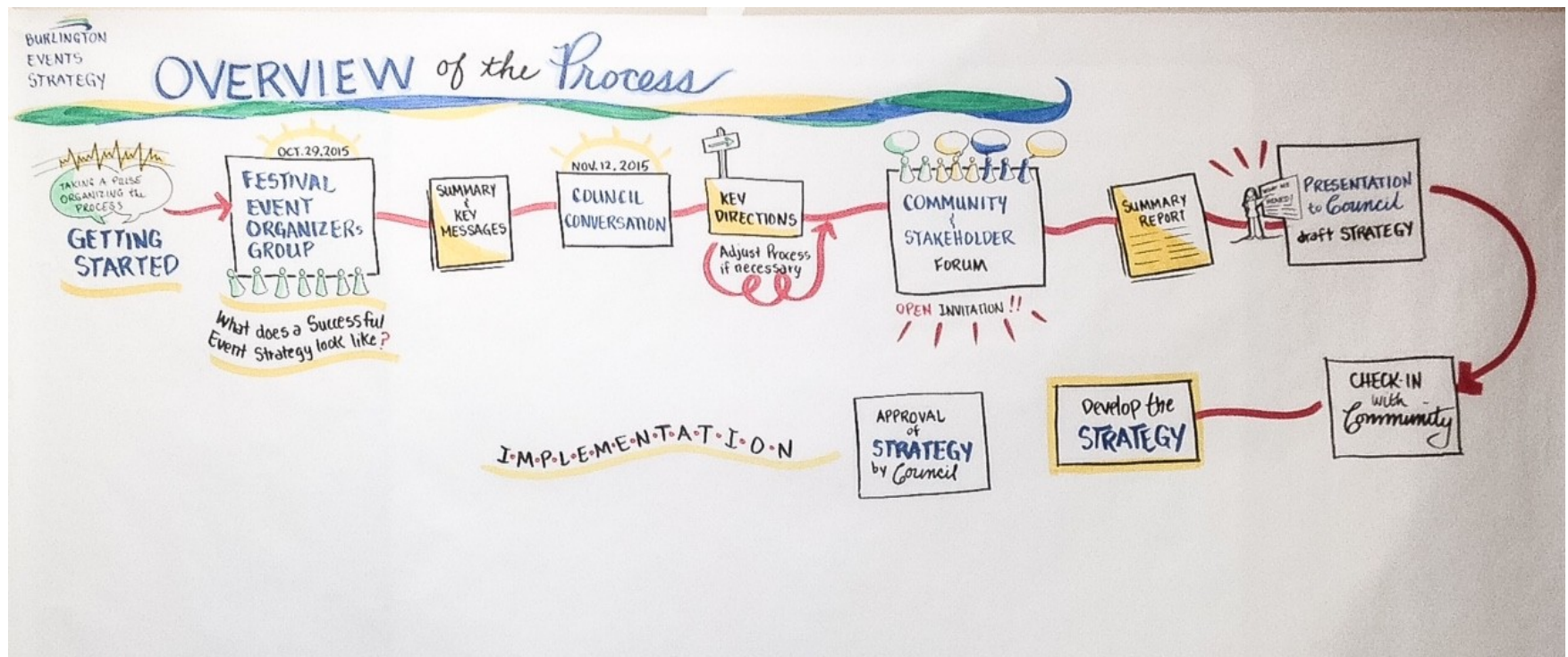
2017 Work Plan

- Community events, block parties, Love My Hood, stage rentals, filming
- Direct Delivered Events
- Canada 150 – NEW!
- Events Strategy – NEW!

Why a Strategy Now?

- Limited capacity to address demand
- Criteria for the selection of Events
- Clear funding formula

Process for Development of an Events Strategy



Love My Hood Program

What is Love My Hood?

- Inspiring neighbourhood connections through community led events
- Breaks down barriers in event hosting
- Resources, Toolkits & Templates
- Purposefully open ended and flexible

Questions for clarity?

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