

OCTOBER 15, 2012

TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS

**1. PRESENTATION BY MARIN MEDIA GROUP
MARKETING AND WEB MANAGEMENT**

Presentation with respect to the above.



<u>C 5</u> COMMUNICATION memorandum <u>Oct 15 / 12</u> ITEM - <u>1</u>

DATE: October 11, 2012

TO: Task Force on the City's Role in Festivals and Community Events

FROM: Joseph A.V. Chiarelli
Manager of Special Projects Licensing & Permits
Insurance Risk- Management

RE: Short Term License/Permit for Food Vendors and Recreational Affiliates Policy

At the meeting of September 24, 2012, the Task Force requested the Manager of Special Projects, Licensing and Permits address the following issues:

1. Short Term License/Permit for Food Vendors specifically addressing written procedures and processes required by event organizers in submitting street vendor forms and York Region Health Department requirements for "bake sale" vendors; and
2. Recreation Affiliates Policy - to provide a fact sheet with respect to insurance coverage under the affiliates policy.

Short Term Licence/Permit for Food Vendors

Staff has discussed the issue regarding food vendors at Festivals and Community Events with health inspector at York Region Health. They have advised that applicants are required to provide a listing of all food vendors selling food at such events. In this regard they have advised that "Organizer Application Form for Special Events" a copy of which is attached hereto, must be submitted to York Region Community and Health Services at least 30 days before the start of the event. This form will be provided as part of the Special Event Application through the City Clerk's Office.

With respect to "bake sale" vendors, staff have been advised by York Region Health Services that all food sold at special events must be prepared in a facility inspected by them. Food prepared in a resident's kitchen is not an inspected facility and accordingly, health officials cannot approve the sale of goods prepared in such facilities. If organizers are intending to sell such "baked goods" they are required to list on the "Organizer Application Form for Special Events" where these goods will be prepared. York Region Health will then make a determination regarding the products and provide recommendations to the event organizer.

Recreational Affiliate Policy

Attached hereto, is a brief summary provided by the City's insurer that addresses the insurance coverage available to its recreational affiliates.



Organizer Application Form for Special Events

Complete and return form to York Region Community and Health Services
at least **30 days** before the start date of this event

If you need help completing this form, call York Region *Health Connection* at **1-800-361-5653**

Office Fax Numbers:	Georgina: 905-989-0237	Markham: 905-940-9872	Richmond Hill: 905-762-2091	Tannery: 905-836-8315
----------------------------	---------------------------	--------------------------	--------------------------------	--------------------------

Event Information			
Event Name:		Expected Number of Vendors:	
Event Date(s):		Expected Number of Attendees:	
Organizer Information			
Organizer's Name:			
Corporation/Numbered Company:			
Address:		Business Phone:	
City/Town:	Postal Code:	Cell Phone:	
Email Address:		Fax:	
Event Description			
Event Location/Address:			
Venue Type: <input type="checkbox"/> Public Park <input type="checkbox"/> Street Festival <input type="checkbox"/> Mall Property <input type="checkbox"/> Other (specify):			
Hours of Operation:		Diagram of Event Layout Provided <input type="checkbox"/> Yes <input type="checkbox"/> No	
Responsibilities of Organizer			
Sanitary Facilities (if yes, specify number)			
Portable Toilets <input type="checkbox"/> Yes <input type="checkbox"/> No		Portable Hand Wash Basins <input type="checkbox"/> Yes <input type="checkbox"/> No	
Permanent Toilets <input type="checkbox"/> Yes <input type="checkbox"/> No		Permanent Hand Wash Basins <input type="checkbox"/> Yes <input type="checkbox"/> No	
Water Supply			
Potable water supplied to vendors: <input type="checkbox"/> Yes (If yes, complete next question on the source of the water) <input type="checkbox"/> No			
Water Source	<input type="checkbox"/> Water Truck - Company Name:		
	<input type="checkbox"/> Bottled Water <input type="checkbox"/> Municipal <input type="checkbox"/> Well		
	<input type="checkbox"/> Other (specify):		
Water lines: Food-grade material <input type="checkbox"/> Yes <input type="checkbox"/> No Backflow devices provided: <input type="checkbox"/> Yes <input type="checkbox"/> No			
Ice supplied to vendors: <input type="checkbox"/> Yes (If yes, source of water used to make ice): <input type="checkbox"/> No			
Hydro			
Electricity available: <input type="checkbox"/> Yes <input type="checkbox"/> No Back-up power available: <input type="checkbox"/> Yes <input type="checkbox"/> No			
Refrigerated truck available: <input type="checkbox"/> Yes <input type="checkbox"/> No			
Garbage			
Garbage cans/bins available: <input type="checkbox"/> Yes (specify number): <input type="checkbox"/> No			
Garbage will be disposed of daily: <input type="checkbox"/> Yes <input type="checkbox"/> No			
Vendors			
Total number of Food Vendors participating in event:		Will there be any vendors that perform personal services such as tattooing, body piercing, hair cutting? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Will any vendors have a petting zoo (i.e., any event where public contact with animals is allowed and/or encouraged, such as a petting corral or open farm)? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Proposed types of foods that will be served (e.g. hamburgers, chicken skewers, roast beef, etc.):			

NOTICE OF COLLECTION
Personal information requested by staff is collected under the authority of the *Health Protection and Promotion Act* and will be used to provide statistical data to the Ministry of Health and Long Term Care.

The following is not intended to be all-inclusive and is subject to the terms, conditions and exclusions of the Recreational Affiliates of the City of Vaughan policy on file with the City of Vaughan.

COMPREHENSIVE GENERAL LIABILITY:

Question:

What does the Recreational Affiliates of the City of Vaughan Liability policy cover?

Answer:

It would be lengthy to list all the insuring agreements under the policy, but in many cases many inquiries relate to the concept of Liability Insurance.

General Liability Insurance is designed to protect a person or any entity against any legal responsibility arising out of a negligent act or a failure to act as a prudent person would have acted, which results in bodily injury or property damage to another party.

Question:

What are the limits of the policy and what is the deductible?

Answer:

The Liability Limit offered by the policy is \$5,000,000 per occurrence for bodily injury, property damage, personal and advertising injury, and tenant's legal liability. The \$5,000,000 is also the aggregate limit for the policy. The deductible is \$1,000.

Question:

Is property covered by the policy?

Answer:

No. Any physical property that is owned by the insured, or in the care, custody or control of the insured, is considered first party property and will not be covered under the policy.

Question:

Are Directors & Officers (Board Members) covered by the policy?

Answer:

The Directors & Officers of an insured organization are covered if they are brought into a lawsuit arising out of a General Liability issue, i.e., bodily injury or property damage to a third party. Directors & Officers Liability, however, with respect to their duties to their respective organizations, is not covered by the policy and would require a full Directors & Officers Liability policy.

CGL – cont'd.**Question:**

Are Volunteers covered by the policy?

Answer:

Yes. The definition of "who is an insured" includes volunteer workers, but only while acting within the scope of their duties to the recreational affiliate.

Question:

Is Liquor Liability Covered?

Answer:

Yes. The policy contains a Host Liquor Liability extension to the organizations that host events with liquor served. However, if the event has a beer tent or liquor facility licensed for more than 500 people, it should be referred to the insurer as an additional premium may apply.

Question:

Are fireworks and other pyrotechnics covered?

Answer:

No. Any events with these activities need to be referred to the insurer, where additional coverage can be arranged.

Question:

When should I request a Certificate of Insurance from a supplier?

Answer:

A Certificate is required anytime that you have a sub-contractor or a supplier where you are giving up control and responsibility of that portion of the event. For example, if you are renting an inflatable obstacle or bouncy castle for your event, the company you are renting from must provide a Certificate of Insurance that names the Recreational Affiliate as an additional insured.

Question:

What does "additional insured" mean?

Answer:

Additional insured status on a policy means that your supplier or sub-contractor's insurance policy will defend you if you are brought into a lawsuit arising out of the operations of the supplier or sub-contractor. In layman's terms, it means that if you are giving up control of an aspect of your event, they will take responsibility for any Liability issues arising out of that aspect.

Task Force on the
City's Role in Festivals
+ Community Events
Oct 15/12

C6
Item 1

marinmediagroup
nothing happens 'til a sale is made

Presented By
Ross Marin, *President*

Monday October 15, 2012

Presented To
City of Vaughan
Task Force On The City's Role In
Festivals And Community Events

City Task Force

Festivals and Community Events

Aside from logistics and planning, the 3 BIGGEST challenges that event organizers constantly struggle with, are:

1. Finding sponsors
 - a. All event organizers are chasing down sponsors
 - b. Volunteers are responsible for preparing proposals;
 - i. They do not have the experience to do this
 - ii. They do not know what to say or ask for
2. Engaging the sponsors and the community
 - a. The community has no real sense of when these events happen. If you do not live in the immediate area, chances are you will not be aware of what is happening
 - b. Media do write up press releases – this is not enough
 - c. The population is changing and many new people are coming into Vaughan unaware of events around them
3. Promoting the event
 - a. Advertisers biggest concern is that they do not see an aggressive advertising campaign for the event
 - b. This gives them an uncomfortable feeling

Event Organizers need to focus on building a stronger event, not trying to find \$!

RECOMMENDATION TO ADDRESS THE 3 KEY CHALLENGES

CREATE A NEW 'COMMON' ENTITY

- Our vision is to bring together all the major events that have been identified (that are not city organized)
 - Bindertwine
 - Thornhill Festival
 - Lions Maplefest
 - Woodbridge Fall Fair
 - Woodbridge Italian Festival
 - Santafest
 - Lions Pancake Festival
- Brand, market and promote them under ONE BANNER
Festivals and Events Vaughan (FEV)
- Advertisers are looking for strengths in numbers - don't want "one offs"
- End result: Branding a Community

SPONSORSHIP

- Develop **Sponsorship Plan** (we review 50 sponsorship proposals yearly)
 - Hype all the opportunities around these events
 - Crowd size, length of event, sampling opportunities, etc.
 - Vaughan is a "test" area. Advertisers want to reach Vaughan!
- Create a sponsorship video that will be deployed to over 4,500 brand managers promoting our events
- Create a sponsorship package that can be sent to interested parties
 - Determine the fees to be charged (use attendance formula)
- Sponsorship fee paid to each event based on number of spectators
 - ie: if all events attract 25,000 people and the lead sponsor pays \$50,000: ($\$50,000 / 25,000 = \2). If Lions Maplefest gets 5,000 people, then they receive \$10,000 from the sponsorship pot
- New festivals are encouraged to join FEV (Festivals and Events Vaughan)
 - They need a 3 year track record and current/accurate data
 - Once a new festival joins, sponsorship package is revised
- More power when City is "behind" the festivals

DEVELOP WEBSITE

- Backend used by event organizers to connect with other event organizers
 - Link to city services?
- Main place to capture volunteer information and pass along to organizers
 - Create a system that all event organizers use that is the same
- Sponsorship link that will feature the sponsors and provide information on how they can become sponsors
- Opportunity for people to upload video and photos
- Blog that will be used to keep events in Vaughan current
- Capture email addresses and keep guests updated as to future events
- Opportunity to get followers on our Social Media icons
- Opportunity to interact with attendees and the brands
 - Contests, ie: Upload videos, pictures

MARKETING

- Work closely with the media to secure pre and post coverage
- Secure special ad rates and secure as many free ads as possible
- Create FEV website and keep it constantly updated and link it to all sites promoting arts and culture, ie: York Scene, On Vaughan, etc.
- Enhance the Networking opportunities and cross promote via social media with all the other events
 - Promote all events at every event
 - Connect all event websites to one main portal
- Work with city to get events updated and posted on their website and other city initiatives. The more visibility from the city, the easier it is to sell
- Funds received from local sponsors will pay for extra ads, signage, etc.

PRODUCE BOOKLET

- Showcase local businesses that would benefit
- Use the opportunity to promote all other events
- Distributed around the city and at the festivals

Marin Media Group INVOLVEMENT

Our recommendation is a complete “turn-key” program

- Develop branding message for new entity
- Develop a marketing program and work with all the media to secure complimentary ads and editorial coverage
- Develop all necessary creative for FEV
- Build, manage and maintain the website
- Create and co-ordinate the distribution of the events booklet
 - Events, businesses, City locations, Chamber members, etc
- Create the Sponsorship Plan, Package and Video
- Develop “engaging” sponsorship opportunities, ie: Contests
- Work with existing festivals and event organizers:
 - Make a complete list of all sponsors and inventory available
 - Determine if relationship can be enhanced for all parties
 - Assist with PR, Media, Creative and Advertising if required
- Pursue sponsors at each commitment level
- Create signage program that gives high visibility to sponsors at all events
 - Generic signs can be created and rotated amongst events
 - Specific branding signs for events to be created, ie:
“Scotiabank welcomes you to Lions Maplefest”
- Prepare economic impact study from guests attending events
 - Long term: what is the financial impact to the community
- Connect with Festivals and Events Ontario to link our site to theirs





Event Organizer Login

Your Community. Your Adventure

Fully Supported By



Scotiabank

HOME

ABOUT

VOLUNTEERS

SPONSORSHIP

GALLERY

VIDEOS

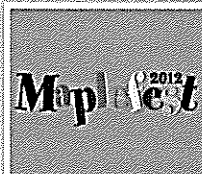
BLOG

CONTACT

SantaFest In Maple

November 16, 2012

[CLICK HERE](#)

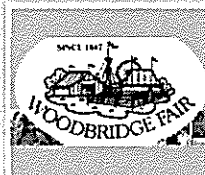


JOIN OUR MAILING LIST

Name

Email

[SUBMIT](#)



Blog

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tue, June 2012

[Read More](#)

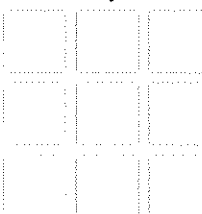
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tue, June 2012

[Read More](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Tue, June 2012

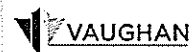
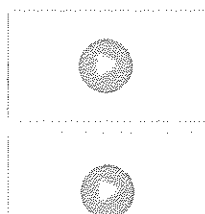
[Read More](#)

Photo Gallery



[Explore Our Photo Albums](#)

Live the Excitement



Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

©2012 Your Community. Your Adventure

powered by [marinmediagroup](#)



Event Organizer Login

Your Community. Your Adventure

Fully Supported By



HOME

ABOUT

VOLUNTEERS

SPONSORSHIP

GALLERY

VIDEOS

BLOG

CONTACT



24TH ANNUAL

August 4-5, 2012
3PM - 11PM



Join us and celebrate 24th Annual Woodbridge Italian Festival

It's a party, it's a fiesta - it's time for the 24th Annual Woodbridge Italian Festival!

Each year the Woodbridge Italian Festival is the perfect occasion to dance the night away. This year the Festival promises to be even more spectacular than ever with lots of music, dance, food, arts and crafts, sports, entertainment and an exciting marketplace.

On the stage, the music starts at 3 p.m. Trough, Chitarra, Walz, or Italian dance and Italian 10 p.m. on both nights. On Saturday August 4th, it's the music of the Pina Colada Band. On Sunday August 5th, it's the Marab's Tany Dance Band. During the day enjoy all the sights, the people to meet and the Woodbridge Taste 2012, the beauty of our beautiful Lake Ontario shoreline or the amazing energy from 1st to 5th to Festival.

Click here to get more information and volunteer.



Ontario Soccer Centre
7601 MarinGrove Rd., Woodbridge
Free Admission and Parking

For more information, call 905-859-2323
or go to www.italyquebec.com

JOIN OUR MAILING LIST

Name

Email

SUBMIT

Like Us

Follow Us

Watch Us

Check In

COMMUNITY SPONSORS



Blog

Lorem ipsum dolor sit amet,
consectetur adipiscing elit
Tue, June 2012

Read More

Lorem ipsum dolor sit amet,
consectetur adipiscing elit
Tue, June 2012

Read More

Lorem ipsum dolor sit amet,
consectetur adipiscing elit
Tue, June 2011

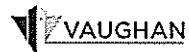
Read More

Photo Gallery

Live the Excitement



Explore Our Photo Albums



Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

Other links
Other links
Other links

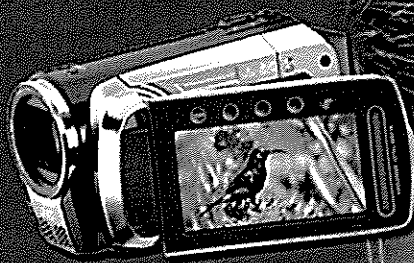
©2012 Your Community. Your Adventure.

powered by [marinmediagroup](http://marinmediagroup.com)

Share your Memories

You could win a
Walt Disney Vacation
and a SONY Camcorder

HENRY'S
photo • video • digital



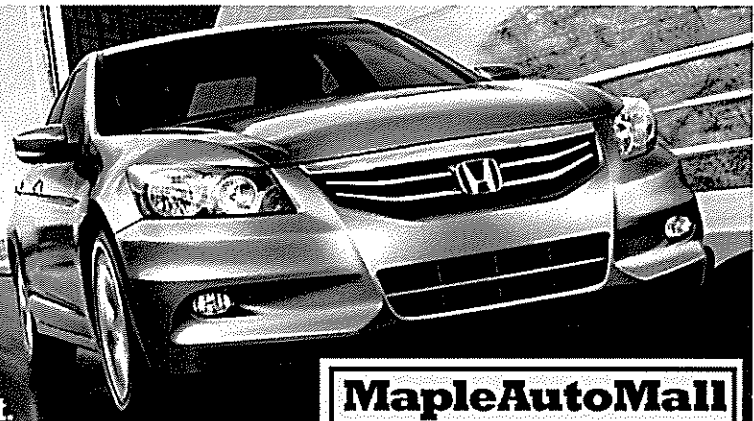
Walt Disney World
Where Dreams Come True

WIN

A 2012
HONDA
ACCORD

Print the ballot and drop it off
at any featured festival or event.

MapleAutoMall



WIN A Weekend Getaway

A One night stay for two and
tickets to Canada's Wonderland

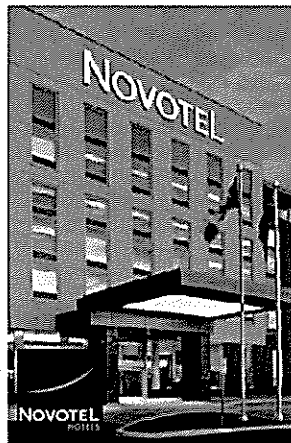


Photo Contest

Capture the excitement & you could

WIN

A Nikon
Lexar 300
Camera

HENRY'S
photo • video • digital

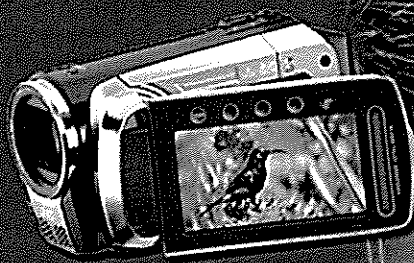


Nikon
At the heart of the Image

Share your Memories

You could win a
Walt Disney Vacation
and a SONY Camcorder

HENRY'S
photo • video • digital



Walt Disney World
Where Dreams Come True

WIN A 2012
HONDA
ACCORD

Print the ballot and drop it off
at any featured festival or event.

MapleAutoMall



WIN A
Weekend Getaway

A One night stay for two and
tickets to Canada's Wonderland

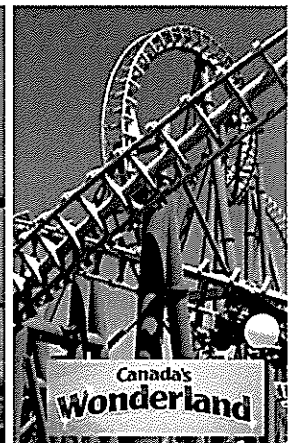
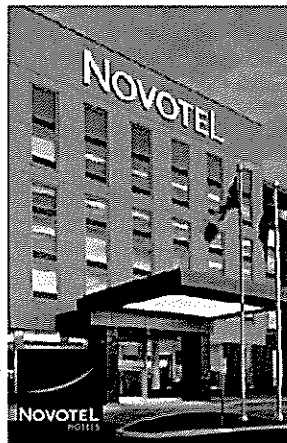


Photo Contest

Capture the excitement & you could

WIN A Nikon
Lexar 300
Camera

HENRY'S
photo • video • digital



Nikon
At the heart of the Image