

Banning Carnivals from the Greater City of Sudbury

Presentation to Greater Sudbury
Community Services Committee
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Presenters:

Summerfest Board Members

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At Issue

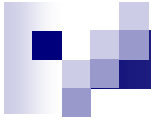
A by-law amendment is being proposed that will prevent any carnivals on public property within the City of Greater Sudbury.

The reason, rationale, benefit to the City for making this amendment has not been articulated.



Background

- ❑ Summerfest has operated for 15 years in Greater Sudbury
- ❑ Over 12 years ago, Summerfest recognized that a carnival would support our efforts to attract youth and families
- ❑ The addition of the carnival improved Summerfest's programming, its attendance, and its revenue
- ❑ The carnival allowed volunteer resources to be re-allocated to other planning and execution tasks, helping to grow the festival
- ❑ The current by-law has allowed the carnival, only with staff discretion



Background (Cont'd)

- ❑ In 2011, city staff told Summerfest weeks before the festival that the carnival component had to moved across the street to a parking lot on Paris Street
- ❑ In 2012, Summerfest learned that city staff denied the Carnival that was contracted, a permit
- ❑ After numerous meetings and letters, city staff allowed the carnival, with concessions
- ❑ Concessions included reduced operating hours and the carnival's placement



Immediate Impact

- ❑ Summerfest can no longer charge festival admission
- ❑ The annual average loss in revenue is \$15000 on admissions
- ❑ This has been imposed and is permanent
- ❑ Eliminates Summerfest's ability to collect some metrics
- ❑ Has been major focus of volunteer resources
- ❑ Children and families are now crossing one of Sudbury's busiest streets while attending the festival



Facts about the Carnival

- ❑ **The carnival generates an average of \$6000 annually for Summerfest**
- ❑ **The Carnival has been successful attracting youth and young adults who have grown with our festival, some bringing back their children**
- ❑ **Events are not just about main stage ticketed activities; variety is the key to attracting tourists, families of all ages and in particular, youth – The Carnival has been integral to this**
- ❑ **The carnival is a unique programming aspect that cannot be replaced or duplicated**
- ❑ **Summerfest's programming vision and marketing plan are consistent with the City's own strategic plan**
- ❑ **The carnival is integral to Summerfest's vision and marketing plan**



Concerns & Rational

- ❑ Summerfest has been given no hard evidence for this decision making
- ❑ The community consultation report itself, reports no concerns from citizens regarding carnivals or midways
- ❑ City Staff have told Summerfest that a Carnival does not fit the vision the city has for Bell Park
- ❑ One councilor has said in the media that it is due to the unfortunate accident where a young girl suffered minor injuries on the ride



Concerns & Rational (Cont'd)

- ❑ There were no legal repercussions to either the City or Summerfest, as all insurance requirements and due diligence is followed
- ❑ The city has dictated that the carnival be operated in the back yard of York Street area residence
- ❑ Summerfest has been met with resistance and miss-information from city staff when trying to investigate and address this issue



Concerns & Rational (Cont'd)

City staff and one City Council member shared that in 2011 there were noise complaints about the carnival:

- ❑ City manager parked on street by the carnival and confirmed that there was **no** noise
- ❑ Summerfest officials walked the area around the carnival and noted there was **no** noise
- ❑ There has been no official account of the volume of noise complaints



Concerns & Rational (Cont'd)

- ❑ The city has built a state of the art amphitheatre in Bell Park for all of its citizens
- ❑ The few dozen citizens who have concerns do not measure next to the thousands who enjoy the carnival and the festival



Benefits of Summerfest


- ❑ It engages youth and families in the community
- ❑ It encourages tourism (filling hotels)
- ❑ It supports local artists and artisans
- ❑ It partners with numerous local businesses
- ❑ It engages over 120 volunteers in the community
- ❑ It is Greater Sudbury's largest music festival
- ❑ A good portion of Summerfest's Budget is spent locally



Impact of Amended By-law

Creates a law that will prevent carnivals from coming to the City of Greater Sudbury:


- ❑ Other communities close to Sudbury have events that host carnivals on City property (North Bay's Fun in the Park; Barrie's Kempenfelt Festival) <http://www.worldsfinestshows.com/events.asp>
- ❑ Sends a message to events and tourists that the City is not open for business
- ❑ Places increased pressure on private sector to 'back' events as they would now be the only 'approved' location
- ❑ Makes it more difficult for events in the CGS to compete with neighbouring cities



Impact (Cont'd)

Significant impact on draw for a community festival:


- ❑ Reduces interest for families and children
- ❑ A major aspect of programming has to be mitigated
- ❑ Volunteer requirements will increase
- ❑ Logistical issues will increase



Impact (Con't)

Significant impact on revenue for a community festival

- ❑ Reduced draw results in reduced interest from vendors & sponsors
- ❑ Impairs Summerfest's ability to compete for grant dollars
- ❑ Loss of ground revenue as a result of City staff directive in 2011 and 2012
- ❑ Now the proposed loss of annual carnival revenue (appx \$6000)
- ❑ Summerfest may have to incur increased expenses to replace programming



Impact (Cont'd)

Communicates to Volunteers and Citizens

- ❑ That the city does not value Summerfest and what it brings
- ❑ That it does not values volunteerism
- ❑ That the city is creating barriers and hurdles
- ❑ That it is willing to risk permanently losing Summerfest
- ❑ That Bell Park does not belong to all of Greater Sudbury



Community Support

- Summerfest's fan base has grown exponentially over the years, as a result of the improved programming – including a carnival
- It is projected that approximately 20,000 people visited the 2012 festival
- With the same programming format Summerfest anticipates an increase of community participation in 2013, in line with the growth it sees each year
- Summerfest is backed by multiple sponsors who see the value of this festival and the positive impact it has on their business.
- Petition campaigns support Summerfest's Carnival
- News articles discussing this issue provided proof positive of citizen support of both Summerfest and its programming



Options

- ❑ Allow for flexibility for future events by not moving forward on this strict by-law amendment
- ❑ Respect existing events and the impact this proposed change will have on them by protecting the status quo (grandfather clause)
- ❑ Consider what the real reasons are behind this amendment and what the possible benefits are to approving this amendment; and consider what the risks are if the amendment is not made.



Conclusion

Summerfest organizers host this annual event for no other reason than our personal belief that we each need to create the kind of community we want to live in. Efforts by volunteers come with an incredible investment of time and personal financial contributions.

This issue has hit the heart of organizers. If this by-law amendment is approved, organizers are contemplating ending this festival in the face of increasing barriers, arbitrary decision making and financial costs imposed by the City.

As a volunteer event that has benefit to the city's economy and culture, the city should be one of its biggest partners, not its biggest opponent.

Thank you,
Sudbury Summerfest