



**SUBJECT: Event approval for October 26 to 28, 2018**

**TO: Committee of the Whole**

**FROM: Parks & Recreation Department**

Report Number: PR-04-18

Wards Affected: Ward 2

File Numbers: 965-01

Date to Committee: July 9, 2018

Date to Council: July 16, 2018

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### **Recommendation:**

Approve a televised national broadcast in downtown Burlington on October 28, 2018 and supporting community event on October 26 and 27, 2018 at a cost of \$30,000 to be funded from the parks and recreation operating budget; and

Authorize the Mayor and City Clerk to sign the letter of agreement between the City of Burlington and the broadcaster to the satisfaction of the Director of Parks and Recreation and City Solicitor.

### **Purpose:**

A City that Grows

- Promoting Economic Growth

An Engaging City

- Community Building through Arts and Culture via Community Activities
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### **Background and Discussion:**

The Mayor, selected staff and representatives from the sporting community had the opportunity to meet with the producers of a nationally broadcast show and their event support team in June of this year. The purpose of the meeting was to provide the city with an overview of the program (which includes the nationally broadcast show along with a two-day festival leading up to the show), and assess if Burlington would be a viable broadcast location.

This live broadcast is a great opportunity to profile our city nationally and profile some of the successes from our sporting community.

Staff is pleased to report that the producers have selected downtown Burlington as its location for Sunday, October 28, 2018, pending Council approval. The two-day festival would take place downtown on Friday, October 26 and Saturday, October 27, 2018.

Staff is not able to approve the event under delegated authority since this is a new large event with an expected attendance of 15,000 to 20,000 people over the weekend.

Due to the confidentiality of the announcement, those involved are not allowed to announce the broadcast name until mid-August when the broadcaster anticipates a public announcement.

### **Strategy/process**

Given the national profile of this broadcast and the opportunity to share some of the great success stories of sport in Burlington, staff feels that this is a venture worth pursuing.

### **Options considered**

- 1. Host the event in 2018:** This is a great opportunity to showcase Burlington to the rest of Canada. It is a great platform to show how engaged the sporting community is in Burlington, how sport works collaboratively with each other and the city, and how some athletes have risen to become professional and Olympic athletes.
    - a. Downtown Burlington:** The downtown has infrastructure in place to support the broadcast (e.g. hard surfaces to support weight loads), many of the buildings and trees are lit and would provide an ideal backdrop for the broadcast, and the broadcast takes place on Sunday evening. Downtown is also considered a cultural hub of the city, providing an opportunity to showcase one of the many reasons why Burlington has been named the best mid-sized city in Canada.
    - b. Another area in Burlington:** Another area was not as feasible or desirable for the broadcaster.
  - 2. Don't host the event in 2018:** This would save some money, resources and staff time, but it would be a missed opportunity to showcase our great city to the rest of Canada.
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## Financial Matters:

Staff estimates that the city's portion of the event will cost approximately \$30,000 based on information provided by the broadcaster. Below is a summary of expenses:

Item	Cost Estimate
Permits	\$6,000
Event clean up	\$1,000
Parking	\$2,000
Equipment rentals	\$6,000
Fencing and crowd control	\$3,000
Washroom rentals	\$2,000
First responders and security	\$7,000
1 heavy equipment operator and access to forklift and scissor lift	\$3,000
<b>TOTAL</b>	<b>\$30,000</b>

## Total Financial Impact

### Source of Funding

Staff is proposing that this event be funded from the parks and recreation operating budget.

### Other Resource Impacts

This event will require the support from other departments and community sport organizations to coordinate, promote, and manage the event.

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## Connections:

Hosting this event in the downtown aligns with the Cultural Action Plan and the Downtown Core commitments; both designate the downtown as the cultural hub of the community.

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## **Public Engagement Matters:**

Key sport organizations have been part of the initial brainstorming meeting with the broadcaster.

Once there is a public announcement that Burlington is a host location there will be a very extensive community engagement beyond sport organizations to include such stakeholders as Burlington Downtown Business Association, and all residents in Burlington.

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## **Conclusion:**

We have an exciting opportunity to profile the City of Burlington and the powerful sport connections in Burlington to a national audience. It is a great opportunity to showcase Burlington's successful sport community and celebrate Olympic and professional athletes from Burlington. This is a great opportunity to celebrate and welcome Canada to see our wonderful city.

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Respectfully submitted,

Denise Beard

Manager of Community Development

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## **Report Approval:**

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.