

Request for Decision

Draft Special Event Support Policy

Presented To: Community Services Committee

Presented: Monday, Jul 07, 2014

Report Date Friday, Jun 27, 2014

Type: Managers' Reports

Recommendation

WHEREAS a Special Events and Community Festival Support draft policy was requested to be developed at the February 3, 2014 Community Services Committee meeting, and;

WHEREAS a draft policy has been prepared for review and input, and;

WHEREAS there remains a differential in financial support provided by the City of Greater Sudbury for local events and festivals;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury request that a final Special Event Support Policy be presented to the Community Services Committee on the August 11, 2014, including funding options.

Background

At the February 3, 2014, Community Services Committee meeting, Council provided direction for the development of a draft policy on Special Events and Community Festival support. In addition, Council approved documents (planning checklists) to assist festival organizers in planning events. This report will specifically address the Draft Special Event Support Policy.

Draft Special Event Support Policy

In order to meet the growing demands of new and expanding events and to address difficulties associated with the manner in which event support is provided, it was recommended at the February 3, 2014 Community Services Committee meeting, that a draft policy be developed for special events support.

Purpose

The purpose of the CGS Special Events Support Policy is to establish an effective means of responding to special event organizers, to develop a process to allocate resources in an equitable fashion and to ensure

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Division Review

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that special events are executed in a sustainable and safe manner.

Event Support Guiding Principles

Community Benefit

In order to be considered for municipal support, events must provide a meaningful community benefit. Events must have a direct impact on one or more of the following areas: arts and culture, heritage, health and wellness, the environment, active living, and/or economic development.

Fairness

Event support will be provided in a transparent and fair manner with posted eligibility criteria and approval processes.

Fiscal Responsibility

The CGS will support event organizers while working within approved operational budgets and safeguarding the assets of the CGS.

Safety

The safety of residents, event participants, visitors, and volunteers is paramount. All events on municipal property and those receiving municipal support must adhere to applicable laws, by-laws, rules, regulations, etc.

Sustainability

The CGS will work with organizers to ensure for the successful implementation and growth of events. The CGS will work with organizers to minimize the impact events have on the environment and the community.

Value

The CGS recognizes Special Events as an integral part of what makes Greater Sudbury a Healthy Community.

Continued Event Consultation and Facilitation

The Leisure Services Division has and will continue to support all event organizers with event consultation and facilitation including:

- Provide event organizers with Special Events Checklist-Planning Guide and assist with recommendations for event planning
- Matching event organizers to appropriate facilities
- Ensuring event organizers meet applicable legislation and By-laws
- Acting as a liaison to other City departments and regulatory bodies
- Developing event management plans for their functions including inclement weather plans, emergency management plans and waste management strategies
- Providing guidance on volunteer recruitment strategies and event promotions

Proposed Special Event Categories

A Special Event Support Policy recognizes the following classification of Special Events.

Municipally Important Events

Events which are considered of municipal importance attract international, national, provincial or regional participation. Council approval is required for funding of Municipally Important Events if not supported through existing operational budgets. (ie. Torch Run)

City Operated Annual Events

Annual or regular events organized by the Leisure Services Division. The Leisure Services Division is responsible for expenses associated with the event including insurance. A separate budget line in the CGS operational budget is established for each City Operated Event and approved annually through the budget process. The Leisure Services Division may engage an ad-hoc volunteer committee to assist with the organization of the event. The following events are categorized as City Operated Events:

- CGS Santa Claus Parade
- Bell Park Concert Series

For each City Operated Annual Event, a separate budget line has been established.

City Affiliated Events

Events under the responsibility of CGS directly affiliated volunteer organizations. The volunteer organization works in consultation with Leisure Services Division staff regarding event logistics and expenses. Events include Neighbourhood Association winter carnivals/events and activities organized by Community Action Networks including grandfathered events from former municipalities prior to amalgamation. Funding currently exists within the annual budget to support City Affiliated Events.

City Supported Events

Events which are organized by a third party on CGS property. The event organizer is responsible for all costs and insurance associated with the event. City Supported Events must apply for Special Event Support through this policy. For example, Pond Hockey, Relay for Life, Diabetes Race Run Walk for the Cure, Ribfest, Summerfest, Northern Lights Festival Boréal, etc.

Private and Commercial Events

Events organized by a private individual or organization which are commercial in nature. Private and commercial events are not eligible for Special Events Support.

Eligibility

Eligible Requests for City Supported Events

Only those requests for support which meet the following criteria would be considered for funding:

- Requests must be made by not-for-profit or registered charitable organizations for non-profit events.
- The event must be consistent with the core values of the CGS Healthy Community Strategy.

- The event must be open to the general public.
- The event must take place within CGS boundaries.
- The event organizer must be in good standing with the CGS.

Ineligible Requests

Requests for support to an individual, group of individuals, a group outside the boundaries of the City of Greater Sudbury, or for profit entity, are ineligible.

Prioritization of Resources

When considering requests for special event support, the CGS will use the following guidelines to prioritize the use of available financial and physical assets/ inventory:

- Events with significant municipal importance, with an international, national, provincial or regional scope will receive first priority followed by;
- City operated annual events followed by;
- City affiliated events followed by;
- City supported events - annual non-profit events in good standing with the City followed by;
- New non-profit events taking place on municipal property followed by;
- All other eligible requests.

Proposed Annual Funding Process for City Supported Events

The maximum support (based on demonstrated need) an individual event will receive on an annual basis through the Leisure Services special event budget is \$2,500. Requests for support larger than \$2,500 must be approved by Council. In addition, eligible organizations can apply for community event support through the Healthy Community Initiative Fund policy.

Eligible Expenses and Activities (use of funding)

The CGS will provide Special Event Support for events held on CGS property. The support will not be provided through a grant or direct financial transactions to the event organizers. The support will be valued through work in kind and/or direct payment of an approved invoice through the Accounts Payable Department. The following costs associated with the delivery and provision of special events equipment and supplies may include items such as:

- Costs associated with the preparation of municipal venues beyond routine work (ie additional snow plowing)
- Roads Services costs associated with road closures (traffic signs and barricades)
- Costs for Transit Services (shuttles)
- Costs associated Paid Duty Officers
- Premiums for Insurance coverage

Application Process for Event Funding

- Event organizers seeking support will be required to apply on an annual basis.
- As part of the application, recognized not for profit groups must demonstrate the need for support.
- The application must specify the event support requested.
- The CGS Leisure Services Division will confirm approval with event organizer.

- The CGS Leisure Services Division will arrange for approved support services and payment. (no funds will be disbursed directly to the event organizer)
- The event organizer will be responsible for the costs associated with replacing or repairing lost or damaged equipment, supplies, etc. provided by the CGS.
- The event organizer must provide a post event report including financials, attendance etc.

Fees and Payments

Unless otherwise captured in the CGS User Fee By-Law, event organizers will be charged for use of City facilities.

Event organizers will be responsible for all charge backs associated with work done on behalf of the event, unless prior approval has been granted by the City to cover these costs.

The event organizer is responsible for all third party fees (ie. SOCAN, licenses and permits not issued through Leisure Services).

Insurance

All City supported events must carry commercial general liability insurance in the amount of no less than \$2,000,000, naming the CGS as additional insured.

Community Safety

All events on municipal property and those receiving municipal support must adhere to applicable laws, by-laws, rules, regulations, etc.

Next Steps

A final report outlining options regarding the allocation of City funding (financial/physical resources) for local events and festivals will be brought back to the Community Services Standing Committee meeting on August 11, 2014. Possible options for consideration are:

- Continue current practice
- Develop a protocol for equitable distribution of existing funds
- Enhancement of special event funding



Request for Decision

Special Events Support Checklists

Presented To: Community Services
Committee

Presented: Monday, Feb 03, 2014

Report Date Monday, Jan 27, 2014

Type: Managers' Reports

Recommendation

WHEREAS the City of Greater Sudbury recognizes community special events and festivals as an important part of what makes Greater Sudbury a Healthy Community;

AND WHEREAS the Leisure Services Strategic Plan 2011-2015 included the planned action of creating policy and guidelines around sport tourism and special events;

AND WHEREAS there is a demonstrated need to develop a consistent policy to receive and approve requests for special event support.

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury approve the following documents to assist festival organizers in planning events: the City of Greater Sudbury Special Event Checklist, the City of Greater Sudbury Winter Carnival Checklist, the City of Greater Sudbury Tournament Checklist, and;

THAT a draft policy on special events and community festival support be developed and brought back to the Community Services Committee for approval in May, 2014.

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Division Review

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Finance Implications

No financial implications at this time.

Background

Greater Sudbury is home to a number of special events and community festivals, many taking place on City of Greater Sudbury (City) property. In 2013, an estimated 100 special events took place on municipal property. These events may vary in scope, purpose, size, cost and complexity. Often, the City is requested to support special event organizers. Support may include the provision of equipment and supplies, assistance with insurance costs, financial assistance and event planning guidance.

Members of Council have expressed the need to review special event and community festival support to local community groups and organizations with the objective of developing a policy guideline.

Special events and festivals are a large part of what makes Greater Sudbury a Healthy Community:

- Events and festivals showcase Greater Sudbury's arts and culture scene.
- These activities are important contributors to the Economic Vitality of the City, attracting out-of-town visitors.
- Festivals and events taking place on City property maximize the utilization of municipal recreation facilities.
- Events promote volunteerism, providing opportunities for residents to contribute to their community.
- Activities often provide free and low cost access to entertainment and recreation facilities.

One of the goals of the Leisure Services Strategic Plan (2011-2015) is the promotion of sport tourism and special events. The strategic plan noted the need to create policy and guidelines around sport tourism and special events which would maximize community and city wide special events, respecting the balance and value of each.

Currently, there is not a consistent process for evaluating and determining requests for special event support. This report will look at past and current support provided to special event organizers, identify inconsistencies and recommend a policy framework to evaluate future support requests in a consistent manner.

Current Special Event Support

The following information details the historical and current support provided to special event organizers provided through the Community Development Department, Leisure Services Division, and other City Departments.

Special Event Grants

As part of the budget process each year, Council has approved annual and one-time grants for various special events through the Leisure Services budget. Since 2009 the following special event organizers have received an annual grant:

- Anderson Farm Site Committee – Walden Fall Fair (\$2,500)
- Onaping Falls Lions Club – Cavalcade of Colours (\$1,500)
- Ukranian Senior Centre – Canadian Garlic Festival (\$2,000 work in kind)
- Science North – Canada Day Celebrations (\$10,000)

Additionally, as part of the 2009 budget process, a one-time grant of \$250,000 was provided to organizers of the 2011 Canadian Francophone Games and was paid over two years (2009 and 2010). City Council also approved an internal budget of \$250,000 for the 2010 Ontario Summer Games over a two year period (2009 and 2010).

Insurance Coverage

In 2006, City Council approved a By-law authorizing grant for the procurement of liability coverage for community organized special events. The events which were covered under By-law 2006-287F included:

- Beaver Lake Winter Carnival
- Capreol Days
- Capreol Winter Carnival

Appendix B - Special Events Support Checklists Report - February 3, 2014

- Cavalcade of Colours
- Dowling Winter Carnival
- Minnow Lake Days
- Rayside Balfour Family Hockey Tournament
- Rayside Balfour Jug Curling Competition
- Valley East Days
- Walden Winter Carnival
- Greater Sudbury Santa Claus Parade Committee

Insurance coverage has been provided on an annual basis for the above noted events. Once an event ceased to take place, or changed in nature such that the event was no longer organized by a volunteer community group or continued to be a community event, insurance coverage was discontinued.

Also in 2012, City Council recognized Sudbury Winterfest as a City-sanctioned event, thus providing liability insurance coverage.

Work In Kind / Equipment Provision

Within the Leisure Special Events cost centre, there is an annual budget of \$45,000 to cover costs associated with work performed by City staff in support of various community special events. Work-in-kind includes the costs associated with the delivery of special events equipment (tables, chairs, barricades, etc), and venue preparation in one situation being the Walden Winter Carnival as per pre-amalgamation arrangements. Annual events supported through this budget allocation include:

- Café-Heritage Festival
- Downtown Sudbury Blues for Food
- Downtown Sudbury Ribfest
- Greater Sudbury Celtic Festival and Highland Games
- Relay for Life
- Sudbury Blueberry Festival
- Sudbury Dragon Boat Festival
- Sudbury Rocks Marathon
- Walden Winter Carnival

When considering requests for the delivery of special event equipment, priority has been given to sanctioned events, events taking place at City parks and facilities and as well as large scale events taking place in the community. As the number of requests has continued to increase in recent years, charging back to community organizers for work-in-kind for new, unbudgeted events has been undertaken. There is not a consistent practice in place to determine which community event organizers receive equipment deliveries or who is charged back for services.

Another form of equipment support for local event organizers is the 2010 Ontario Summer Games Legacy Loan Program. A number of assets were acquired when the City hosted the 2010 Ontario Summer Games including FRS radios, First Aid kits and small sound systems. Equipment continues to be loaned out to local events at no charge.

Event Consultation and Facilitation

The Leisure Services Division employs a Special Events Officer on an annual seven month contract. The main function of this position is to provide support to organizations hosting special events in City parks and recreation facilities. Leisure Services consults with event organizers in the following ways:

- Matching event organizers to appropriate facilities
- Ensuring event organizers meet applicable legislation and By-laws

Appendix B - Special Events Support Checklists Report - February 3, 2014

- Acting as a liaison to other City departments and regulatory bodies
- Developing event management plans for their functions including inclement weather plans, emergency management plans and waste management strategies.
- Providing guidance on volunteer recruitment strategies and event promotions

The Leisure Services Division has recently developed several resources to assist festival and event organizers. The following documents have been developed and are attached for information:

- The City of Greater Sudbury Special Events Checklist (Appendix A)
- The City of Greater Sudbury Winter Carnival Checklist (Appendix B)
- The City of Greater Sudbury Tournament Checklist (Appendix C)

The above noted resources are being translated and will be available online in 2014.

Interdepartmental teams are brought together to improve internal communications and processes to better meet the needs of film, television, music production, meetings, conventions, sports, parades, festivals and other special events.

Arts and Culture Grants

It should also be noted that several special event organizers receiving funding through Event Support through the Community Arts and Culture Grant Advisory Panel and the Greater Sudbury Development Corporation.

Other Departments

Depending on the scope and nature of the event, other City Departments may provide additional support. For example, By-Law and Traffic may get involved with road closures, detours, and parking modifications. The Water and Waste Water Division may be involved with temporary water connections. Transit is often requested to provide shuttles, charters or modified routes to support various events.

Policy Framework

The Leisure Services Strategic Plan 2011-2015 noted the planned action to develop policy and guidelines around special events. In order to meet the growing demands of new and expanding events and to address the inconsistent manner in which event support is provided, it is recommended that a policy be developed for Special Events Support. Major elements of the policy would include:

Event Support Guiding Principles

- Value - The City of Greater Sudbury recognizes Special Events as an integral part of what makes Greater Sudbury a Healthy Community.
- Fairness - Event support will be provided in a transparent and fair manner with posted eligibility criteria and approval processes.
- Community Engagement - The City will engage stakeholders to establish event support policies and seek their input on a regular basis once policies are established.
- Fiscal Responsibility – Plan within operational budgets.

Eligible Requests

Only those requests which meet the following criteria would be considered:

- Requests must be made by not-for-profit or registered charitable organizations for non profit events.
- The event must be consistent with the core values of the City of Greater Sudbury Healthy Community Strategy.

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- The event must be open to the general public.
- The event must take place within City of Greater Sudbury boundaries.
- The event organizer must be in good standing with the City of Greater Sudbury.

Application Processes

Event organizers seeking support will be required to apply on an annual basis. As part of the application, event organizers would be required to provide proof of not-for-profit status and financial reports demonstrating the need for support. A post project report with supporting financial documentation would also be required.

Special Event Categories

A Special Event Support Policy would define and distinguish various special events.

- City Run Events – City events for which Leisure Services staff work with a volunteer committee. Events include Bell Park Concert Series, Greater Sudbury Santa Claus Parade.
- City Affiliated Events – Those events which a volunteer organization of the City is responsible for the event. Events would include Neighbourhood Association Winter Carnivals and activities organized by Community Action Networks.
- City Supported Events – Those events which are organized by a third party on City property and meet the eligibility criteria.
- Private and Commercial Events – Those events organized by a private individual or organization or that are commercial in nature.

Types of Events Support

The Special Events Support Policy will consider the following types of support:

- Facility Fees and Charge Backs
- Operating Grants
- Liability Insurance Coverage
- In Kind Services
- Equipment Provisions
- Event Consultation and Facilitation

Approval Processes

The proposed Special Events Support Policy will outline approval processes and will be made available to the Community Services Standing Committee in May 2014.

Coordination of Support with Other City Departments

As previously noted, many community events and festivals are receiving funding through the Arts and Culture Grant process. Some event organizers have expressed concerns that they receive funding from one department (GSDC) and charges from another City section (Leisure Services). A new Special Events Support Policy will address how the City handles financial matters with event organizers in a uniform manner.

Next Steps

A draft policy on special event support will be developed which will be brought back to the Community Services Standing Committee for approval in May 2014. The draft report will provide options for Council's consideration and could include amendments to the user fee by-law.