



The Corporation of the Town of Milton

Report To: Council

From: Kristene Scott, Commissioner, Community Services

Date: March 27, 2023

Report No: COMS-006-23

Subject: Events Framework Update

Recommendation: THAT Council endorse the revised Events Framework attached to this report as Schedule A.

EXECUTIVE SUMMARY

- The Events Framework was endorsed by Council in April 2019 (COMS-004-19). It serves to define an “event”, as well as classify categories of events in Milton, the respective requirements, funding sources and staff support available within each event category.
- The Events Framework lends itself to supporting events through a fair and equitable process and has been updated based on key learnings since its implementation.
- The Town supported over 275 events in 2022 (public and private property); events hosted on Town property increased from 122 events in 2019 to 142 in 2022.
- Staff expect that the number of events hosted in Milton will continue to grow due to additional post-pandemic recovery, growing population and an increase in the quantity, and quality, of public event spaces available.
- The Town allocates resources to support events, and event organizers, in a variety of ways based on established categories within the framework.
- Under the direction of Council, staff serve primarily as a resource to community organizations and volunteers who take on the responsibility of events.
- Through the implementation of the Events Framework, staff have identified the following key learnings:
 - First time event organizers are largely unaware of the associated legislative regulations and requirements associated with hosting events.
 - Most event organizers are community leaders organizing events in their leisure time.
 - Event organizers need support to understand what requirements apply and who to contact.
 - Milton Community Park Picnic and Event Areas and future event spaces require adequate staffing as part of the planning and budget process to manage customer expectations

EXECUTIVE SUMMARY

- A fair and consistent process is critical to ensure that the Town’s limited resources can be distributed in a transparent and objective manner.
- Effective April 3, 2023, the Events Framework, will be updated to reflect that events on private property are the responsibility of the host venue/event organizer and therefore the responsibility to ensure legislative compliance for all requirements lies with them; Community Services staff will provide self-help resources, and be available in a consulting capacity. Private property events no longer require a Special Event Application (SEA) or Special Event Review Team (SERT) review.

REPORT

Background

The Town currently allocates resources to support events, and event organizers, based on the categories within the 2019 Events Framework. The Town of Milton Leisure and Library Action Plan, approved in 1995, recommended that 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 meet one of the following criteria:

- have economic benefits (such as provincial or national events)
- meet broader objectives (i.e. community interaction)
- are revenue positive

In 2019, Council endorsed an Events Framework (COMS-009-19). The Events Framework (Schedule B) outlines the categories of events, funding sources available, and staff and Council roles, respective to each category. The framework was created to be flexible so that staff could adapt to learning outcomes and a rapidly changing community and events landscape.

Events in Milton continue to grow, in both the number of events, as well as the potential number of participants at each event. In 2018, the Town supported over 90 events (on public and private property).

Table 1 - Events in Milton 2019 to 2022

Year	Events on Town property	Total events in Milton
2019	122	286
2020*	71	167
2021*	73	171
2022	142	279

*Pandemic

Background

In the framework, an event is defined by meeting any of the following criteria:

- Open to the general public, with or without an admission fee
- Advertised through newspaper, website, social media, signage, etc.
- Requires a Letter of Municipal significance, as required by the AGCO
- Requires additional permits/licenses (i.e. tent permit, stages, sales, etc.)
- Could potentially involve a number of attendees that could not be managed on a roadway, facility/park without special measures being in place
- An event that will have a foreseeable impact on the Town of Milton community (i.e. regular flow of traffic) An event requiring the approval of a regulatory agency (i.e. Town, AGCO, Halton Region Health Department), which is outside the scope of typical operations

This report will provide an update on the current landscape of events in Milton based on the learnings since establishing the Events Framework (2019).

Discussion

Based on the 1995 Town of Milton Leisure and Library Action Plan, and further endorsed by the adoption of the Events Framework, staff has been working under the direction of Council to serve primarily as a resource to other community organizations that take on the responsibility of hosting and executing events for the community.

The updated Events Framework (Schedule A), serves to define guiding principles for staff, when supporting events, as well as offering a matrix for categories of events and associated supports and responsibilities. The framework is intended to be flexible so that it may be modified based on best practices, learning outcomes and to best serve a rapidly changing community and events landscape, however from a fairness and equity perspective, it is important that those modifications are applied to all organizations in a consistent manner.

From 2019 to present, designated Community Services staff have acted as the prime liaison for all event categories. As the prime liaison, Community Services staff work directly with relevant internal departments, as well as external agencies (i.e. Halton Region, Halton Regional Police Service, etc.). Community Services staff also lead and coordinate event review with these partners through the Special Events Review Team (SERT). This lead role was necessary in order to arrive at the key learnings but is also unsustainable for staff and redundant as private property owners and event organizers are responsible to ensure legislative compliance for their own property and events.

Discussion

Resources and Supports for Event Organizers

As outlined in the updated Events Framework (Schedule A), there are three (3) main categories of events. Supports available to event organizers differ based on the category of event. The following table summarizes the types of Town supports that may be available to event organizers.

Table 2 - Event categories and available supports

Event category	In-kind budget contribution (identified in Town's operating budget)	Funding support via the Milton Community Fund/Small Grant Program (application and approval required - subject to meeting eligibility requirements)	Assigned Recreation staff person to act as liaison between Event Organizers and Town departments	Recreation staff available in a consulting capacity	Online workbooks and resources (curated by Recreation staff)
A - Town sponsored events	X		X		X
B - Events hosted by community event organizers/organizations on public property		X	X	X	X
C - Events hosted by community event organizers/organizations on private property		X		X	X

Event Organizers are encouraged to investigate other potential funding sources outside of the Town's available funding opportunities (i.e. provincial and federal grants).

Services in-kind are limited and only available for Town sponsored events due to lack of available resources both from an inventory perspective (i.e. barricades, picnic tables), as well as staff capacity. Event Organizers should consider tangible goods as part of their



Discussion

event budget and/or funding requests through the Milton Community Fund and/or Milton Small Grants Program, as sourced through private rental companies.

An example of the online workbook is included as Schedule C.

Town Sponsored Events

Town sponsored events (Category A - Events Framework) are events led by community organizations, with defined support from the Town (i.e. staffing, funding) and the community benefits aligning with strategic priorities. Council provides direction to staff regarding Town sponsored events through the annual operating budget process review. The following table outlines the 2022 Town sponsored events and the types of in-kind services that they each received.

Table 3 - 2022 Town sponsored events and in-kind services provided

Event	In-kind services provided
DBIA Summer Fest (formerly Downtown Milton Street Festival)	<ul style="list-style-type: none"> • Planning support • Event day support • Barricades, garbage cans, etc. • Fire truck and Transit bus displays • Volunteer support • Promotional support
Culture Days	<ul style="list-style-type: none"> • Venue at no charge • Planning support • Event day support • Promotional support
Track Nations Cup	<ul style="list-style-type: none"> • Venue at no charge • Planning support • Day of event support • Tech and IT support • Promotional support
Walk of Fame Induction Ceremony	<ul style="list-style-type: none"> • Venue at no charge • Planning support

Discussion

Sports Hall of Fame Induction Ceremony	<ul style="list-style-type: none"> • Venue at no charge • Promotional support
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The Town’s investment in these Town sponsored events is significant and include a combination of direct financial contributions as well as the dedication of resources and staff time. This may include incremental cost in the way of overtime, for example, as supplying resources such as barricades, fencing or other supports often occurs outside of normal staff work plans or working hours.

Events intake process

To ensure fairness and equity in the events process, event organizers follow the steps below:

1. Contact the [Facility Rentals](#) team directly to secure facility space
2. Complete the [Special Event Application](#) form
3. Complete all requirements, according to deadlines, as outlined by the Special Events Review Team

Facility rentals staff allocate event spaces based on a variety of factors, including:

- The Town of Milton Space Allocation Policy, which does consider provisions for emerging trends and changes in community interests
- Suitability of event location
 - Staff work with event organizers to consider the neighbourhood, noise levels, duration and timing of an event, parking requirements, etc. before permitting Town space.
- Day-of staff supports required/available
 - Ensuring that appropriate on-site resources are available to manage customer expectations.

Key learnings

Through the implementation of the Events Framework, staff has identified the following key learnings:

- Many, if not most, first time event organizers are largely unaware of the associated legislative regulations and requirements in order to minimize risk to themselves, the host property and the public.

Discussion

- Most event organizers are community leaders who aim to enhance community engagement through events. They often have other full-/part-time employment and organize these community events in their leisure time. As a result, event organizer experience is typically gained ad-hoc “on-the-job”.
- Event organizers need support to understand what requirements apply within the scope of their event, and who to contact for each of the requirements (i.e. specific Town departments or third-party organizations).
- Events hosted on Town of Milton property have increased from 122 events in 2019, to 142 in 2022. Continued growth is expected due to the creation of new event spaces (i.e. Milton Community Park Picnic and Event Areas), and increasing population.
- Milton Community Park Picnic and Event Areas were very popular in its inaugural 2022 season. The space is already experiencing high demand through the 2023 seasonal request period.
- New event spaces will require adequate staffing as part of the planning and budget process in order to care for public safety and meet customer expectations.

Events Framework updates

The Events Framework has been revised to reflect the learnings and updates as outlined in this report. The updated version splits the requirements for submitting a Special Event Application (SEA) and responsibilities for completing and confirming various regulations and requirements based on property type. Highlights of the changes are included in the table below.

Table 4 - Summary - Events Framework update (2023)

Events on Town property	Events on private property
Require an SEA	Do not require an SEA
Upon receipt of SEA, Community Services staff work with internal departments to confirm Town requirements and ensure approvals have been received	Event organizers are responsible to liaise directly with relevant Town departments for related regulations and requirements (i.e. building permits)
Will receive approval from Community Services staff upon completion of all requirements and prior to issuing final permits for facility space	Are the responsibility of the host venue/event organizer to ensure legislative compliance for all requirements
Special Events Review Team (SERT) will continue to meet and review event submissions	Will not be included in SERT review



Discussion

Updates within the Events Framework will be made effective April 3, 2023 and Community Services staff will assist with the transition to ensure that all event organizers, internal departments and regional partners feel supported during this time.

Community building through events as Milton grows

As events continue to play an important part of Milton's place-making landscape, staff will apply the updated Events Framework when supporting event organizers. The Events Framework also lends itself to supporting events through a fair and equitable process.

While Milton's growth presents tremendous opportunity for community building through events, it will be important to provide resources to manage customer expectations, ensure adequate response times and mitigate risks.

As seen in the Citizen Engagement Survey, residents rated "Community/People", "Services" and "Outdoor Items" to be their top three "Liveability" features in Milton. Events have the potential to increase satisfaction in each of these categories, and as such, it will be important to continue to provide support and resources to event organizers so that they can continue their meaningful work as community builders.

Financial Impact

Town sponsored events are supported through both the annual operating budget and the provision of in-kind services. Any material change in the cost or scope of these events is presented to Council for consideration in advance of approval.

Respectfully submitted,

Kristene Scott
Commissioner, Community Services

For questions, please contact: Christina Frizzell,
Manager - Recreation

Phone: Ext. 3206

Attachments

Schedule A - Updated Events Framework (2023)
Schedule B - Events Framework (2019)
Schedule C - Online Special Events Workbook



Approved by CAO
Andrew M. Siltala
Chief Administrative Officer

Recognition of Traditional Lands

The Town of Milton resides on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. We also recognize the traditional territory of the Huron-Wendat and Haudenosaunee people. The Town of Milton shares this land and the responsibility for the water, food and resources. We stand as allies with the First Nations as stewards of these lands.

Town of Milton Events Framework

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 provide and promote resources for best practices for event venues and organizers to access so that they may mitigate potential adverse impacts to the community. Over the past several years, the Town has worked with local businesses, event organizers/volunteers and venues, emergency service providers, and regulatory agencies to put together a framework, workbooks, 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 providing resources to event organizers so that they can have the knowledge and the tools to ensure that events occurring in the community contribute to quality of life and are safe.
- It is important for the Town to have a way to designate and support events in the community. Pages 2-4 outline categories for events, designed to help event organizers understand their responsibilities 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 have resources available to them so that they may be 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 to support the success of events.
- To provide relevant contacts for event organizers so that they can 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 if any of the following criteria are met:

- 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, as required by the AGCO;
- Requires additional permits/licenses (i.e. tent permit, stages, sales, etc.);
- Could potentially involve a number of attendees that could not be managed on a roadway, facility/park without special measures being in place;
- An event that will have a foreseeable impact on the Town of Milton community (i.e. regular flow of traffic);
- 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.

Categories of Events:

Category A: Town Sponsored Events

Town sponsored events include: Culture Days, DBIA Summer Fest, Milton Sports Hall of Fame Induction, Track Cycling Nations Cup, and Walk of Fame Induction Ceremony. These events are led by community organizations, with defined support from the Town (i.e. staffing or funding), 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 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 submits a Special Event Application Form to Town, if event is held on Town property. • Event Organizer would apply for any required permits and applications. 	<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 	<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 	<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.

<ul style="list-style-type: none"> • Event Organizer must have their own event insurance. • Town would be acknowledged in all advertising. 	<p>Program would apply to Event Organizers who have been approved for affiliated status.</p>	<p>Event Organizer, subject to available resources.</p>	
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Category B: Events Hosted by Community Event Organizers/Organizations (Public Property)

Examples of existing events are: Annual Lions Wish Charity Slo-Pitch Tournament, Radfest Santa Claus Parades, and 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. • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in Events Workbook 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. • Once all requirements are satisfied, the event is approved and access to Town facilities (as applicable), would be coordinated. 	<ul style="list-style-type: none"> • There is no direct Town funding provided to Event Organizer. • Milton Community Fund and Milton Small Grants Program, 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. • Staff are required to provide event approval, once all applicable criteria are met, in order for the event to proceed. 	<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, Steam Era.

What is Required	Funding Source	Staff's Role	Council's Role
<ul style="list-style-type: none"> • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in the Events Workbook. • Staff from individual departments may contact the Event Organizer regarding clarification or additional documentation required. • 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 and Milton Small Grants Program, 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, in a consulting capacity, and through the provision of self-help resources (i.e. Events Workbook) to provide Event Organizers/Host Venues with information and/or guidance on the steps to successfully implement their event. • It is the responsibility of the host venue/property owner to ensure that the Event Organizer has complied with relevant regulations and processes. 	<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 Workbook.

The Special Events Review Team (SERT) is made up of staff and service partners who meet to review events hosted on public property in the municipality. Town and Regional 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 on public property including event organizers, 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;
- 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 on Town property, and the form also acts as an application/approvals process for the permitting of the facility, park or roadway.

The Events Workbook is a resource guide providing information, processes and best practices to assist Event Organizers and Host Venues 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 and Communications
- Benefits of Affiliation Program

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

Introduction

The Town of Milton recognizes the importance events play in creating a vibrant community and contributions made by groups to provide a diverse range of events. Events make an important contribution to Milton residents' quality of life, and provide social and economic benefit.

The Town has developed this workbook to be a resource for you to help you deliver a safe and successful event for your attendees and the Milton public at large. It will help you to navigate the various requirements involved.

Event Requirements

The chart below is a list of potential requirements for most events. It can be used as a planning tool by reading the requirements below and determining which ones are applicable to your event. If applicable, check the box, and complete the matching action item(s).

Requirement (as applicable to your event)	Action Item	Due Dates
<input checked="" type="checkbox"/> Accessibility	<p>Event organizers delivering public events are responsible for providing inclusive and barrier-free environments for all visitors in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).</p> <p>For more information about how to make an event accessible, refer to the Government of Ontario's document Planning Accessible Events: So Everyone Feels Welcome.</p>	
<input type="checkbox"/> Alcohol Service and Sales	<p>Apply for a Special Occasion Permit (SOP) online for Public Event, Private Event or call 1-800-522-2876 (AGCO Customer Service for more information).</p> <p>If the AGCO requires that your event be designated as municipally significant, email your letter of request to Licensing@milton.ca including the following information:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Organization details (name, contact information, address) <input type="checkbox"/> A request to designate the event as municipally significant <input type="checkbox"/> Event details (event title, date, time, location) <input type="checkbox"/> Detailed description of the event <input type="checkbox"/> Brief description on how the event is of social and/or cultural and/or economic benefit to Milton <input type="checkbox"/> Expected # of attendees 	<p>60 days prior to your event: SOP application</p> <p>45 days prior to your event: Letter of Municipal Significance Request</p>
<input type="checkbox"/> Amusement Rides, Inflatables or Bouncy Castles	<p>Rides and or inflatable used at a public event must be TSSA licensed, set-up by a TSSA trained mechanic, employed by a TSSA certified company with TSSA mechanics on staff. For information, visit the Technical Standards & Safety Authority website.</p>	

<input type="checkbox"/> Animals (Live), Animal Rides, Animal Exhibits or Petting Zoo	Submit the Special Events Coordinators online application form and submit Animal Exhibit Information online application form via Halton Region's Requirements for Special Events Coordinators webpage .	4 weeks prior to event: Event Coordinators application & Animal Exhibit application
<input type="checkbox"/> Calendar	Promote your event for free on the online Community Calendar by filling-out the application form the same webpage .	
<input type="checkbox"/> Electrical Guidelines	<p>Electrical Safety Authority (ESA) inspections and permits are required.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Any setup that is considered more than simple plug-in and play, using standard configuration cords and receptacles; <input type="checkbox"/> Multiple generators; <input type="checkbox"/> Generators greater than 12kw or 120 / 240 volt is being used; <input type="checkbox"/> Any hard-wiring of a physical electrical connection to existing building wiring; <input type="checkbox"/> If Cam-lok connections, single conductor cables or pin and sleeve receptacles are used as part of installation; <input type="checkbox"/> Carnivals, trade shows, large scale events. 	6 weeks prior to event: Electrical Safety application
<input type="checkbox"/> Emergency Plan	<p>Organizers are obligated to adhere to Fire Code legislation. Designated emergency access / egress routes of 6m (18ft) must be maintained throughout the event. This should be clearly identified on the site plan and a traffic management plan (if a traffic management plan is required). All event organizers are encouraged to create an emergency plan prior to the event-taking place.</p> <p>The following is a list of things to consider and include when drafting your emergency plan:</p> <p>a) Identify procedures for dealing with:</p> <ul style="list-style-type: none"> • Medical emergencies • Fire emergencies • Lost child / persons • Weather related incidents • Crowd management / disorderly conduct • First aid management (It is recommended that organizers provide a certified first aid service onsite during the event e.g. St. John's Ambulance) • Evacuations • Bomb threats • Event cancellation • Traffic management (may be required) 	

	<p>b) Event emergency communication plan</p> <p>c) Roles and responsibilities of staff / volunteers / vendors etc. in an emergency capacity</p> <p>d) Whether paid duty officers and / or security are required</p> <p>e) Emergency training for staff / volunteers / vendors etc. and the content of the training</p> <p>f) Map identifying all areas (evacuation location, emergency access routes, road closures, first aid stations, lost child / person's areas, location of event staff, etc.)</p> <p>g) Contact information and schedule for all event staff on site</p> <p>h) Halton Regional Police Services (HRPS) will require plans at the pre-event planning phase if they are involved in the event, especially regarding:</p> <ul style="list-style-type: none"> • Routes • Evacuation (for outdoor events) / Evacuation • Rally / gather point for organizers and emergency management stakeholders at the event <p>i) HRPS / Town / Fire etc. can cancel the event at any time due to extreme weather conditions, risk to public safety etc.</p>	
<input type="checkbox"/> Filming Permit	<p>Commercial film companies and photographers may be permitted to use property under the jurisdiction of the Town of Milton for approved filming projects. Pre-approval of projects ensures that Town property and the rights, safety and privacy of the citizens of Milton are protected, while supporting this industry.</p> <p>Apply for a filming permit online</p>	14 days prior to filming: Filming application
<input type="checkbox"/> Fireworks and Fire Pits	<p>Organizers planning a public fireworks exhibition, must apply for a Permit as per the Fireworks By-law along with: For more information, review the Fireworks webpage.</p>	20 days prior to event: Fire application
<input type="checkbox"/> Food	<p>For food or beverages (either for sale or at no charge) to the public, Halton Region Health Department approval is required. This includes food trucks.</p> <ul style="list-style-type: none"> • Review the special event information at Halton Region's Health Department website. • Submit the online Special Event Coordinators Application Form. • In addition to acquiring Halton Region Health Department approval, food sales require a Transient Trader's License. See page 8 "Sales - Food or Goods / Retail" for instructions. 	6 weeks prior to event: Event Coordinators application
<input type="checkbox"/> Fundraising (Lottery, Raffles, Games of	<p>Raffle, game of chance, bingo or ticket draw, as per the Bingo / Lottery Licensing bylaw you must apply for a Lottery License.</p>	30 days prior to event: Lottery License

<p>Chance, Ticket Draws)</p>		
<p>✓ Infectious Disease Planning</p>	<p>You are responsible for ensuring your event complies with all requirements for infectious disease planning. For more information, visit Halton Region's website, or call 905-878-6000.</p>	
<p><input type="checkbox"/> Insurance</p>	<p>Events including Town of Milton licensing/permitting, you are required to provide a Certificate of Insurance to the Town of Milton Clerk's Department. Email the Certificate of Insurance to licensing@milton.ca.</p> <p>The Certificate of Insurance must evidence General Liability Insurance coverage with a limit of not less than \$5 million; however, higher insurance limits may be required depending on the nature of the event and the exposures involved.</p> <p>The Certificate must identify the following (or it will be returned to you for editing):</p> <ul style="list-style-type: none"> • The limit of insurance; • An indication that cross liability is included under the General Liability Policy; • The Corporation of the Town of Milton, 150 Mary St., Milton, Ontario, L9T 6Z5 named as an Additional Insured; • Description of event and activities being insured; • Dates and times of the event; • Policy number, policy period, policy type; • 30 days written notice of cancellation or material change in coverage; • Name, address, telephone number and signature of the authorized insurance representative; • Proof of host liquor liability insurance must be provided if the event involves the sale, service or consumption of alcohol. <p>The Town's interest in events occurring on private property are limited to those where:</p> <ul style="list-style-type: none"> • Organizer requires a Letter of Municipal Significance from the Town. In cases where the AGCO requires a Letter of Municipal Significance, a Certificate of Insurance will need to be provided containing all of the requirements mentioned above. • Organizer requires a permit or license issued by the Town. When applying for a license or permit (e.g. Transient Traders License), a Certificate of Insurance must be provided containing all of the requirements mentioned above. 	<p>30 days prior to event: Certificate of Insurance</p>

	<ul style="list-style-type: none"> Additional insurance may be required dependant on the event details (e.g. events with amusement rides). 	
<input type="checkbox"/> Music License	Previously recorded music, you are required to confirm if music licensing is required. If your music provider does not already have a license, you can apply for licensing directly to Entandem's website (a RE:SOUND and SOCAN company).	
<input type="checkbox"/> Events on Niagara Escarpment Development Lands	<p>Events happening on Niagara Escarpment Development lands that require Town of Milton licensing/permitting, you are responsible for providing a letter (supplied from the property landowner) with Niagara Escarpment Commission (NEC) approval;</p> <ul style="list-style-type: none"> <input type="checkbox"/> The NEC should receive the request for the letter from the property owner (Due 60 days prior to the event). <input type="checkbox"/> The organizer is responsible for submitting the NEC approval letter (as received from the property owner) to the Town of Milton <p>For more information, visit the Niagara Escarpment Commission's website.</p>	15 days prior to event: NEC approval letter
<input type="checkbox"/> Noise Exemption	No person shall emit, cause, or permit the emission of sound likely to disturb another between 9:00 p.m. and 7:00 a.m. of the following day. Organizers can apply for a noise exemption, which will be issued depending on the hours and scope of the event. Sound created by a special event (amplification of sound, including set up, testing and performance) will be limited to the hours as outlined in the Town of Milton Noise Bylaw . Organizers can apply via the Noise Exemption Application form .	15 days prior to event: noise exception application
<input type="checkbox"/> Police and Security	<p>Depending on the scope and complexity of the event, organizers may consult Halton Regional Police Services (HRPS) to determine if an event requires one of the following security solutions, and the specific roles and responsibilities required for the event:</p> <p>a) Paid Duty Officers - if organizers require paid duty officers, the following will need to be completed</p> <ul style="list-style-type: none"> Application to book a Pay Duty Officer Trespass to Property Act letter delegating authority to Halton Regional Police Services to remove unauthorized persons from being in attendance at your event. <p>b) Licensed Security Company - if organizers require a security company, HRPS can assist with recommendations on planning how to use security on</p>	30 days prior to event: Pay Duty Officer Application

	<p>its own or in conjunction with HRPS. Please note HRPS cannot recommend one security company over another.</p> <p>Costs associated with both options above are the responsibility of the event organizer. For more information, review the Halton Regional Police Services website.</p>	
<p><input type="checkbox"/> Roads: Closure and Traffic for Special Events</p> <p><input type="checkbox"/> Roads: Road Occupancy for Special Events</p>	<p>Road closures or road occupancy, you are required submit a Special Event Application Form.</p> <p><input type="checkbox"/> You must also submit a site/route map indicating (as applicable) the location of the road occupancy, boundaries of the road closure, type of barricades being used, and detail how these are being set up and supervised during the event. Organizers must also identify access points for emergency vehicles.</p> <p>For any road closure, the following is required (as determined by Traffic staff):</p> <p><input type="checkbox"/> Traffic Protection Plan prepared by a qualified contractor of Ontario Traffic Manual (OTM) Book 7;</p> <p><input type="checkbox"/> Advanced notification signage. This is required for all road closure no matter how many attendees are expected to attend the event;</p> <p><input type="checkbox"/> Delivery of road closure notices by the organizer to all residents / businesses directly effected by the closure - the Town must approve the notice prior to delivery.</p> <p><input type="checkbox"/> The Town of Milton's Fire Department requires that a 6m (18ft) emergency lane be provided and maintained in order to facilitate vehicles, equipment and operations during an emergency response.</p> <p><input type="checkbox"/> If the event is a new event with a road closure, a petition will be required to be signed by impacted residents/businesses.</p>	<p>60 days prior to event: Event Application</p>
<p><input type="checkbox"/> Route Map</p>	<p>For all events held on public property including parks, roadways (municipal / regional) and sidewalks, or other municipal properties; that are classified as one of the following event types:</p> <ul style="list-style-type: none"> • Running, cycling, walking events • Parades • Processions • Events involving road closures / occupancy <p>You are required to submit a route map via the Special Event Application Form showing the specific route (e.g. roads, sidewalks, etc.) being taken during the event; the start and end points; and any areas that may require</p>	<p>60 days prior to event: Event Application</p>

	additional resources (e.g. volunteers, security/paid duty police officers, barricades, etc.).	
<input type="checkbox"/> Sales - Food or Goods / Retail	<p>As per the Business Licensing Bylaw No. 024-2018, all transient sales of food / goods requires a Transient Trader’s license. “Transient Trader” refers to any person who offers goods, wares or merchandise for sale in any manner in the Town, either directly or by way of sample or catalogue for delivery later, other than on a permanent basis.</p> <p>To obtain a license, you must submit an application form along with:</p> <ul style="list-style-type: none"> • A full list of all vendors (food and retail), with contact information (food also requires Halton Health Department approval); • A statement in writing containing a full description of the goods, wares or merchandise to be sold or offered for sale under this license; • Submit written permission for the use of the property from the property owner, landlord or agent of the owner; • Submit a Site Plan indicating the setup of the event; • Ensure that each vendor has appropriate insurance coverage as per the insurance section of this manual. <p>Applicable license fees will apply. The fee will be waived for charities and non-profit organizations who provide appropriate documentation.</p>	30 days prior to event: Transient Traders application
<input checked="" type="checkbox"/> Smoking / Vaping Areas	Your event must comply with the Region of Halton By-law No. 40-20 for designated Smoking and Vaping in Public Places related to the event location.	
<input type="checkbox"/> Street Parties	<p>Street party, you must submit an application to close the road. The application will require: a petition of support of local residents who will be affected by the road closure; liability insurance to insure the event for the minimum amount of \$2 million, naming the Town of Milton as additional insured; and request the loan of two (2) sets of wooden barricades and "Road Closed" signs, for which a \$500.00 refundable deposit cheque will be required.</p> <p>For information / to apply, visit the Street Party Petition webpage.</p> <p>Street Parties may be eligible for funding. Visit the Milton Small Grant Program webpage for more information.</p>	4 weeks prior to event: Street Party application

<input type="checkbox"/> Sustainability	<p>The Town encourages organizers to provide opportunities to minimize the environmental impact of their events on the Milton community. In addition to the list of considerations below, organizers can review more ideas for sustainable event solutions on the Green Festivals website.</p> <p>Transportation: Organizers can encourage attendees to use sustainable transportation to and from the event by walking, cycling via Milton’s trails and bike lanes or Milton Transit.</p> <p>Waste Diversion: Organizers coordinating events requiring waste management services extending beyond what is available at the host location can inquire about additional support via Halton Region Waste Management Services. Application forms are:</p> <ol style="list-style-type: none"> 1. Review Halton Region’s Guidelines to Provide Waste Diversion Services at Community Events. 2. Submit a Community Event Waste Diversion Services request form to Halton Region. Confirm application approval status to the Town once it has been confirmed by Halton Region’s Waste Management Services. <p>Water: Encourage sustainable use of water by asking event attendees to bring their own refillable water bottles and by providing refillable water bottle stations.</p>	<p>6 weeks prior to event: Waste request form</p>
<input type="checkbox"/> Tents / Temporary Structures / Stages	<p>Temporary structures that are greater than the dimensions listed below, you must fill out an application on the Town’s Building Department webpage.</p> <p>Tents / Canopies less than 60 m² (645 ft²): As per the Ontario Building Code Act 1997, a tent or group of tents is exempt from the requirement to obtain a permit under Section 8 of the Act and is exempt from compliance with the Code, provided that the tent or group of tents are:</p> <ul style="list-style-type: none"> • Not more than 60 m² in aggregate ground area (aggregate ground area is the sum of the total area of all tents on site); • Not attached to a building, and; • Constructed more than 3 m from other structures. <p>Tents / Canopies greater than 60 m² (645 ft²): For event tent installation exceeding 60 m² in aggregate ground area, organizers will require a zoning certificate and a building permit. The Town of Milton Building Department will require details regarding the tent size, location of exits, and certificate of verification that the tent(s) used have been flame proofed in conformance with U.L.C. standard (CAN /</p>	<p>30 days prior to event: building permit application</p>

	<p>ULC-S-109-M), Standards for Flame Tests of Flame Resistant Fabrics and Films.</p> <p>IMPORTANT:</p> <ul style="list-style-type: none"> <input type="checkbox"/> It is the event organizer’s responsibility to that ensure all tents and canopies are securely weighted down with weights or sand bags to prevent injury and damage due to wind/weather. <input type="checkbox"/> Organizers must also ensure that the tent material meets the Ontario Building Code with regard to flame spread ratings. <input type="checkbox"/> Smoking and open flame devices are prohibited in tents. <p>Stage installation exceeding 10 m² (108 ft²): For event stage installation exceeding 10 m² (108 ft²), organizers will require a zoning certificate and a building permit. Stages that are incorporated into a truck trailer system and are license plated will not require permits (i.e. mobile stage).</p> <p>Locates: If the installation of any equipment requires any object to penetrate the ground. You must reserve the Locate Search appointment 30 days prior to your event with the results of this booking submitted to the Town of Milton. For information / apply review the Ontario One Call website, or call 1-800-400-2255.</p>	
<p>✓ Washrooms, Hand Wash Stations</p>	<p>You are responsible for ensuring your event has an adequate number of washrooms and hand washing stations available to serve attendees and reduce the risk of illness.</p> <p>There are many variables to consider when making this decision and consultation with a qualified company is recommended. Halton Region’s Requirements for Coordinators of Special Events webpage includes a washroom fixture chart by event attendance numbers.</p> <p>Organizers should have a back up plan for providing additional washroom facilities if the attendance exceeds the anticipated numbers and additional supports are needed on short notice. All units should be placed in strategic locations, easily accessible for all attendees and for servicing and maintenance during the event. Lighting of and around the facilities must also be considered for when an event takes place at night.</p>	
<p>✓ Waste Management</p>	<p>If required, you can contact Halton Region to arrange for additional waste pick-ups for your event by submitting a Community Event Waste Diversion Services request form.</p>	<p>6 weeks prior to event: Waste request form</p>

Thank you for reading all of the above requirements and information for hosting your event in Milton. Make sure to follow through on all items (with boxes you have checked) to ensure that your event is safe and enjoyable for involved.

Please see the following pages for contact information (should you have any questions) and promotional information for ideas and resources for promoting your event in Milton.

Event Contact Information

Special Events - Town of Milton:

- For general inquiries regarding Special Events, please email events@milton.ca or call 905-878-7252 x2616

Provider Information

Note: The Town of Milton does not have preferred providers for services at events. The below is a list of providers for event organizers to consider as a starting point only.

First Aid Provider:

- [First Response Ontario](#)
- [Halton Region Emergency Medical Services](#)
- [St. John's Ambulance](#)

Insurance:

- [Easy Insure](#)
- [EventInsure](#)
- [Event Policy](#)
- [Exhibitor Insurance](#)
- [GameDay Insurance](#)
- Marsh
- [PAL Insurance](#)

Shuttle Service:

- [Attridge Transportation](#)
- [First Student](#)
- [Milton Transit](#)

Waste Management:

- [Halton Region](#)

Review the full Special Event planning checklist by visiting the [Events Planning webpage](#).

Promotion

Promote your event! There are wide varieties of budget-friendly promotional opportunities available via the Town and local media organizations.

Advertising: The Town has a variety of paid advertising options available including print publications, rink board advertising, etc. For more information, visit the [Sponsorship and Advertising webpage](#).

Community Events Calendar: The Town of Milton has an [online Community Events Calendar](#), which is free to use for listing the event. Be sure to also list the event on other event calendars hosted by local media.

Cross Promotion: Organizers with events happening around the same time may find success in coordinating cross-promotional initiatives.

Media Release: Organizers can send a release and / or invitation to media about the event to local newspapers, magazines and radio.

Signage: The Town of Milton has a number of outdoor signs suitable for event advertising. Organizers can choose from a variety of locations in high-traffic areas to reach people in the community in a highly visible and cost-effective way. For more information, visit the Sign Rentals webpage. Sign rental requests can be submitted via the [Municipal Outdoor Sign Request Form](#).

Please note: Organizers planning to place promotional signage in the community prior to the event must submit a Sign Exemption to the Town's Road Fouling By-law for review. Note: The fee will be waived for Town Affiliated Organizations. Learn more about the [Affiliated Program at this webpage](#).

Social Media: Organizers can promote an event via social media profiles. Facebook events can be easily shared with other groups and organizations in the community. Furthermore, social media channels offer reasonable advertising rates to boost social media posts. Organizers can consult with social media providers to learn more.