

Task Force on City's Role in Festivals & Community Events

Findings and Recommendations

Procedures and Processes:

City Processes 'Red Tape'

[Recommendation #1 \(Silvia and Dale McClease\):](#)

I know that there are some areas that “we don’t talk about” when it comes to City Sanctioned events there needs to be a better line of communication from one department to the next. Event organizers (us) are volunteers, that means we have jobs and can’t spend the last five days prior to an event haunting the halls at City Hall running from one department to the next trying to play connect the dots because this person is away on vacation or that person is in court and I’m not authorized or that takes two weeks and why didn’t you hand in your permit app. sooner.

Rationale:

In the summer is when the most events do take place and that is also when staff tend to take vacation so when one person is out there needs to be a back-up plan in place to safe guard that an application will follow along without hitting road bumps that cause panic attacks.

[Recommendation #2 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the City produce one package that is available for all recognized festivals and events and all new or possible festivals and events that includes all permits/expectations/information needed from all City departments to streamline and inform the Council and the City departments as well as festivals and events personnel. This package should be updated yearly and new information should be distributed to all established and recognized festivals and events.

Rationale:

We would like the support of the City of Vaughan and hope that recognized festivals and events are determined to be an inexpensive or free way for the city to support community building and tourism.

Community festivals are volunteer run events that have unique requirements. Reducing the learning curve and the time spent on issues involving interaction with the City would reduce the workload of the volunteers, most of whom are planning events in their spare time.

Policy (checklist)

Recommendation #1 (Silvia and Dale McCleese):

A comprehensive on-line application should be made available to be downloaded from any computer. This would need to be updated on a regular basis when things change so that it is always as current with information as possible. This list should include as much up-to-date info as can be gathered from outside agencies that could poetically get involved in an event. eg. AGCO, Health Dep., ESA, TSSA etc.

Rationale:

Most of us have done this so many times we do have the process down packed but changes do come along such as the change to the AGCO policy two summers back. AGCO made a change and sent out info by mail to users. That mail got hung up in the postal strike and when we did finally get it we had two days left to meet the new deadline. (I know that was an extreme circumstance but it did happen) If the City has a link to AGCO and gets updates directly from them then that can be added to the checklist.

Services in Kind 'Greening'

Recommendation #1: (Silvia and Dale McCleese):

City to provide detailed list of services & equipment offered under the SIK with the price list. List should be available on line with prices.

For Greening there needs to be a comprehensive out line that explains the why and how of it. This one still needs work from the city and people may shy away from it if they understand just how hard it is to do and the cost or be better prepared with a small army of volunteers to help implement it effectively at an event.

Rationale:

With the list on line City staff can make changes as needed for items and price.

Greening can work if down the road the City of Vaughan adopts a more comprehensive use/waste and management strategy. IE. no plastics on site only compostable plates, cups and cutlery then greening becomes easier to do. If vendors come into an event knowing that they can only use compostable products clean up is simplified. This will be a long haul project, but if the Town of Markham can do it then why not us!

Permit Process

Recommendation #1: (Silvia and Dale McCleese):

Greater attention needs to be paid to events that request permits. This one is hard to explain but it has been my observation that some events do not list everything they are doing at an event. Why they do this I can't say maybe they just don't have a full

understanding of what they should be telling the City about and a comprehensive Checklist will help with this. The City should look into having events observed by... maybe by-law. Not in a bad way but in the same way that other agencies come in and check up on events.

Rationale:

If the City issues a permit for an event and lets say seven things are listed as will be happening at that event. If you have someone from the City such as by-law check in to see what is taking place at the event and they observe things that are not listed or were not disclosed to the City in the event permitting process then that information can be taken back to the City for further use later. Eg. If that same event files for a permit the following year for the same event then the City could have on record it's observation from the past event and can be used to clarify or rectify and mistakes or problems. This can help to create safer events.

Communication

[Recommendation #1\(Silvia and Dale McCleave\) :](#)

There are lots of free resources are available that people can tap into. If a comprehensive list of that is created and kept up-to-date it will be very helpful to event organizers. (we all do this stuff on a shoe string budget)

Rationale:

Sharing the available resources will help develop an event, get more information out to the public that live here and will attend the events. If the City helps connect the dots it helps the event, makes the City look good and increases participation by the community and all that helps make this a better place to live.

Funding / Costs:

Sponsorship – fundraising (Sandi Folkes can provide input)

Recommendation #1:

Rationale:

Grants (Sandi Folkes can provide input)

Recommendation #1:

Rationale:

Fairs & Festivals Support Program

Recommendation #1 (Silvia and Dale McCleave):

City to reduce cost of all SIK to 75% for events attracting 5,000 or more visitors total for that event.

Raise limit on SIK from the current \$3,500.00 to \$7,000.00 for any one CSO on a one year basis.

Rationale:

This goes back to the shoe string budget. The greater the cost reduction to the large community events the more funds can be allocated to other areas of interest or attractions to help build the event. Can't hurt to ask!

Raising the SIK limit goes back to helping to allocate funds to another areas of the event to help build what is there.

Strategies for Funding (Sandi Folkes can provide input)

Recommendation #1:

Rationale:

Publicity / Marketing / Communication:

Signage (mobile signs + organizers signs)

Recommendation #1 (Nancy Payne/Jamie Maynard/Bryan McCran):

We recommend that the Council create a specific permit for recognized festivals and events in regards to signage.

We would like the following to be considered:

- this permit could be made available for a one time annual event
- the application for the permit should be supplied at least one month in advance of the event
- this permit could allow for 10 signs to be placed on municipal roads that can be placed up to 14 days before the event and must be removed within 48 hours of the event closing

- the signs must fit into size regulations and must be placed within the safety regulations for roads and drivers as directed by the city.
- the signs can be staked as long as the stakes are removed with the signs
- signs can not use words such as stop, danger, or others that would draw undue attention

Rationale:

We believe that the recognized festivals and events have a different set of needs and priorities compared with ongoing commercial organizations due to the temporary nature and limited time of each festival and event. We believe that our signs do not pose the problem of sign clutter over a considerable length of time.

[Recommendation #2 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the City investigate the feasibility of signs for the entrance points of Vaughan.

Rationale:

We believe that these signs would expand the awareness of the attractions and appeal of the City of Vaughan.

[Recommendation #3 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the City consider the removal of the blanket restriction of banners. We suggest that the by-law be reviewed and replaced with specific clear rules and or exemptions for banners.

Rationale:

We see banners as a vital part of sponsorship recognition at festivals and events. Perhaps this could be considered as a part of the permit for recognized festivals and events in regards to signage recommended. (see #1)

[Recommendation #4 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the City Council recommend to the York Region Council that they consider a change to the Community Events Signage by-law. We would like to recommend that this by-law include staked signs and 48 hours for the removal of signs following the event.

Rationale:

Our team of workers is all volunteers and we must recognize the extra time that may be needed to remove signs following an event. As the signs are up for two weeks prior to the event, we feel that staked signs are safer and more stable than an A frame sign.

[Recommendation #5 \(Silvia and Dale McCleese\):](#)

Mobile signs to be allowed for a 2 week period.

Increase time allowed to remove permitted signs from one day to three.

City to allow fairs and fests to do signage same as York region, 2 weeks prior, and then again allow 3 days to remove.

Allow signs on public property for these events.

Banners and other non-frame type signs to be allowed for the same 2 week period.

Rationale:

Driving makes it hard to see the signs so the longer they stay up will allow motorists a greater chance to read them.

Removal of the signs immediately following after an event ends can be a challenge if there is still site cleanup underway and if foul weather gets in the way. We don't want people getting hurt when they are taking down the signs. It's harder to take the stakes out of the ground than to get them in.

If the City adapts the same or similar sign policy then there will be greater continuity. Event organizer can save money by having all the same signs made up as well they will be better recognized by the public if they all look the same.

Allowing signs on public property will allow event organizers to increase exposure. eg. The driveway to a church parking lot so the signs can be seen by parishioners.

Marketing

[Recommendation #1 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that 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.

Rationale:

We would like the City to show its commitment and that they see the value in supporting the recognized festivals and events in Vaughan.

[Recommendation #2 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the City allow recognized festivals and events to attend, promote and advertise at City organized events and allow the distribution of promotional materials.

Rationale:

We feel that the number of recognized festivals and events will not create a problem or set a precedent in this situation. If necessary, limits on the number of groups attending such events would be acceptable.

[Recommendation #3 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that the Economic Development Office facilitate and promote seminars and workshops that could be attended by recognized festivals and events personnel to provide guidance and ideas for successful planning and opportunities to work together to promote our festivals and events.

Rationale:

Although we are a volunteer sector, we are an important part of economy of Vaughan.

Web Management

[Recommendation #1 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We recommend that 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.

Rationale:

We would like all to be aware of the support of the city.

Tourism (Business / Community)

[Recommendation #1 \(Nancy Payne/Jamie Maynard/Bryan McCran\):](#)

We would recommend that the City consider a “Celebrate Vaughan” 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.

Rationale:

We would like all to be aware of the support of the city.

Community and Teamwork:

Web Management

[Recommendation #1:](#)

Rationale:

Recommendation #2:

Rationale:

Networking

Recommendation #1:

Rationale:

Recommendation #2:

Rationale:
