

Community Festival & Events Policy

Effective:	August 17, 2022	Supersedes:	CP No. G006
Applicable to:	Festival and Event Organizers	Authority:	Leisure & Community Services

1.0 Overview

The purpose of this policy is to establish guidelines for the management and support of Third-Party Events within the Town of Whitchurch-Stouffville. The Town’s growing and diverse community will continue to create changing demands for access/use of Town facilities, services and equipment and as a result, the Special Events Policy is being updated to address the increase demand and support required to operate these events and updated health & safety requirements. The Policy will also establish and outlines clear processes, responsibilities, documentation, and requirements for both Town staff and Third-Party Organizers

2.0 Policy

The Special Events Policy is designed to:

- Establish the process for intake, review and approval from required Town stakeholders (Public Works, By-Law, Facilities, Parks, and Fire).
- Establish clear processes, responsibilities, documentation, and requirements for both Town staff and Third-Party Organizers
- Provide guidelines for fair, equitable, transparent and consistent decision making and access;
- Establish equitable criteria and procedures for the reservation and use of parks and/or facilities for special events; and
- Ensure that the Town’s parks and facilities are used for the benefit of the entire community.

The objectives of this policy are:

- To define the Town’s role in Event Support, to ensure that Community Groups offering a special event are aware of available resources;
- To determine the level of Town support provided and allocation of resources.
- To outline the applicable event charges to the Third-Party Event Organizer,

so that events and fees can be planned accordingly;

- To enhance Communication among community organizations, Town Council and staff.
- To ensure Facility Permit Conditions and Regulations are followed during special events, which includes applicable Town policies, by-laws, health and safety requirements, permit/rental contract agreements and provincial regulations;

To establish clear and consistent methods for members of the community to request space for an event, equipment and resources

3.0 Definitions

Type of Events

Town-run Event

Festivals or events open to the public co-ordinated by Town staff conducting all planning, organizing and implementation.

Third-Party Events

Festivals or events open to the public co-ordinated by a separate committee, conducting all planning, organizing and implementation, with support and co-ordination from Town staff.

Events involving alcohol

- No exceptions to license requirement
- A Special Occasion Permit (SOP) is required from the Alcohol & Gaming Commission of Ontario (AGCO) whether liquor is being sold or offered for free - i.e., sale or no sale.
- See the Municipally Significant Public Event Policy (Appendix D) and the Municipal Alcohol Policy.
- Please see security requirements (pg. 8)

Types of Town Support

Direct Operational Services

Parks and Operations staff may be required to redirect their regular work activities to event support and/or perform overtime hours of work. Staffing costs may be applicable within event permit and fees will be based on User Fee Schedule and Rate Card

Indirect Operational Services

Indirect hours of support provided by other staff members and departments prior to, during or concluding events with respect to support and co-ordination. Staffing costs may be applicable within event permit.

Partnership Support

Direct-hosted, partnership, and community development events requiring dedicated time from full-time, part-time staff, and/or volunteers at varying degrees depending on the size and needs of the event.

Member of Council Event Support

Town staff assist in the facilitation of these events by performing various tasks/functions including event planning; liaising between the organizing group and the Town; marketing and communications; volunteer support and training; logistics; and ensuring adherence to Town policies including risk management, etc.

Other**Resident**

Individuals (18+ years) who reside in the Town of Whitchurch-Stouffville requesting a facility permit for private functions and/or Special Events permit.

Non-Resident

Individuals (18+ years) or groups who do not meet the residency requirement.

Community Group (CG)

A Town approved, Stouffville based, not-for-profit community organization / group run by an elected and volunteer board of directors whose prime purpose is to provide recreation, heritage, leisure or community services to the residents of Stouffville. Groups must be comprised of 75% residents except in the case of minor sports groups (aged 18 and under).

Any user group wishing to make an application for user group status must meet the application requirements, terms and conditions and eligibility criteria as defined in this Policy. Approval of user group status is solely at the discretion of the Director of Leisure & Community Services.

Town of Whitchurch-Stouffville

Town of Whitchurch-Stouffville, Whitchurch-Stouffville Public Library, Whitchurch-Stouffville Museum & Community Centre, and 19 on the Park, the Lebovic Centre for Arts and Entertainment, for the purposes of conducting Town of Whitchurch-Stouffville business or program rentals only.

Commercial Group

Those persons, groups, associations, corporations etc., who do not meet the outlined criteria.

Volunteer

Those individuals, who for no financial gain, play a key role in improving and building a strong community via events, festivals and tournaments. Volunteers can conduct a wide range of activities, including but not limited to planning, organizing and implementing, crowd and traffic control, clean up, first aid, refreshment sales, registration, etc.

4.0 Procedures

4.1 Event Support

Third-Party Events are events are run by third-party community organizations with support, guidance and direction from Town staff. There are also major events conducted directly by the Town mostly through Leisure & Community Services, and more recently through the Heritage, Events and Theatre Operations Division.

Event Application

- When applying to host a third-party community event, event organizers must complete the Community Festivals and Events Application form, which outlines all details and requirements for the event. Applications will be vetted through an approval process, that will take into consideration size of event, resource requirement, available space, etc.
- Applications will be reviewed with site plans and supporting documents (i.e., insurance, SOP, noise exemption, permits, and emergency safety plan).
- Application timeline will apply, please refer to Community Festivals and Events Application Form for details. Applications received outside of timeline, may be declined.
- Community Event Applications will be circulated to required Town staff for review, comments and/or approval.
- Town staff may reach out to Community Event Applicants to confirm details of Application form.
- Once the Community Event Application is approved, Town staff will liaise with Community Event Organizer to confirm event logistics, site plan, resources requirements, York Region Public Health requirements, and other relevant details.
- Applicable fees will be required when application is confirmed/approved.

Town Resources and Services

- Town Resources and Services that are available include:

- Event area set-up, clean-up, picnic table and garbage bin delivery, grass cutting and prep, fencing, signage, barricades, stage set-up and take down, water hook-up, electrical access and hook-up
- For larger events, on-duty staff to monitor, clean washrooms, remove garbage, assist with set-up and respond to unanticipated requests from the event promoters.
- Town staff support in an advisory and liaison capacity.
- For larger events, a staff liaison may be arranged:
 - To assist with arrangements for Town resources (i.e., equipment, electrical requirements, deliveries, etc.);
 - To confirm availability and assist with the booking of Town facilities; and
 - To obtain site maps for road or park locations.

Please Note: Applicable fees may be required for resources and services. These fees will be outlined in the Community Event Permit/Agreement.

Equipment

The following is a list of equipment that groups may request from the Town of Whitchurch-Stouffville, together with fees, if applicable:

- Picnic Tables
- Folding Chairs
- Stage
- Garbage and Recycling Receptacles
- Fencing/Barricades
- Folding Tables

Event Promotion and Marketing

For further details on communication and promotion, refer to Admin Policy 71.

Available event marketing channels are as follows: On the Road, Mobile signage, and over the road banners. These promotion options must be requested by the event organizer and will require approval from Town staff. These requests will be approved based on availability and eligibility criteria determined by the appropriate department. Additional fees may apply and will be the responsibility of the applicant.

4.2 Event Criteria

A Community Event application submitted to the Town for approval must meet specific criteria to be eligible for a permit, including compatibility with the provisions of municipal, provincial and federal laws as well as in accordance with rules and regulations administered by the Town's by-laws, York Regional Police and York Region Public Health.

Applications will be evaluated by the Town to ensure applications meet criteria and to ensure the success of the event.

To be considered for a permit, a Community Festivals and Events must provide a meaningful benefit to the community and must have a direct impact on one or more of the following areas:

- arts and culture;
- education;
- health and wellness;
- physical fitness;
- enrich the character and identity of the Town;
- create unique or innovative experiences;
- contribute to programming in slow seasons;
- extend the overall range and mix of programming in the Town;
- bring visitors from outside of area (Tourism)
- be openly accepting and inclusive of all multicultural community members

4.3 Event Criteria for Allocation

Event status will be granted in a fair and equitable manner. When requests are submitted for Community Events, the criteria used will be based on several different considerations, including but not limited to:

- Nature and type of event/activity;
- Organization requesting the event;
- Space/staff/equipment availability of event date requested;
- Fulfillment of event requirements outlined in the Community Event Application
- Benefit and/or enhancement of the community.

Event date allocations will be considered on the previous year's allocation. The Town reserves the right to determine final event allocations. The Town will make every effort to accommodate dates and/or times of requested events, however facility/space allocation remains at the sole discretion of the Leisure & Community Services department.

Food Vendors participating in Community Events shall have permission in writing from the organizers of the events to sell within the designated area. Food Vendors will be required to complete the York Region Public Health form, provide proof of insurance and compliance with the WSFES Fire Safety Bulletin.

Where demand exceeds supply or to settle a dispute between equally qualifying groups, the Director, Leisure & Community Services or designate will determine the process to be used to allocate time/space for events.

4.4 Financial Implications for Community Festival and Event Organizers

When budgeting for an event, there are some operating costs to be aware of:

- Third party liability insurance coverage is mandatory for event organizers and their vendors. All groups providing public events on Town property, must obtain insurance in the amount of \$5 million liability, in advance of their event, naming the Corporation of The Town of Whitchurch-Stouffville as an additional insured for the operating period, with a hold harmless clause contained within the permit;
- A Certificate of Insurance must be provided in advance of the Town of Whitchurch-Stouffville for review and approval by Town staff;

- Groups are required to purchase additional insurance for fireworks;
- All events serving alcohol, must have a Special Occasion Permit, as per the Municipal Alcohol Policy;
- To charge admission to a Town of Whitchurch-Stouffville park, special permission from the Director of Leisure & Community or his/her designate, is required;
- Lottery licences may be issued to eligible users as per the Alcohol and Gaming Commission regulations through the Clerks Department;
- All events selling food to the public shall ensure that all equipment and food handling processes comply with standards established by the Medical Officer of Health.
- If the event organizers/organization has Community Group (CG) status and is hosting an event that is raising money for a charitable organization, and the CG can provide proof from the charitable organization that it donated 50% of the value of their full permit costs, the Town will reimburse the CG 50% of its total rental cost for that event, to a maximum of \$2,500 per CG per year. Eligible costs for reimbursement include:
 - Use of a Town-owned facility, park, or community space
 - Resource and equipment rentals/service
 - Town staff (\$400 maximum)

4.5 How to Apply to Run and Event in the Town of Whitchurch-Stouffville

- Complete a Community Festivals and Event Application - additional documentation will be required such as insurance, SOP, noise exemption, permits, and emergency safety plan;
- Forward your application to the Events team, by email to events@townofws.ca, or in person at Customer Service at Town Hall (111 Sandiford Dr., Stouffville, Ont., L4A 0Z8);
- Events requiring a Special Occasion Permit to serve alcoholic beverages will need to be deemed Municipally Significant as per the Municipally Significant Public Event Policy (Appendix D). Based on the Community Event Application, Town staff will liaise with Community Event Organizers to fulfill this requirement.

Application Deadlines:

All applications requesting an event, must be received by the Town:

- 30 days prior if fewer than 100 people per day are expected
- 60 days prior if between 100 and 500 people per day are expected
- 90 days prior if between 500 and 5,000 people per day are expected
- 120 days prior (at least) if more than 5,000 people per day are expected

Community Festivals and Events can only be booked one year in advance from the date of the event.

NOTE: An event is not confirmed until completion of application review and approval, full applicable payment received and signed agreement between Community Event Organizers and the Town.

Accountability:

As approved by Town Council, the Director of Leisure & Community Services, with the Heritage, Events & Theatre operations division is responsible for ensuring the administration of the Community Festivals and Events Policy.

Alcoholic Beverages/Smoking

Refer to Municipal Alcohol Policy and Municipal By-laws

Security

The Town of Whitchurch-Stouffville reserves the right to require police supervision or security staff at any event at the expense of the applicant. The Town of Whitchurch-Stouffville reserves the right to require a security deposit for any event.

Cancellations/Changes

The Town of Whitchurch-Stouffville reserves the right to cancel this permit should there be a breach of any conditions or regulations as required. Facility permits may be cancelled on short notice due to mechanical failures. The Town reserves the right to change the permit as required without approval of the permit holder. The Town of Whitchurch-Stouffville shall not be liable in

any manner whatsoever for any losses, claims or damages resulting from such changes or regulations.

The Town of Whitchurch-Stouffville must be notified in writing of any cancellations at least 30 days in advance. Any cancellations within 30 days, refunds will be made less 20% of permit amount

5.0 References

Appendix

- A. Municipally Significant Public Event Policy

Appendix A

Municipally Significant Public Event Policy

Policy Purpose

The Corporation of The Town of Whitchurch-Stouffville recognizes the importance of public community events that are provided in a safe environment having regard for Provincial regulations pertaining to the inclusion of liquor related activities.

Municipally Significant Public Events

Public events that are held within the Town of Whitchurch-Stouffville that are made available to the public at large that:

- Enhance or promote a community asset
- Encourage, attract and promote community involvement, participation at little or no cost;
- Partner with and/or provides a venue for local businesses, organizations and residents to form part of the activities

Processing of Applications

In accordance with *Regulation 389/91 of the Provincial Liquor Licence Act (Special Occasion Permits)*, all public events to be deemed “Municipally Significant”, the applicant must give written notification before the event is to take place to the Director of Leisure & Community Services:

- 30 days before the event is to take place, if it is expected that fewer than 5,000 people will attend the event; or
- 60 days before the event is to take place, if it is expected that 5,000 people or more will attend the event.

Application Requirements

Applications must include the following items in order to be processed in a timely manner. Incomplete applications will not be processed and will be returned to the applicant.

- Name and contact information of the event organizer, association, organization;
- Description of the event including entrance fees and activities;
- Logistics: Location, setup including area where alcohol is to be served, security, number of servers;

- Date and time of the event and times when alcohol will be served;
- Purpose of the event and how it benefits the community of Whitchurch-Stouffville.
- Proof of insurance naming the Town of Whitchurch-Stouffville as an additional insured.

Delegation & Dispute

The Director of the Leisure & Community Services Department of The Corporation of The Town of Whitchurch-Stouffville is delegated the responsibility to process applications in accordance with this policy and shall notify Council of all applications. Any person wishing to dispute the Director's determination that an application does not meet the requirements of this policy and as such must be denied, shall address Council in accordance with the Town's Procedural By-law pertaining to Delegations. Council will then make a determination regarding the issue.