

CWC April 17, 2023  
CWC-04-23  
Staff Presentation

# Festivals & Events Council Workshop

April 17, 2023

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# Festivals & Events in our community

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What does this mean to community development?



# Session overview

- Open dialogue with focused discussion through facilitated sessions
- Overview slides
- Opportunity for questions after each set of slides before we go into breakout sessions
- Plan for a scheduled break mid-point

# What we've heard from Council

- DA approval for events works
- More events across the city e.g. MUTTS  
NEW Open Streets Initiative
- Overall desire to support events but  
there is an inequity in investment

# Key areas of focus today

Decision making criteria for  
competing requests for space

Explore strategic investments  
Council would like to make for  
small/medium/large events



# Vision for Events

Has anything  
changed?

CITY OF  
**Burlington**

*Festivals  
& Events*



TUESDAY, MARCH 29, 2016

WHAT IS IN OUR

*Future?*



**MULTI-USE  
FACILITY**

*Outside the DOWNTOWN*

**POP  
UP**

**ALTERNATIVE  
EVENTS**

**BIG EVENTS**

Volunteer time to  
help **small  
events**

**SIGNATURE  
EVENTS  
CONTINUE**



**CITY**

monitoring/  
having inputs  
to **Vendors**

**CLOUD  
TRACKING  
PROCESS**

*event organizers*

*all over the CITY*

THERE'S  
**ALWAYS  
SOMETHING  
HAPPENING**

**YEAR**

**ROUND**

**PROMOTE • PROMOTE • PROMOTE •**  
*TWITTER SNAPCHAT FACEBOOK*

**WACKY  
WINTER  
Olympics**

**KITE  
FLYING**

**SHAKESPEARE  
in the Park...**

**USE  
RBG  
& other  
Facilities**

**FARM  
PRODUCE  
events**



**FESTIVAL  
of Neighbourhoods**

*smaller events*

*meet  
your  
neighbours*

**Focus**  
on **HERITAGE &  
VETERANS**

*multi-cultural events*  
**Celebrate  
CULTURAL  
DIVERSITY  
International  
FOODS**

*something  
happens  
after the  
Fireworks*  
*safety addressed*



**EVENTS  
IN/ON  
WATER**

**REALLY  
EFFICIENT  
TRANSPORTATION  
SYSTEM**



# Community Development Model

- Guidance & support (we don't run them)
- Community to take lead and tell us what they want
- New events? We don't actively pursue them
- One-off events requiring funding need Council approval e.g. Burlassic Park, Hometown Hockey, Burlington 150



# Current Events Outlook

- 80% of events held in downtown and SSP
- SSP is currently at capacity: passive vs active use & park recovery
- Demand for SSP means no turn-over

# New events requesting space in SSP

- Events season in parks: May – October (Thanksgiving weekend) when schools out/summer vacation
- SSP is full, no new events unless another one leaves
- Added days needed weekends/days for set-up and tear/down
- Park recovery time needed so excludes some weekend bookings or size of event matters
- Passive vs active park space and relief to surrounding area

# Challenge

- Three new event applicants requesting space in SSP
- One weekend available in August:

# Framework for Recreation filters:

- Community minded
- Barriers to participate?
- Inclusivity
- Benefits to greater community
- Historic or national significance
- Amenity/infrastructure needs
- Intended use of space
- Displace other groups/users

# Option A

- Festival organizer with 19 years experience running successful large events in other cities
- Cultural festival featuring live music, dancing, food, marketplace vendors & kids activity area
- Full park set-up, 3 staging areas, use of park amenities required
- Extensive marketing plan
- Estimated attendance: 10,000+

# Option B

- Organized by Burlington resident
- Ran a similar event last year in small outdoor space area
- Cultural music event along with a few food vendors and musician merchandise sales
- Smaller scale set-up that does not require extensive park amenities
- Passive marketing plan, organizer relies on being in a high-traffic area
- Estimated attendance: 500+

# Option C

- Organized by local resident with volunteer committee
- Ran successful event in 2022 at an alternate outdoor venue
- Lifestyle marketplace featuring food, workshops, speakers, music and merchandise
- Mid-park set-up, vendor style booths, would benefit from use of park amenities
- Solid marketing plan
- Estimated Attendance: 4,000+

# Option D

- Do not program
- Leave park open for passive use



# Paired Comparison

How would you choose?

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# Criteria you used to filter selection?

Thought process.....

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# BREAK

Back in 10 minutes.....

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# Strategic Investment

How would Council  
like to invest in  
small/medium/large  
events?

# User Pay System

- All expenses to host an event on public property
- City related expenses: facility booking fees, permits, they provide insurance and pay for use of any city resources such as charges through RPF, resident notifications & mailings, etc.
- Staff support through F&E office and SET is not charged

# Small/Medium/Large break-down:

## **Neighbourhood Development**

- Love My Neighbourhood or micro-area focused events (less than 250 ppl)

## **Events supported through Festivals & Events**

- Festivals and events of varying sizes held on public property with complex requirements needing to go through Special Events Team (SET)
  - various sizes from small to large
- Expanded neighbourhood driven events such as: Appleby Line Streetfest & Orchard Community Picnic that now are processed through F&E

# Current Event Funding Options

- Funding supports through the city's grant programs:
  - Community Development Fund
  - Arts & Culture Fund
  - Facility Fee Waiver Request
- Restrictions and limitations for on-going funding through above programs apply
  - Not designed for on-going consistent support

# Current Level of Investment for Festivals & Events

## **On-going:**

- \$100,000 for Sound of Music Festival (SOM)
- \$5,000 annual sponsorship Festival of Lights
- \$5,000 annual Council member funds to sponsor community events
- Support for Veteran and Indigenous events (\$15,000 - \$20,000 currently)

## **2023 additional budget to support:**

- \$100,000 for new open streets initiative
- \$50,000 additional funds to SOM (Total \$150,000/yr)



# Location Fees for Events

***Should all park space booking fees be the same regardless of location?***

- No charge for blocking sport fields as per 2023 Council direction
- Cost to run an event in SSP same as other park locations
- Events outside of SSP need to add costs for water, hydro, transportation, parking, etc.

*Keeping in mind: environmental impacts (noise/air pollution) of powering through generators*

# Break-out session

How might we create an equitable investment program for events?

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# Next Steps

Where do we go from here?

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