

To: Mayor and Members of Council

From: Kristina Clint, Manager of Festivals and Events

Cc: Hassaan Basit, Jacqueline Johnson, Emilie Cote, Samantha Yew

Date: June 14, 2024

Re: Festivals and Events Policy RCC-13-24 Amendment and additional information on the approval process for Festivals and Events

This memo serves as a follow up from the discussion that occurred at Committee of the Whole on June 10, 2024 with respect to RCC-13-24. Specifically, this memo is amending the Festivals and Events Policy to enhance clarity of the process for approving events in Burlington.

Amendment to Festivals and Events Policy

The Festivals and Events Policy has been amended to add “and the Festivals and Events Strategy Team (FEST)” to section three of the Application Review under the Application Process and Timelines section. This addition ensures that the Festivals and Events Strategy Team (FEST) is incorporated into the application process when evaluating and selecting events in Burlington.

Event Approval Process Clarification

Here is additional information about the approval process for Festivals and Events under the new F&E policy:

Currently, applications of new and returning events are submitted annually in September to city staff. Depending on the event category, organizers now can submit their applications throughout the year, up to 45 days before the event.

Once these applications receive approval in principle by the Special Events Team (SET) and the Festivals and Events Strategy Team (FEST) as outlined in report RCC-13-24 – Policy Implementation section, the approval process begins. According to the Delegated Authority By-Law and report PR-35-13, the Manager of Festivals and Events has the delegated authority to “approve all major **re-occurring** events that are being presented the same as the previous year and received a successful post evaluation”.

In addition, and to enable quick turnaround on minor events; the Manager of Festivals and Events has the delegated authority to approve these, as outlined in the Festivals and Events Policy.

For any **new major events** or **existing major events with significant changes**, the following steps are taken as part of the approval process:

- Community consultation with surrounding residents.
- Consultation with the ward councillor.

Outlined in report PR-01-15, the Manager of Festivals and Events has delegated authority to “approve all events meeting the criteria for the events process pending consultation with the affected stakeholders and ward councillor”. Once support is received from the community and the ward councillor, the event can proceed through the application process.

Lastly, for Mega events, which occur rarely in Burlington, Council and the public can be assured that there would be various engagements and approvals required including the approval of Council as whole.

It is also worth noting that staff bring forward a quarterly information memo to Council, providing them with the list of upcoming events.

We appreciate the Committee’s endorsement of the approval of the Festivals and Events Policy, recognizing its crucial role in shaping the future of festivals and events in Burlington.

Respectfully,

Kristina Clint
Manager of Festivals and Events