

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 27, 2014

Item 1, Report No. 25, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on May 27, 2014.

**1 STAFF REPORT ON THE FINDINGS AND RECOMMENDATIONS REPORT OF THE
TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS**
(Referred)

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Executive Director, Office of the City Manager, dated March 25, 2014, be approved, subject to recommendations 1 and 3 being amended as follows:
 1. That recommendation 1 be amended as follows:
 - a) That staff recommendation A. 1.2 be amended by:
 - 1) Substituting the word "roundtable" for the word "meeting" to define the once a year information sharing meeting being recommended for each November;
 - 2) Adding that the roundtable agenda include an item on sponsorship and fundraising to provide the opportunity for participants to share any fundraising/grant opportunities/successes with each other;
 - 3) Adding that on an annual basis, following the annual roundtable, staff report back to Council with a summary of topics and discussion points as well as the status of the initiatives and recommendations of the Findings Report;
 - b) That staff recommendation A.1.3 be amended by removing the requirement to have the Continuous Improvement Team lead suggested improvement efforts;
 - c) That staff recommendation A.3.4 'Special Events Application' be considered when reviewing the special events by-law;
 2. That recommendation 3 be amended to read as follows:
 - "3. That the Task Force recommendations with cost implications, as outlined in Group 3 of this report, be further explored and if appropriate be referred to the 2015 budget discussions;"
- 2) That when reviewing the fees by-law (annually during the budget process) appropriate staff determine if any of the fees associated with events can be reassessed to determine if there is a possibility of offering the services "in-kind" where it is determined that doing so would not equate to additional costs for the department providing the service(s);
- 3) That the deputation of Mr. Dale McCleave, Maple Lions Club, Merino Road, Maple, be received;
- 4) That the presentation from staff and Communication C1, presentation material entitled, "Staff Report: Findings & Recommendations of the Task Force on the City's Role in Festivals and Community Events", dated May 21, 2014, be received; and

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5) That Communication C2, submitted by Regional Councillor Schulte, be received.

Council, at its meeting of April 8, 2014, adopted the following recommendation:

That consideration of this matter be deferred to a future Committee of the Whole (Working Session); and

That the following Communications be received:

- C2. Confidential communication from Legal Counsel, dated April 8, 2014;
- C6. Director of By-law and Compliance, dated April 4, 2014; and
- C9. Councillor Schulte, dated April 8, 2014.

Committee of the Whole recommendation of March 25, 2014:

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to the Council meeting of April 8, 2014; and
- 2) That the deputation of Mr. Jamie Maynard, William Street, Woodbridge, be received.

Report of the Executive Director, Office of the City Manager, dated March 25, 2014:

Recommendation

The Executive Director, Office of the City Manager, in consultation with the Director of Recreation and Culture, and staff members of the Task Force on the City's Role in Festivals and Community Events, recommends:

- 1. That the Task Force recommendations without cost implications, as outlined in Group 1 of this report, be approved;
- 2. That the Task Force recommendations as outlined in Group 2 of this report, not be approved;
- 3. That the Task Force recommendations with cost implications, as outlined in Group 3 of this report, be approved in principle and referred to the 2015 budget discussions;
- 4. That Task Force recommendations as outlined in Group 4 of this report, be referred to staff for consideration in conjunction with the overall sign by-law review;
- 5. That Task Force recommendations as outlined in Group 5 of this report, be referred to York Region for comment and consideration; and,
- 6. That staff report back on the financial impact of the 2014 event season through the 2015 budget process.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

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- Provide more partnership opportunities for existing non-profit and volunteer groups to meet the community's social, cultural and recreational needs; and,
- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

There is no economic impact to items identified in Groups 1, 2, 4, 5 or 6 as outlined in this report, notwithstanding the additional staff time that may be required to complete some of the tasks.

The items in Group 3 will have a financial impact if approved through budget deliberations for 2015. If approved in their entirety, the total economic impact sections will be approximately \$107,000.

Communications Plan

The communication of any outcome of this report will be circulated to all required individuals. As well, the Festival and Events Manual will be made available on-line and provided to each of the organizers.

Purpose

The purpose of this report is to provide Council with staff recommendations, rationale, and economic impact on the Findings and Recommendations Report of the Task Force on the City's Role in Festivals and Community Events (Attachment # 1).

Background - Analysis and Options

In June 2011, Council approved the establishment of the Task Force on the City's Role in Festivals and Community Events and approved the Terms of Reference for the Task Force. The objective of the Task Force was the research and consultations leading to the production of a comprehensive findings report recommending whether and/or how the city and city resources should be linked to Community Festivals and Events.

Task Force membership was comprised of three (3) Council members, seven (7) community festival organizers and four (4) residents with a mandate to conduct research and consultations leading to the production of a comprehensive documented findings report recommending whether and/or how the City and City resources should be linked to Community Festival and Events.

During the term of the Task Force, a comprehensive work plan was developed. City staff from various departments attended meetings and provided advisory and technical support as well as guests from outside agencies were brought in to discuss City procedures and processes including Insurance, Electrical Safety Authority (ESA); York Region Police and Public Health Department; Technical Safety Standards Association (TSSA); Alcohol and Gaming Commission of Ontario (AGCO); Ontario Lottery and Gaming Corporation (OLG); signage; marketing and web management. At the Committee of the Whole meeting of June 25, 2013 [Item 2, Report No. 32], Council directed staff to review and submit a report on the Findings and Recommendations Report of the Task Force on the City's Role in Festivals and Community Events.

DEPARTMENTAL PARTICIPATION

The following departments and associated staff members participated in regular Task Force meetings and / or provided comments on the following report:

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- City Clerk's Office;
- Building Standards;
- By-law and Compliance;
- Corporate Communications;
- Economic Development;
- Engineering;
- Finance;
- Human Resources;
- Innovations and Continuous Improvement;
- Legal;
- Parks Operations;
- Public Works;
- Recreation and Culture; and,
- Vaughan Fire and Rescue Services.

For the purposes of this report, City sanctioned events refers to those events that are being run by Community Groups and are recognized by Council. City Events refers to events run by the City of Vaughan (e.g., WinterFest and Canada Day).

REPORT STRUCTURE & RECOMMENDATIONS

There are five (5) groups in the report. Within each group, the original task force recommendations (Attachment #1) are included along with the staff recommendations, rationale and associated costs. The groups and individual items are, as follows:

- Group 1: Recommendations without economic impact be approved;
(Items A.1.1; A.1.2; A.1.3; A.3.3; A.3.4; A.4.1; A.4.2; A.4.3; A.4.4; B.1.3; B.2.1; B.4.1; C.2.1; C.3.1; D.1.1; and, D.1.2)
- Group 2: Recommendations not be approved;
(Items A.1.5; A.1.6; A.3.2; B.1.1; and, B.1.2)
- Group 3: Recommendations with economic impact be approved in principle and referred to the 2015 budget discussions*;
(Items A.1.4; A.2.1; A.3.1; and, C.1.1)
- Group 4: Recommendations be referred for consideration in conjunction with the overall sign by-law review; and,
(Items B.3.1, B.3.3, and B.3.4)
- Group 5: Recommendations be referred to York Region for comment and consideration.
(Items B.3.2 and B.3.5)

*Regarding economic impact, it should be noted that according to the 2014-2017 Budget Guidelines and Instructions *'Inherent in the 2014-2017 Budget Process is a continued emphasis on maximizing the cost recovered on services provided. Departments are encouraged to explore and submit new user fee and service charge opportunities for existing non-revenue generating services'*.

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Within each group, the recommendations are subdivided by letter and number (i.e., Item A.1.1) to represent the original sections in the Task Force report. The sections and subsections are as follows:

Section A: Procedures and Processes

A.1. City Processes

- A.1.1 Festival and Events Manual
- A.1.2 Festival and Events Congress
- A.1.3 Internal Processes
- A.1.4 One Stop Shop
- A.1.5 Noise By-law Monitoring
- A.1.6 General Purpose Meters (Sound Levels)

A.2. Services-in-Kind 'Greening'

- A.2.1 Green Bins and Green Bins Waste

A.3. Special Events Permit Process

- A.3.1 Traffic Control Measures
- A.3.2 Special Events Permit Checklist
- A.3.3 By-law 370-2004 amendment
- A.3.4 Special Events Application amendment

A.4. Communication

- A.4.1 Link & Advertise Festivals & Events in Publications
- A.4.2 CSO Festivals Listing to be included in Manual
- A.4.3 Advertise Festival & Events in City printed & Electronic Publications
- A.4.4 Promote Festival & Events through Website, Vaughan TV & Community Centre TVs

Section B: Publicity / Marketing

B.1. Marketing

- B.1.1 No charge booths at City Events
- B.1.2 Advertise Festival & Events in Vaughan Celebrates brochure
- B.1.3 Facilitate & Promote Seminars /Workshops for Festival and Event Organizers

B.2. Web Management

- B.2.1 Festivals & Events a part of City website links with photos

B.3. Signage (Mobile Signs + Organizers Signs)

- B.3.1 By-law 178-2003 and 203-92 Amendment
- B.3.2 Community Events Sign By-law Mobile Sign Location List in Special Sign District on Regional Roads
- B.3.3 Permanent gateways sign for entrance points of Vaughan
- B.3.4 Removal of Blanket restriction of banners

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- B.3.5 Change Community Events Signage by-law to 48 hours for sign removal following an event

B.4. Tourism (Business / Community)

- B.4.1 Tourism Program to support CSO Festivals and Events

Section C: Funding / Costs

C.1. Sponsorship – fundraising

- C.1.1 Sponsorship/fundraising list and new techniques/tools be brought to the Festivals and Events Congress

C.2. Grants

- C.2.1 Festival and Events Congress to include grants lists and new contacts

C.3. Fairs & Festivals Support Program

- C.3.1 Increase the support on the Fairs & Festivals Support Program

Section D: Community and Teamwork

D.1 Volunteers

- D.1.1 City website link to YR volunteer website
D.1.2 City launch a volunteer strategy

STAFF RECOMMENDATIONS

Group 1: Recommendations without economic impact be approved.

Task Force Recommendation

A.1.1 Festival and Events Manual:

Staff from all departments (City Clerk's Office, Public Works, Building Standards, Parks Operations, Recreation and Culture, etc.) develop a Festivals and Events manual that includes:

- consolidated information on applicable standardized application;*
- a checklist (including AGCO, York Region Public Health Dept., ESA, and TSSA);*
- annual detailed list of Services in Kind (SIK) with fees, etc.; and,*
- processes, policies and contacts, etc., made available online.*

Staff Recommendation, Rationale and Economic Impact # A.1.1:

THAT through the Event Consequence Management Committee, staff (led by Emergency Planning) create a Festival and Events manual that includes:

- consolidated information on applicable standardized application;
- a checklist (including AGCO, York Region Health Dept., ESA, and TSSA);
- annual detailed list of Services in Kind (SIK) with fees, etc.; and,
- processes, policies and contacts, etc., made available online.

An Event Consequence Management Committee, made up of staff from Emergency Planning Vaughan Fire & Rescue Services, City Clerk's Office, Buildings and Facilities, Recreation &

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Culture, Parks and Forestry, By-Law and Compliance, and Building Standards has been formed to identify potential risks that can occur at mass gathering events and establish plans and procedures to mitigate the risks. One of the goals identified was to create a manual, available electronically and in manual format, with hyper-links to various outside agencies to provide the organizers, including City run events, with one stop shopping. It is seen as a valuable tool for event organizers that would help streamline required administration. This is a living manual and will need to be updated when legislation and by laws change.

Economic Impact: Staff time

Task Force Recommendation

A.1.2 Festival and Events Congress:

Staff convene an annual Festivals and Events Congress preferably in November to present the package, amendments, guest speakers, provide a forum for feedback, collaboration and discussions with other organizers, guests and the City.

Staff Recommendation, Rationale and Economic Impact # A.1.2:

THAT staff from various City departments, led by the City Clerk's Office organize and attend an annual Vaughan Festivals and Events Meeting.

The meeting can be an opportunity to review procedures, make recommendations, hand-out relevant and most current materials, discuss local issues, share best practices, network, etc.

Staff prefer the term meeting rather than congress because there are recognized organizations in the business of providing specialized services and consult about the event industry to all organizers, including businesses and municipalities. Recognizing that the City does not wish to jeopardize any relationships it currently has with these types of organizations such as Festival & Events Ontario, the focus of this meeting is to bring Vaughan community leaders together to share best practices, discuss local issues / concerns and review new procedures and processes, if applicable. Professional organizations in the event industry such as "Festivals & Events Ontario", "Canadian Special Events", and "Meeting Professionals International" to name a few, host formalized meetings and conferences. These organizations are currently providing educational, professional development and networking services to people / companies / municipalities / volunteers invested in the Festivals and Events industry. All information about upcoming meetings, conferences and presentations by meeting professionals is available by contacting the organizations directly or on their respective websites. It is not the intention of the City to compete with these organizations, rather to provide a local forum to local organizers for positive discussion and collaboration and to address local issues / concerns with City staff.

Economic Impact: Staff time

Task Force Recommendation

A.1.3 Internal Processes:

Staff review internal processes to ensure that practices are consistent and committed to improving service excellence (e.g. permits from City Clerk's Office, Building Standards, Recreation and Culture, etc.) are not unnecessarily delayed and there is clarity around authorities during absences).

Staff Recommendation, Rationale and Economic Impact # A.1.3:

THAT a Continuous Improvement team be formed, under the direction of Innovation and Continuous Improvement, to review the internal processes associated with permit applications for festivals and events and identify any opportunities to address issues or concerns. (e.g., data access, timelines, responsibilities, communications, etc.)

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Economic Impact: Staff time

Task Force Recommendation

A.3.3 By-law 370-2004 amendment:

By-Law 370-2004 be amended to give City the rights to refuse a future event and / or close an event in cases where safety is compromised including a fine structure.

Staff Recommendation, Rationale and Economic Impact # A.3.3:

THAT staff be directed to review By-law 370-2004 and determine the viability to give the City the right to refuse a future event and/or close an event in cases where safety is compromised including a fine structure.

Economic Impact: Staff time

Task Force Recommendation

A.3.4 Special Events Application amendment:

Update the Special Events Permit application form to include City rights and consequences of non-compliance or breach of regulations.

Staff Recommendation, Rationale and Economic Impact # A.3.4:

THAT staff from the City Clerk's Office update the Special Events Application to contain a Section to improve conditions on penalties on event organizers based on past events, and that the following be added:

"The City of Vaughan reserves the right to have a municipal representative attend the event to protect the interest of the public and the City of Vaughan. The cost of this person will be borne by the event organizers at sole discretion of the City of Vaughan. This person will have complete authority to close an event where there is an immediate threat to health and safety of any person or to any property. Any breach of a condition may result in the denial of future permits to the event organizer(s) by the City and / or the issuance of a fine up to \$25,000 for an individual, and \$50,000 for a corporation."

The above will be added to the Special Event / Outdoor Exhibition / Filming application. This will outline the City's rights and consequences of any breach of imposed conditions.

Economic Impact: Staff time to implement the required changes on the application form.

Task Force Recommendation

A.4.1 Link & Advertise Festivals & Events in Publications:

Corporate Communications Department to include City sanctioned fairs and events in their e-newsletter; city page on-line; Vaughan TV; Events Calendar and link to organizers website including Tweets and Facebook. (See Recommendation A.4.3; A.4.4; B.2.1; and B.4.1)

Staff Recommendation, Rationale and Economic Impact # A.4.1:

THAT Corporate Communications post event information on various communication vehicles, including social media, subject to the organizers of sanctioned fairs and events providing the information in a timely manner and compatible formats.

Community event information can be sent to corpcomm@vaughan.ca.

Economic Impact: None

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Task Force Recommendation

A.4.2 CSO Festivals Listing to be included in Manual:

Include the list of current City sanctioned CSO Festival & Events in the Fairs and Festivals manual. (See Recommendation A.1.1)

Staff Recommendation, Rationale and Economic Impact #: A.4.2:

THAT through the Event Consequence Management Committee (working on the Festival and Events manual), staff include the list of current City sanctioned CSO Festival and Events in the Fairs and Festivals manual.

Economic Impact: Staff time.

Task Force Recommendation

A.4.3 Advertise Festival & Events in City printed & Electronic Publications:

The City endeavor to include relevant and current information (dates, websites, contacts, etc.) of all recognized festivals and events in all city, printed or electronic publications. (See Recommendation A.4.1)

Staff Recommendation, Rationale and Economic Impact # A.4.3:

THAT where feasible, staff include information on community festivals and events in its printed or electronic publications or website, subject to the festivals and events organizers providing the information in a timely manner and compatible formats. Staff from Economic Development will also circulate the festivals and events information to its partners and agencies, which may include the York Region Arts Council, YorkScene and Central Counties Tourism.

Economic Impact: None

Task Force Recommendation

A.4.4 Promote Festival & Events through Website, Vaughan TV & Community Centre TVs:

The City to review options for promoting Festivals and Events in Vaughan through website, Vaughan TV & TVs throughout the community centres with a view to highlight and elevate monthly events. (See Recommendation A.4.1)

Staff Recommendation, Rationale and Economic Impact # A.4.4:

THAT staff from Corporate Communications promote festivals and events through the website and Vaughan TV, subject to the information being provided in a timely manner and compatible formats.

Community event information can be sent to corpcomm@vaughan.ca.

Economic Impact: None

Task Force Recommendation

B.1.3 Facilitate & Promote Seminars/Workshops for Festival and Event Organizers:

The Economic Development Office through Vaughan Business Enterprise Centre (VBEC) facilitate and promote seminars and workshops (training and development) that could be attended by recognized festivals and events organizers to provide guidance and ideas for successful planning and opportunities to work together to promote our festivals and events.

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Staff Recommendation, Rationale and Economic Impact # B.1.3:

THAT the Economic Development Department and VBEC provide festivals and events stakeholders, opportunities to participate in pre-existing seminars and workshops to provide guidance and ideas for planning, execution and management of the festivals and events.

Festival and events stakeholders have the opportunity to participate in any pre-existing VBEC seminars and/or workshops. The types of educational sessions that would be of particular interest to this audience would mostly be the marketing, branding and finance related sessions. A list of relevant activities could be provided to this group at the annual Festival and Events congress session. A series of customized seminars and/or workshops could be designed to provide a hybrid of business tools and expertise, from a not-for-profit perspective. One-on-one consultation is also available for the primary event organizers (i.e. management team). This support could include review and advice to the organizations on strategic, operational and financial planning.

When participating in pre-existing seminars and/or workshops, there would be no additional cost. Costs associated with creating a customized seminar series and / or workshop for this target audience may include speaker fees, materials, printing, and food / beverages offered at the event in addition to staff time. The one-on-one consultations would be at no cost to the participants and would not be an added cost to the City as this is a service already offered through VBEC.

City staff will continue to channel funding and support opportunities to organizers as they become available. Organizers should have the capacity to lead the development of business and funding proposals. Staff is available to assist in the review of business and funding proposals, subject to staff workload.

Economic Impact: Staff time

Task Force Recommendation

B.2.1 Festivals & Events a part of City website links with photos:

The City make recognized festivals and events a clear part of the city website with the possibility of photos and links to individual websites for each festival or event.

Staff Recommendation, Rationale and Economic Impact # B.2.1:

THAT staff from Corporate Communications include event information on the City website with photos and links to the individual websites for each festival or event. Community event information can be sent to corpcomm@vaughan.ca.

Economic Impact: None

Task Force Recommendation

B.4.1 Tourism Program to support CSO Festivals and Events:

Economic Development consider a tourism program or something similar that supports all recognized festivals and events along with all city events. Advertising could include all festivals and events logos and photos. (See Recommendation A.4.1)

Staff Recommendation, Rationale and Economic Impact # B.4.1:

THAT the Economic Development Department continue to work with Central Counties Tourism for the strategic development and marketing of Vaughan as a visitor destination, ensuring that local tourism-related businesses, including festivals and events, have opportunities for exposure in all marketing vehicles being employed by Central Counties and provincial agencies.

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The Economic Development Department has moved away from developing and implementing tourism attraction marketing campaigns, as Ontario's regional tourism organization "Central Counties" Tourism (www.centralcounties.ca) has taken on this role on our behalf. As per Provincial policies and funding, Central Counties Tourism is responsible for the strategic development and marketing of the Central Counties Region as a visitor destination. The region encompasses the regional municipalities of York, Durham and those within the Hills of Headwaters Tourism Association area. In addition to any advertisement buys (e.g. radio, television, print media), Central Counties engages in tourism promotion through its consumer website, www.centralcounties.ca. As well, it provides tourism operators with business support on a separate corporate site – <http://rto6.biz>. This corporate site provides business-to-business tools designed to connect the tourism industry to the latest news, research, education, and business opportunities.

The Economic Development Department instead is highly focused on further developing the entire Creative Economy, which does include strategic components of tourism. The City will continue to work with Ministry of Tourism, Culture and Sport to attract new tourism investments, including hotels, attractions, sporting and cultural events, conferences, etc. with the aim of enhancing the City's image as tourism, arts and cultural destination. As Vaughan becomes a vibrant urban centre, its arts and cultural offerings serves as attractors for new residents and business investments. Opportunities to grow festivals and events come from the City's and surrounding areas' residents and their visiting friends and families.

The Economic Development Department will continue to work closely with Central Counties to ensure that local tourism related businesses, festivals and events receive the support and attention they deserve. On an annual basis, the City places a full-page, four-colour ad in YorkScene Guide. This ad promotes tourism opportunities across the whole City, and drives traffic to the City's website where more detailed information on its accommodations, attractions, and activities can be obtained. Ads in national and provincial-level marketing vehicles are prohibitively expensive.

City staff will provide advice to festivals and events organizers regarding tourism content for YorkScene and Central Counties websites, advising them on creating effective materials and event promotion. The City has begun gathering an image bank, collecting renderings and photos from various tourism-related businesses and communities. With permission, these materials are shared with YorkScene, and Central Counties.

City staff will continue to facilitate introductions to business partnership opportunities to festival and events organizers with the aim of increasing the range of offerings and experiences for attendees. E.g. Taranta Festival at Woodbridge Ribfest.

Economic Impact: Staff time

Task Force Recommendation

C.2.1 Festival and Events Congress to include grants lists and new contacts:

Add agenda item to Festival and Events Congress to update the grants list and any new contacts/funding opportunities that groups have had success with. (See Recommendation C.1.1)

Staff Recommendation, Rationale and Economic Impact # C.2.1:

THAT the City's grant specialist within the Finance Department be consulted with respect to external grant funding opportunities available for City lead festivals and events initiatives.

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The Economic Development Department will continue to refer applicable funding and support opportunities to festival and community event organizers. Staff will facilitate introductions to funders and assist organizers to review and fine-tune business proposals. In the past, Economic Development has held annual Tourism Roundtables where Ministry of Tourism, Culture and Sport provided updates on provincial activities, as well as funding opportunities and contacts.

Economic Impact: Staff time

Task Force Recommendation

C.3.1 Increase the support on the Fairs & Festivals Support Program:

Increase the discount of all facilities and SIK from 50% to 75% for events and raise limit on SIK from the current \$3,500.00 to \$5,000.00 for any one approved CSO Festival & Event on a one calendar year basis. This support should include staffing costs.

Staff Recommendation, Rationale and Economic Impact # C.3.1:

THAT the Recreation and Culture's Fairs and Festival Support Program (FFSP) be amended as follows for one event per year for qualifying Community Service Organizations (CSO) hosting fairs and festivals in Vaughan:

1. The subsidy towards City owned services-in-kind (SIK) and / or the rental of City facilities, be increased from 50% to 75%;
2. Community Services staffing costs be included as part of the 75% subsidy, to a maximum of \$400;
3. The maximum subsidy of \$3,500 remain in effect; and,
4. The procedures for the review and disbursement of the FFSP be moved to the end of the calendar year (following all festivals and community events) and be based on percentages of eligible costs to ensure equal access of subsidy should request of subsidy funds, exceed the approved annual operating budget amount of \$24,000.

In 2008, Council approved a new program entitled Fairs and Festivals Support Program (FFSP). The FFSP offers qualifying Community Service Organizations (CSO) that host events in Vaughan a 50% subsidy to a maximum of \$3500 towards City owned services in kind (SIK) and / or the rental of City facilities such as parks and community centres. The City has always supported and encouraged events planned by volunteer groups that assist in enriching, preserving and diversifying its community. The purpose of the FFSP is to demonstrate Vaughan's commitment to assistance for CSO's that have met established criteria. The criteria to qualify for assistance includes the following:

- The group must be recognized as a CSO including: operating as a not-for-profit organization, be volunteer based, open to all City of Vaughan residents and not exclude participation on the grounds of race, religious or political affiliation;
- The event is a temporary gathering that brings people together for particular purposes such as to enhance community wellness. The gathering may range in theme, scale and duration; and,
- The group must submit a detailed business and communication plan, a list of revenue sources including grants and other forms of formal funding and, the strategy to actively pursue fundraising activities or other sources of revenue.

As part of Council's endorsement to establish the FFSP an annual operating budget of \$24,000 was approved. Since the launch of the FFSP in 2008, there has been a steady increase in the number of festivals and events accessing the program (four (4) in 2008 to nine (9) in 2013), excluding Santafest* to date. The highest annual expense to date (i.e., the total amount of subsidy) charged to the operating budget has been approximately \$8,000. It should be noted that 3rd party rented items and staff costs are currently not eligible under the FFSP.

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Based on 2012 averages, increasing the level of subsidy to 75% (maximum of \$3,500 including up to \$400 for staff overtime costs) would result in an impact of \$8,000, increasing the total expenses from approximately \$8,000 to approximately \$16,000. To date, the current maximum of \$3,500 per group has not been met; therefore unnecessarily increasing the maximum subsidy to \$5,000 is not recommended.

The recommendation to allow staffing costs as a qualifying expense is reasonable if contained to a \$400 maximum, essentially the equivalent to one staff for one day. This allows the benefit of some assistance to most groups without a significant strain to resources and the operating budget.

Recognizing the currently approved operating budget of \$24,000 for the FFSP, it is recommended that the procedures for the review and disbursement of the subsidy be administered at the end of the calendar year and if necessary, equitably adjusted based on percentages of eligible costs should demand exceed the budget. This will ensure that all groups are given equal access to the subsidy program and that the budget is maintained.

In conclusion, the recommended changes to the FFSP will allow the qualifying groups to receive an increased level of support, accommodate new festivals / community event groups and maintain the current operating budget.

*Santafest received Council approval on June 26, 2012 that services-in-kind be provided for the parade for a period of three (3) years. Beginning in 2015, the Santafest Parade Recreation and Culture expenses only should be included in the FFSP.

Economic Impact: None

Task Force Recommendation

D.1.1 City website link to YR volunteer website:

That the City of Vaughan website include a link to YR volunteer website york.cioc.ca/volunteer.

Staff Recommendation, Rationale and Economic Impact # D.1.1:

THAT staff from Corporate Communications post the applicable link on the appropriate webpage.

Economic Impact: None

Task Force Recommendation

D.1.2 City launch a volunteer strategy:

That the City consider launching a volunteer strategy.

Staff Recommendation, Rationale and Economic Impact # D.1.2:

THAT staff from the Human Resources Department continue to develop a Draft Volunteer Policy that sets standards for recruiting volunteers and encourages the participation of volunteers. Also through the development of a volunteer application, facilitate a process where City volunteers can enter their interest in volunteering in the community and adding their name to the York Region community based database where they may be contacted for community events.

Economic Impact: Staff time

Group 2: Recommendations not be approved.

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Task Force Recommendation

A.1.5 Noise By-law Monitoring:

Once a Festival & Event has established compliance (one year without contravention) that Noise By-Law monitoring be conducted on a spot check basis as opposed to all night monitoring. (See Recommendation A.1.6)

Staff Recommendation, Rationale and Economic Impact # A.1.5:

THAT the Task Force recommendation not be approved. Staff recommend no changes are made to the current process to ensure consistency in monitoring of all events for the duration of any amplified sound pursuant to the Noise By-law as per the By-law and Compliance staff.

Conducting spot checks is a service level enhancement. Currently the applicant is responsible for noise monitoring costs for events employing amplified sound. Any changes to allow for waiving of monitoring will require use of over-time to ensure appropriate monitoring. NOTE: the 2014-2017 Budget Guidelines Procedures, under user fees makes fees a principled requirement to consider implementation of user fees for recovery of costs. Removal of fees is not in keeping with this.

Economic Impact: None

Task Force Recommendation

A.1.6 General Purpose Meters (Sound Levels):

The City consider purchasing a General Purpose Meters (measures Sound Levels) in its SIK inventory for rental by Festival & Events organizers. (See Recommendation A.1.5)

Staff Recommendation, Rationale and Economic Impact # A.1.6:

THAT the Task Force recommendation not be approved. Staff recommend the City not purchase additional noise meters for rental by Festival and Event organizers. By-law and Compliance staff feel this is not feasible due to cost and training of users.

Economic Impact: The initial set up cost would be approx. \$1,560.00

This would be for three (3) sound meters at a cost of \$300.00 each, three (3) sound calibrators at a cost of \$200.00 each and three (3) tripod stands at a cost of \$60.00.

There will be maintenance costs every year to have the three units sound meters serviced (calibrated) at a cost of \$765.00.

There will be maintenance costs every two to three years to have the three units sound calibrators serviced (calibrated) at a cost of \$765.00.

The cost of training each user is approx. \$750.00.

Task Force Recommendation

A.3.2 Special Events Permit Checklist:

By-law Enforcement be required on the day of an event to ensure that Fairs and Festivals have complied with the Special Events Permit by reviewing a checklist on site. A post mortem to be held with organizers should there be a breach. A repeat offender could be refused a future permit.

Staff Recommendation, Rationale and Economic Impact # A.3.2:

THAT the Task Force recommendation not be approved. Staff recommend that any site visits are conducted because the current service levels do not include attendance at every event.

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Economic Impact: None

Task Force Recommendation

B.1.1 No charge booths at City Events:

The City make available up to 2 booths at no charge to recognized Community Service Organizations (CSO) festivals and events to promote and advertise at Vaughan Celebrates events and allow the distribution of promotional materials.

Staff Recommendation, Rationale and Economic Impact # B.1.1:

THAT the Task Force recommendation not be approved. Staff recommends the current policy which requires not-for-profit groups to pay the reduced rate of \$250 for an exhibit table at each City event be applied equally to all CSO groups including those that run Festivals and Community Events.

The integrity of the City's sponsorship program and the Council item which was adopted in 2008 will be scrutinized if the policy is not applied fairly. Festival and Event groups are encouraged to participate at Vaughan Celebrates events and fees applied consistently. There is potential for other community groups to reconsider their participation if this display booth is given free of charge only to Festival and Event groups. There would also be additional staff costs for administration and set up as well as the potential for loss of revenue from other CSO groups that become aware of the exception for Festival and Event groups only.

Economic Impact: None

Task Force Recommendation

B.1.2 Advertise Festival & Events in Vaughan Celebrates brochure:

CSO Festivals & Events to be listed in the Vaughan Celebrates Events published twice annually. (See Recommendation A.4.1)

Staff Recommendation, Rationale and Economic Impact # B.1.2:

THAT the Task Force recommendation not be approved. Staff recommends the Vaughan Celebrate flyer (which folds out into a poster) continue to promote only WinterFest, Concerts in the Park and/or Canada Day.

CSO Festivals and Events should not be listed in these respective marketing materials. Sponsorship can be compromised: the sponsor relationship with the City and the integrity of the program can become jeopardized if other events are promoted in the same flyer especially if the sponsor prefers to have no affiliation with those events listed. Liability: the message to the community becomes compromised and is confusing given that the festivals and events are not led by the City and the City does not have any involvement in their development, organization or execution. The Vaughan Celebrates creative brand (WinterFest, Concerts in the Park and Canada Day) is compromised when other events not related to the brand are promoted as well. Furthermore, the flyer is used as the main marketing tool for these City events. Since the publication has been uniquely reformatted to a single flyer per event, all available space is required to promote activities, entertainment, talent, etc. Costs for reformatting coupled with continued costs for increasing circulation numbers.

Economic Impact: None

Group 3: Recommendations with economic impact be approved in principle and referred to the 2015 budget discussions.

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Task Force Recommendation

A.1.4 One Stop Shop:

Staff to investigate the possibility and implications of one stop shop for festivals and event organizers that may have budget implications.

Staff Recommendation, Rationale and Economic Impact # A.1.4:

THAT the Additional Resource Request (ARR *) for the position of City Hall Corporate Liaison Coordinator be forwarded for consideration in the DRAFT 2015 budget.

* It should be noted that a temporary position of City Hall Corporate Liaison Coordinator was requested through the ARR process for 2013 and is currently recognized in the 2017 ARR listing at a cost of \$98,600.

One stop shopping can also be incorporated as a process in the manual. Potentially the Event Consequence Management Committee through the VFRS meet at specified times to review the plans. Scheduling of meeting to meet times lines and include all necessary department reps could be challenging. Reviewing event applications and plans as a group is more efficient use of staff time.

Economic Impact: \$98,600 for the City Hall Corporate Liaison Coordinator position.

Task Force Recommendation

A.2.1 Green Bins and Green Bins Waste:

Staff consider a service level enhancement to introduce green bins and green bin waste collection at City sanctioned festival and events.

Staff Recommendation, Rationale and Economic Impact # A.2.1:

THAT through current operating standards, the Parks Operations Dept., cannot accommodate this request.

Providing organic waste collection for fairs and festivals would be a new service level and consideration to offering this service to all groups would be required to ensure consistency with the Service-in-kind programs. Additionally, there would be capital costs for additional equipment and operating costs for staff time and waste disposal.

Economic Impact: The cost of a 3rd party consultant would be approximately \$5000 to perform a waste audit to determine the feasibility of collecting green bin waste at events.

Task Force Recommendation

A.3.1 Traffic Control Measures:

Staff provide a revised process for the provision of Traffic Control (TC) measures that ensures the City's safety and liability concerns are met while minimizing costs to organizations. Proposed changes to the process include:

- *The City permit organizers to submit a TC Plan prepared by a consultant knowledgeable in the preparation of such plans; and,*
- *The City waive the \$250 inspection fee for inspecting road closures.*

Staff Recommendation, Rationale and Economic Impact # A.3.1:

THAT staff from Engineering / Public Works review the requirements and process for the provision of Traffic Control (TC) measures that ensures the City's safety and liability concerns are met while minimizing costs to organizations.

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A Traffic Control (TC) Plan must be submitted for review and approval as part of a Special Events permit Process. If a TC Plan is not necessary, the application must clearly indicate this. The TC Plan must be prepared by a transportation or traffic engineering consultant, knowledge of industry standards and guidelines for traffic control. An aerial map must be included with the TC Plan, clearly indicating which road will be closed, and the signage that will be used to accomplish this. All efforts must be made to minimize the impact of traffic disruptions, as well as ensure public safety. Upon receipt, the TC Plan will be reviewed jointly by Public Works-Roads and Engineering Services – Traffic groups. The Road Closure Plan must be approved by Engineering Services – Traffic staff prior to issuance of the Special Events Permit. Waiving the \$250 inspection fee for City sanctioned events decreases revenue for the City and increases operating costs for Public Works, as staff must still inspect any road closures to ensure compliance with the approved plan. This process will provide organizers of special events the opportunity to request approval for traffic control and/or road closure, while ensuring that the City's responsibility to safely operate the public roadways is met, mitigating potential liability concerns. Lost revenue for Public works would amount to approximately \$1500 annually. In addition, the time spent by staff reviewing the TC plan as well as carrying out necessary inspections, while not a direct cost to the City, reduces the availability of staff to address other City related services.

The City Clerk's office accept TC plans for previous years where route and signage have not changed. The City Clerk's office has no objection to accepting a Traffic Control Plan for the event created by qualified personnel. Most events are conducted on a yearly basis upon the same roads with similar requests for signage and road closures. All things being equal the City Clerk's Office is prepared to accept previously submitted Traffic control Plans to help event organizers control their costs.

Economic Impact: Waiving the \$250 inspection fee for City events would amount to approximately \$1500 in lost revenue annually.

Task Force Recommendation

C.1.1 Sponsorship/fundraising list and new techniques/tools be brought to the Festivals and Events Congress:

Add agenda item to Festival and Events Meeting to update the sponsorship/fundraising list and update with any new technique/tool that groups had success with. (See Recommendation C.1.2)

Staff Recommendation, Rationale and Economic Impact # C.1.1:

THAT the Economic Development Department be a participant in the Festivals and Events Congress, inviting a fundraising expert(s) to share best practices, new techniques and insight into how they can improve upon their existing fundraising efforts.

Economic Impact: Speaker fees may be required and are estimated to range from \$500 to \$1,500 or more per session.

Group 4: Recommendations be referred for consideration in conjunction with the overall sign by-law review.

Task Force Recommendation

B.3.1 By-law 178-2003 and 203-92 Amendment:

Bylaw #178-2003 and 203-92 (where applicable) be amended to:

- *allow for 12 (16 square ft.) staked signs (plus 1 sign at each site entrance) to be placed on municipal road allowances that follow the York Region guidelines that may include locations within the restrictions presently outlined in the City's sign Bylaw (up to 30 days before and maximum 3 days after the event);*

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- allow for the use of wire frame sign (.5 square meters) 3 days before and during the event on municipal roads for approved CSO Festival and Events; and,
- allow for signs on private property for 3 days prior to event.

Task Force Recommendation

B.3.3 Permanent gateways sign for entrance points of Vaughan:

Staff investigate the feasibility of permanent, gateway signs for the entrance points of Vaughan.

Task Force Recommendation

B.3.4 Removal of Blanket restriction of banners:

The City consider the removal of the blanket restriction of banners. We suggest that the By-Laws 203-92 and 178-2003 be reviewed and replaced with specific clear rules and or exemptions for banners. (See Recommendation B.3.1)

Staff Recommendation, Rationale and Economic Impact #'s B.3.1; B.3.3; and, B.3.4:

THAT staff be directed to consider the recommendation of the Task Force during the review of the City of Vaughan's Sign By-laws which is scheduled for review in 2014.

Economic Impact: At this time, there is no economic impact other than staff time for the review of the Sign By-law. Any economic impact due to changes in the Sign-By-law will be communicated at the time of presentation of the new By-law.

Group 5: Recommendations be referred to York Region for comment and consideration.

Task Force Recommendation

B.3.2 Community Events Sign By-law Mobile Sign Location List in Special Sign District on Regional Roads:

That the Community Events Sign Bylaw Mobile Sign Location List allow for one mobile sign to be placed in the Special Sign Districts on York Regional roads.

Task Force Recommendation

B.3.5 Change Community Events Signage by-law to 48 hours for sign removal following an event:
City Council recommend that York Region Council consider a change to the Community Events Signage by-law permitting staked signs on Regional boulevards and allowing 48 hours for the removal of signs following an event.

Staff Recommendation, Rationale and Economic Impact #'s B.3.2 and, B.3.5:

THAT appropriate staff consult with the Region of York in keeping with the City's Sign By-laws review, slated for 2014

Economic Impact: Staff time

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Preserve our heritage and support diversity, arts and culture.

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Working with both internal and external stakeholders on the objectives of the Task Force on the City's Role in Festivals and Community Events has resulted in increased understanding of the challenges as well as the opportunities to enhance community fairs, festivals and events.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are regional implications associated with the review of signage and road closures. Staff will consult and work accordingly with the Region.

Conclusion

The Task Force on the City's Role in Festivals and Community Events was established in 2011 and through their objective of research and consultations lead to the production of a comprehensive findings report recommending whether and / or how the City and City resources should be linked to Community Festivals and Events.

Staff from fourteen (14) departments reviewed the Task Force recommendations and suggested one of the following options for each:

- Recommendations without economic impact be approved;
- Recommendations not be approved;
- Recommendations with economic impact be approved in principle and referred to the 2015 budget discussions;
- Recommendations be referred for consideration in conjunction with the overall sign by-law review; and,
- Recommendations be referred to York Region for comment and consideration.

Further, staff suggests that they report back through the 2015 budget process on financial impacts after the 2014 event season is over.

Attachment:

Attachment # 1: Findings and Recommendations Report – Task Force on the City's Role in Festivals and Community Events

Attachment # 2: Communication C2, Confidential communication from Legal Counsel, dated April 8, 2014;

Attachment # 3: Communication C6, Director of By-law and Compliance, dated April 4, 2014; and

Attachment # 4: Communication C9, Councillor Schulte, dated April 8, 2014.

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)