



The Corporation of the Town of Milton

Report To:	Council
From:	Joy Anderson, Director, Culture & Community Investment
Date:	April 15, 2019
Report No:	COMS-004-19
Subject:	Events Framework
Recommendation:	THAT the Events Framework attached as Appendix A to report COMS-009-19 be endorsed.

EXECUTIVE SUMMARY

Events can be a powerful tool for building civic pride and connecting people. More than 90 events were supported by the Town in 2018, and the number of opportunities for the community to come together through events continues to grow.

The municipality currently invests a variety of resources to support community events in/on town-owned spaces, roadways and private venues. Staff have developed an “Events Framework” in accordance with Destiny Milton 3 to provide a clear mechanism of classifying events and associated supports so that the role of the municipality and event organizers is better defined.

REPORT

Background

Over the past few years, the Town has seen significant change in the special events landscape. Between 2015 and 2018 the number of events occurring in Milton increased by over 200% and continued growth is anticipated.

The municipality currently invests a variety of resources to support community events. The Town of Milton Leisure and Library Action Plan, approved in 1995, recommended the Town serve primarily as a resource to other community organizations and volunteers who take on the responsibility of events. Staff have received no further direction and continue to serve according to this plan.

The Plan further directed the Town to only provide special events directly if they have a) economic benefits (such as provincial or national events); b) meet broader objectives (e.g. community interaction) or c) are revenue positive. The Town has



The Corporation of the Town of Milton

since been involved in a number of national events (e.g. Olympic Torch Relays, 2015 Pan/Parapan American Games, Hometown Hockey) and has worked to facilitate the efforts of community groups and other agencies to offer events.

To avoid confusion in reviewing the new events framework, the Community Services Department provides a variety of programs that are not defined as events; however, provide additional recreational opportunities for the community. Examples of this programming include: Family Day, March Break, and the Seniors' Activity Centre Open House.

The Town has been proactive in working with event organizers to support the coordination of events happening within the municipality. In light of the increasing number of events, a Special Events Review Team (SERT) was established in 2016 to improve the dialogue between everyone involved in planning events including organizers, host venues/property owners, and government agencies responsible for public safety.

SERT members meet seasonally to review events being planned by private operators, volunteer boards and community groups. The composition of the SERT includes but is not limited to: Community Services, Corporate Services, Engineering Services, Executive Services, Fire, Planning and Development, Halton Regional Police Service, Halton Region Emergency Medical Services, Halton Region Health Department, Halton Region Waste Department, Conservation Halton, Niagara Escarpment Commission, and the Regional Tourism Association.

SERT aims to increase communication and coordination amongst key stakeholders, minimize potential conflict between events/venues, assist in marketing and promotion, optimize planning, and support event organizers through the permitting process.

To date, municipal event support and a classification of events have not been clearly defined, and as a result SERT has been providing support to events ad hoc.

Discussion

Events help foster community involvement, provide recreation and entertainment opportunities, improve quality of life, and provide economic benefits. At the same time, if not adequately planned, events have the potential to impact public safety, strain public resources, and negatively impact the community.

Staff have developed a framework to provide a clear mechanism of classifying events and associated supports so that the role of the municipality and event organizers is better defined. Event planning should run more efficiently as Town staff and event organizers have a defined knowledge of what is expected of them and what resources are available.



The Corporation of the Town of Milton

The event framework has the following objectives:

- To clearly define the role of the Town and community partners in events and to ensure that consistent standards and services are offered to all event organizers. (Destiny Milton 3)
- To ensure that event organizers/host venues are aware of the regulations and the processes for obtaining approvals as well as best practices for event management.
- To consult with event organizers/host venues on potential conflicts between events in order to support their success.
- To ensure that the Town, emergency response providers, and other agencies are aware of events taking place within the municipality, and that risks to the public are mitigated.
- To foster a collaborative model in planning to address the above and to assist in the promotion and overall benefit to community.

These objectives are achieved through the event framework, special event application form, and special event manual.

- The special event application form acts as both a notification to the Town that an event will be taking place within the municipality, and if being held on public lands/property, the form also acts as an application/approval process for the permitting of the facility, park or roadway.
- The special event manual outlines processes, regulations, and best practices to assist event organizers in the organization and successful delivery of their event. This resource has been developed by the Town with input from the Halton Regional Police Department, Halton Region Emergency Medical Services, Halton Region Health Department, and Halton Region Waste Department. A special event resource is best practice for municipalities.

The framework and manual set out requirements for notification to the Town and requirements associated with events taking place on public and private property. For events on private property, the intent of the application is not an approval process, but rather a mechanism to confirm the responsibilities of event organizers and venue hosts and to transfer accountability. Upon review of these events, the Town may require additional safety and security precautions for events taking place on private property. Event organizers are responsible for all associated costs and adherence to Town requirements.

Events taking place on public property or private and public property continue to require formal municipal approval for a permit, which has been the practice for several years. The event framework contained in Schedule A details additional supports available to Town affiliated organizations in the delivery of events, e.g. waived permit fees to ensure a fair and consistent approach. Affiliated organizations are local, not-



The Corporation of the Town of Milton

for-profit, volunteer-based organizations and service clubs who provide and support leisure activities for Milton residents.

Staff Resources:

Municipal resources dedicated to the support of events at this time is minimal in comparison to our neighbouring municipalities who have invested significant staff resources to be more deeply involved in supporting the community and to engage in the direct delivery of events. In Milton, current support includes:

- Allocation of 40% of workload within the Supervisor, Community Development position to provide the support to event organizers and property owners as outlined in the event framework.
- Representation on SERT by numerous departments and processing of required permits and by law adherence associated with specific legislative requirements.

The Supervisor, Community Development, provides event organizers with a link to all Town departments and ensures a coordinated municipal response. The position supports the safe coordination and implementation of new events, while building on, and supporting, the success of existing events in the municipality.

Downtown Milton Street Festival:

At this time, the Town does not directly deliver events with the exception of co-hosting the Downtown Milton Street Festival (DMSF). The DMSF began in 2007 in celebration of Milton's 150th anniversary and at the time, few annually recurring events were taking place in the municipality. The DMSF has been a successful catalyst, a progenitor, for other events in Milton. The event is well received by the community and falls within the Town sponsored event category. Town staff are currently working with the Downtown Milton Business Improvement Area (DMBIA) staff to confirm how the municipality can continue to best support this local board with efficient planning and delivery of the DMSF going forward.

Currently, planning is well underway with Town staff working with DMBIA staff to organize the 2019 Festival. Following an evaluation of this year's Festival, staff will work together to confirm requirements and roles for the future. A memo outlining the plan for 2020 will be provided to Council by September, 2019, and financial requirements will be included in the recommended 2020 operating budget for Council's consideration.

Direct Delivery:

Staff recommend continuing with the direction of the Town serving as a resource to organizations that deliver events. Volunteers and non-profit organizations



The Corporation of the Town of Milton

overwhelmingly and successfully organize a large number of events and this model connects residents and builds community capacity. Staff resources, in-kind, and cash support are the best mechanisms for supporting the whole.

Should Council determine an interest in further investment to support event delivery in our community, a coordinated program of events with additional staff resources and/or increased financial support for event organizers could be explored. If there is an interest in the Town directly delivering events or sponsoring more events, Council direction to staff would be required to ensure that the appropriate level of funding is identified in annual operating budgets to support the shift.

Summary:

The recommended Event Framework defines staff support and expectations for event organizers and venue hosts. Staff will continue to work with these stakeholders to ensure understanding of their respective event categories and responsibilities. A review of policies and processes will be undertaken to improve efficiency and further reduce any perceived “red tape”.

Financial Impact

There is no financial impact associated with this report.

Respectfully submitted,

Kristene Scott
Commissioner, Community Services

For questions, please
contact:

Joy Anderson Phone Number 905-878-
7252, ext. 2529

Attachments

Appendix A: Events Framework

CAO Approval
William Mann, MCIP, RPP, OALA, CSLA, MCIF, RPF
Chief Administrative Officer

Town of Milton Event Framework

Updated: March 25, 2019

Background:

Events can be a powerful tool for building civic pride and connecting people. Events help foster community involvement, provide recreation and entertainment opportunities, improve quality of life, and provide economic benefits. At the same time, if not adequately planned, events have the potential to impact public safety, strain public resources, and negatively impact the community.

The Town works with event organizers to assist their implementation of new events, while building on, and supporting, the success of existing events held in the municipality. Types of events have included art/craft shows/bazaars, cultural celebrations, fairs, festivals, parades, picnics, sporting events/tournaments, trade/car shows, and walks/runs/rides.

The Town commits staff resources to work with event venues and organizers to mitigate potential adverse impacts to the community. Over the past two years, the Town has worked with local businesses, event organizers/volunteers and venues, emergency service providers, and regulatory agencies to put together a framework, resource manual, and online application form for the management of events in Milton.

This framework aims to be flexible with the ability to be modified as a result of learning outcomes and a rapidly changing community and events landscape.

Guiding principles:

- The Town is committed to ensuring that events occurring in the community contribute to quality of life and are safe.
- The Town is committed to supporting event organizers in delivering events to the community, which connect our community and celebrate local culture.
- It is important for the Town to have a way to establish and support events in the community. Pages 3-5 outline categories for events, designed to help event organizers see how they fit and what levels of support they can expect from the Town.

Objectives:

- To clearly define the role of the Town and event stakeholders in events and to ensure that consistent standards and services are offered to all event organizers.
- To ensure that event organizers/host venues are aware of the regulations and the processes for obtaining approvals as well as best practices for event management.
- To consult with event organizers/host venues on potential conflicts between events in order to support the success of events.
- To ensure that the Town, emergency response providers, and other agencies are aware of events taking place within the municipality, and that risks to the public are mitigated.
- To foster a collaborative model in planning events.

An event is defined as follows:

1. An event taking place on public property (e.g. at/on Town facilities, parks and roadways or other municipal properties) where one or more of the following criteria is present:
 - Open to the general public, with or without, an admission fee;
 - Advertised through newspaper, website/social media, site signage, etc.;
 - Includes a Letter of Municipal Significance (serving alcohol);
 - Requires a Building Permit for tents, stages or other structures;
 - Could potentially involve a number of attendees that could not be managed on a roadway, facility/park without special measures being in place.

2. An event taking place on private property if one or more of the following criteria is present:
 - Has the potential to strain the community's emergency services response;
 - An event that will have a foreseeable impact on the regular flow of traffic;
 - An event that may adversely affect the Town of Milton community;
 - An event requiring the approval of a regulatory agency, e.g. Town, AGCO, Halton Region Health Department, which is outside the scope of typical operations.

3. An event to be held on both private and public property as described in sections A and B above.

Categories of Events:

Category A: Town Sponsored Events:

Town sponsored events include: Canada Day, Culture Days, Downtown Milton Street Festival, Milton Sports Hall of Fame Induction, Track Cycling World Cup, and Walk of Fame Induction Ceremony. These events are led by community organizations and the community benefits align with the Town’s strategic priorities.

What is Required	Funding Source	Staff’s Role	Council’s Role
<ul style="list-style-type: none"> • Staff would identify opportunities to sponsor events that align with strategic priorities and contribute to quality of life. • Once the event is sponsored, access to Town facilities, materials, and resources would be coordinated. • Event Organizer would apply for any required permits and applications. • Event Organizer would have their own event insurance. • Town would be acknowledged in all advertising. 	<ul style="list-style-type: none"> • Funding, including in-kind contributions, would be identified in annual operating budgets and reviewed during each budget review process to ensure appropriate costs were being allocated. • Event is not eligible for grants from the Milton Community Fund due to direct operating budget support. • Benefits of the Affiliation Program would apply to Event Organizers who have been approved for affiliated status. 	<ul style="list-style-type: none"> • Staff’s time to participate on the planning committee and/or provide information/guidance on the steps to safely and successfully coordinate the event. • Assigned staff person would be Event Organizer’s link to all Town departments. • Town staff would share the event through standard Town communications channels using information/collateral provided by Event Organizer subject to available resources. 	<ul style="list-style-type: none"> • To provide direction to staff regarding future events the Town will sponsor through the annual operating budget review process.

Category B: Events Hosted by Community Event Organizers/Organizations (Public Property):

Examples of existing events are: Annual Lions Wish Charity Slo-Pitch Tournament, MYRec MYFest, Santa Claus Parades, Remembrance Day Parade.

What is Required	Funding Source	Staff's Role	Council's Role
<ul style="list-style-type: none"> • Event Organizer submits a Special Event Application Form to Town. • Once the event is approved, access to Town facilities (as applicable), would be coordinated. • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in Events Manual in order to satisfy permit requirements. • Staff may ask Event Organizer to participate in a meeting with the Special Events Review Team. • Event Organizers must have their own event insurance. 	<ul style="list-style-type: none"> • There is no direct Town funding provided to Event Organizer. • Milton Community Fund grant, which is approved by Council annually, may be a funding option. • Benefits of the Affiliation Program would apply to Event Organizers who have been approved for affiliated status. • Any additional requests for support would require more specific direction from Council. 	<ul style="list-style-type: none"> • Staff is available to provide Event Organizers with information and/or guidance on the steps to successfully implement their event. • Assigned staff person would be Event Organizer's link to all Town departments. 	<ul style="list-style-type: none"> • To provide direction to staff regarding level of support staff will provide to Event Organizers. • Staff may ask Council to waive By-Laws, fees and charges and road closures on behalf of Event Organizer (as applicable).

Category C: Events Hosted by Community Event Organizers/Organizations (Private Property):

Examples of existing events are: Fall Fair, Rad Fest, Rib Fest, Steam Era.

What is Required	Funding Source	Staff's Role	Council's Role
<ul style="list-style-type: none"> • Event Organizer submits a Special Event Application Form to Town if the event meets in the definition on page 2 (above) • Upon receiving the completed Application Form, if appropriate, the Town would circulate the notification to the appropriate agencies. • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in the Events Manual. • Staff may ask Event Organizer to participate in a meeting with the Special Events Review Team. • Event Organizers would have their own event insurance. 	<ul style="list-style-type: none"> • There is no direct Town funding provided to Event Organizer. • Milton Community Fund grant, which is approved by Council annually, may be a funding option. • Benefits of the Affiliation Program would apply to Event Organizers who have been approved for affiliated status. • Any additional requests for support would require more specific direction from Council. 	<ul style="list-style-type: none"> • Where events are being held on private property, it is the responsibility of the host venue/property owner to ensure that the Event Organizer has complied with the regulations and processes outlined in the Events Manual. • Staff is available to provide Event Organizers/Host Venues with information and/or guidance on the steps to successfully implement their event. 	<ul style="list-style-type: none"> • To provide direction to staff regarding level of support staff will provide to Event Organizers. • Staff may request Council waive By-Laws, fees and charges and road closures on behalf of Event Organizer (as applicable).

Category D: Events Hosted by Community Event Organizers/Organizations (Public/Private Property):

There may be times when an event will take place on both public and private property (e.g. a cycling event that starts and finishes on private property, but a portion of the race is held on Town roads). In this instance, the Town requires that these events receive municipal approval

by completing a Special Events Application Form and Categories B and C will apply (as applicable).

Event Tools:

The following tools exist to support the delivery of events happening in Milton.

Policies/Legislation: Various as outlined in the Special Event Application Form and Events Manual.

The Special Events Review Team (SERT) is made up of staff and service partners who meet to review events in the municipality. Town departments service partners represented at the Special Events Review Team include but are not limited to: Community Services, Corporate Services, Engineering, Executive Services, Fire, Planning and Development, Halton Region Police Services, Halton Region Paramedic Services, Halton Region Health Department, Halton Region Waste Department, Conservation Halton, Niagara Escarpment Commission, and Regional Tourism Association.

The Special Event Application Form is intended to create a collaborative dialogue between everyone involved in the coordination of an event including event organizers, host venues/property owners and government agencies responsible for public safety, community by-laws and community development. This process is intended to:

- Increase communication and coordination amongst key stakeholders;
- Minimize potential conflict between events/venues;
- Assist in marketing and promotion;
- Optimize planning, and support event organizers through the permitting process;
- Minimize negative community impact.

The Form has been created to adjust to the amount of information required based on the size and scope of the event. The form acts as both a notification to the Town that an event will be taking place within the municipality, and if being held on public lands/property, the form also acts as an application/approvals process for the permitting of the facility, park or roadway.

The Events Manual is a resource guide providing information, processes and best practices to assist Event Organizers in the organization of their event. It includes information on the following key functional areas of event management:

- Insurance
- Site Plan
- Alcohol
- Structures and Temporary Structures
- Traffic Management
- Community Impact/By-laws
- Conservation Authority
- Public Lands/Facilities
- Risk Management
- Security
- Fire and Life Safety
- First Aid and Medical Emergencies
- Food Service
- Washrooms and Waste Management
- Marketing
- Benefits of Affiliation Program