

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

Festivals & Events Council Workshop

April 17, 2023

Festivals & Events in our community

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?



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

FESTIVAL of Neighbourhoods

smaller events

meet your neighbours

multi-cultural events

Celebrate CULTURAL DIVERSITY international FOODS

Something happens after the Fireworks

safety addressed

PROMOTE • PROMOTE • PROMOTE • PROMOTE
TWITTER SNAPCHAT FACEBOOK

USE RBG & other Facilities

FARM PRODUCE events



Focus on HERITAGE & VETERANS



EVENTS IN/ON WATER

REALLY EFFICIENT TRANSPORTATION SYSTEM



WACKY WINTER Olympics

KITE FLYING

SHAKESPEARE in the Park...

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?

Criteria you used to filter
selection?

Thought process.....

BREAK

Back in 10 minutes.....



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?

Next Steps

Where do we go from here?
