



**SUBJECT: New event – Burlington Holiday Market**

**TO: Environment, Infrastructure & Community Services Cttee.**

**FROM: Recreation, Community and Culture Department**

Report Number: RCC-12-21

Wards Affected: 2

File Numbers: 965-01

Date to Committee: September 13, 2021

Date to Council: September 21, 2021

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**Recommendation:**

Approve a new event called the Burlington Holiday Market as outlined in recreation, community and culture department report RCC-12-21; and

Authorize the Director of Recreation, Community and Culture to implement the specific details required to support the various components of the event that are to be hosted on city property.

**PURPOSE:**

**Vision to Focus Alignment:**

- Building more citizen engagement, community health and culture

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**Background and Discussion:**

Staff have been approached by an organizing committee interested in hosting a weekend long annual Burlington Holiday Market in December. As outlined in report RCC-12-21, staff are seeking Council's approval to proceed with implementing this event on Thursday, December 9 through Sunday, December 12, 2021, and annually on similar dates to celebrate the holiday season. Staff anticipate that this new event will draw attendance over 1,000 people, across the multiple days. New events of this magnitude require the approval of Council as it is beyond the delegated authority for approval by the Supervisor of Festival and Events.

This first of an annual Burlington Holiday Market will bring a blend of different foods, music, experiences and shopping moments to the city core. Inspired by the Christmas markets of Germany, the first annual holiday event will delight all five senses and inspire the community to come together, in a way that will create lasting memories for all that attend.

Date	Operating Hours
Thurs., Dec. 9, 2021	4 p.m. - 10 p.m.
Fri., Dec. 10, 2021	11 a.m. - 11 p.m.
Sat., Dec. 11, 2021	11 a.m. - 11 p.m.
Sun., Dec. 12, 2021	11 a.m. - 7 p.m.

The event is anchored at Parking Lot 1 (431 Elizabeth Street) which includes temporary vendor stalls and entertainers and envisions a sprawling market across multiple locations and footprints (public and private). Working closely with the Burlington Downtown Business Association (BDDBA) to engage business owners and showcase to them how they can be a part of this inaugural event. The Burlington Holiday Market will be made available for all ages, with certain aspects of the event targeting specific age groups, with targeted attractions for different customer segments.

Pending sponsorship, event components may include a full-size stage highlighting high profile entertainment if revenues are secured in 2021, if not, plans would be to grow the event to include these event elements in 2022.

In 2022, the event may wish to include alcohol sales and would secure a Special Occasions Permit from the Alcohol and Gaming Commission of Ontario, and follow all necessary rules and regulations surrounding the permit and the City's Municipal Alcohol Policy.

In addition to Lot 1, the event wishes to utilize the Elgin Promenade, the new Promenade expansion (431 Pearl St) area that will connect Lot 1 to the Centennial Trail and a one-day, single block road closure adjacent to Lot 1 along Pearl Street between Pine and James Streets.

### **Strategy/process**

The Framework for Recreation, approved by Council in February of 2020, is the policy document for the Recreation, Community and Culture department that forms a set of rules, ideas and beliefs to be used every day. It is the department's foundation to which all other policies, procedures and planning will be built upon.

Parking lots are not typical event spaces, but the City has previously allowed events to use parking spaces and lots as locations. Due to the time of year and potential for snow, a hard surface lot provides the opportunity for snow and ice clearing without damage and a safe surface for accessibility and pedestrian needs. Parking Services has noted that Lot 4 is highly used by consumers of the downtown area.

Staff recognize that the organizing committee is still in the planning phase of the proposal and many details for the overall event area remain to be solidified. It is anticipated that the event will use a combination of parking spaces/lots and promenade space along with a one block street closure as the core event footprint, with participation sprawling to downtown merchants and restaurants. To move forward with the planning, the organizing committee requests Council's approval of the event in their desired location. Staff would then work with the organizing committee through the Special Event Process managed by the multi-functional Special Events Team made up of staff from the region and various departments will work together to ensure a safe event for all attendees.

### **Options Considered**

The organizing committee considered other locations for the Burlington Holiday Market.

- Private parking lot at 425 Pearl Street (previously 402-420 Martha Street) is a preferred lot for use but arrangements for use have not been able to be secured.
- Municipal parking lot 11 at 412 Martha Street was considered but is too small and would disrupt the residential permit holders in the lot.
- Municipal parking lot 4 at 421 John Street, this lot is highly used by consumers of the downtown and it not a desired location. Use of this lot would be disruptive to downtown business and would take away parking for attendees of the event.

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### **Financial Matters:**

Staff will apply the Council approved rates and fees for the rental of City of Burlington spaces for the various events. As with all events, any staff time that is outside of our current roles is charged back to the organizers which is standard procedure. All requirements and rentals are on the onus of the organizing committee (ex. stage, sound system, zoning permit, fire inspection, etc.).

### **Total Financial Impact**

Financial costs to the City are for the Community Consultation Letter to collect feedback on the new event proposal, of \$320. No other costs anticipated to the City.

### **Source of Funding**

All funded through a user fee system.

### **Other Resource Impacts**

Festival and Events staff support needed for this request falls within their regular duties and capacity. All members of Special Events Team (SET) committee will be involved and support the event as part of their regular role in the event approval process. Roads, Parks and Forestry (RPF) staff support for the event may be needed, if road closures are requested and pending needs of the event. This may cause overtime as it is outside of the typical event season when RPF have seasonal staff. Parking Services support will be needed to assist with parking lot closures and any permitted spaces that are impacted and need re-assigning during the event dates.

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### **Climate Implications**

Inclement weather is a factor that all event organizers face and strategies to deal with it will be addressed within the events Emergency Management Plan. This plan is reviewed by emergency service providers through the SET committee.

Event organizers are encouraged to operate green events and are provided with information on how to reduce waste, recycling opportunities and select green initiatives including alternate transportation options, green food service supplies, etc. Organizers are requested to share this plan with their staff liaison for review.

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### **Engagement Matters:**

Currently, the organizing committee is seeking to secure locations on City property for the event to continue with their planning process. The Burlington Downtown Business Association (BDBA) representative sits on the organizing committee and is the conduit to the downtown businesses for feedback and participation. The BDBA is supportive of the event. Consultation with the Ward 2 Councillor Lisa Kearns has taken place. A general community consultation is in progress, as a new event in the area seeing increased traffic and elevated noise from the event will take place over the setup, event and tear down dates. Once the location is finalized and event elements, such as street closure and parking disruptions, a Resident Notification Letter to the surrounding area is required at the expense of the event organizer.

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**Conclusion:**

The annual Burlington Holiday Market is an event that would animate Burlington's downtown core during the early part of the holiday season. Staff are eager to support the events various needs to ensure a successful outcome.

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Respectfully submitted,

Elizabeth Fritshaw

Coordinator, Festivals and Events

905-335-7600 ext. 7704

**Notifications:**

Meagan Madill, Event Lead, Curated by M,

Brian Dean, Executive Director, Burlington Downtown Business Association

**Report Approval:**

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.