

Events Policy

Presentation to
General Committee
June 17, 2013

AGENDA

- Introduction
- Purpose
- Event Trends
- Resources Utilized
- Value of Services Provided
- Risks & Challenges
- Policy Deliverables
- Next Steps

Introduction

- There has been a significant increase in the number and scope of events that have been held on City property and facilities since 2010.
- Events are a priority for the City of Markham and are an important activity to engage and inform the community.
- Increasing demand from event organizers for increased municipal services and increasing numbers of events with similar expectations places stress on the system.
- While staff are continuing to support these events, it is timely and beneficial to update the existing policy framework to ensure the support for events is consistent, fair, and equitable.

Purpose

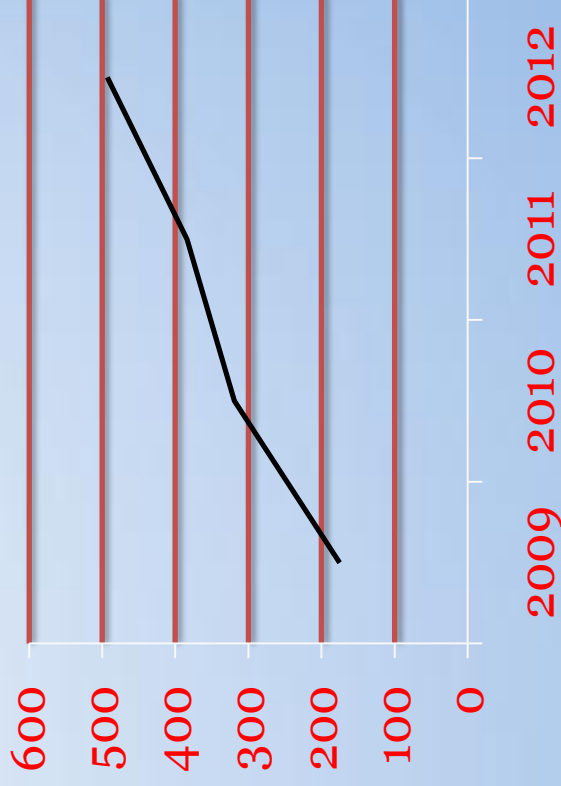
1. To provide an overview of the current status of events and event trends.
2. Outline the depth and nature of Markham resources utilized in the execution and management of events and the value of the services.
3. Highlight the policy direction and recommendations provided by the Events Working Group for future Council discussion.

Event Trends

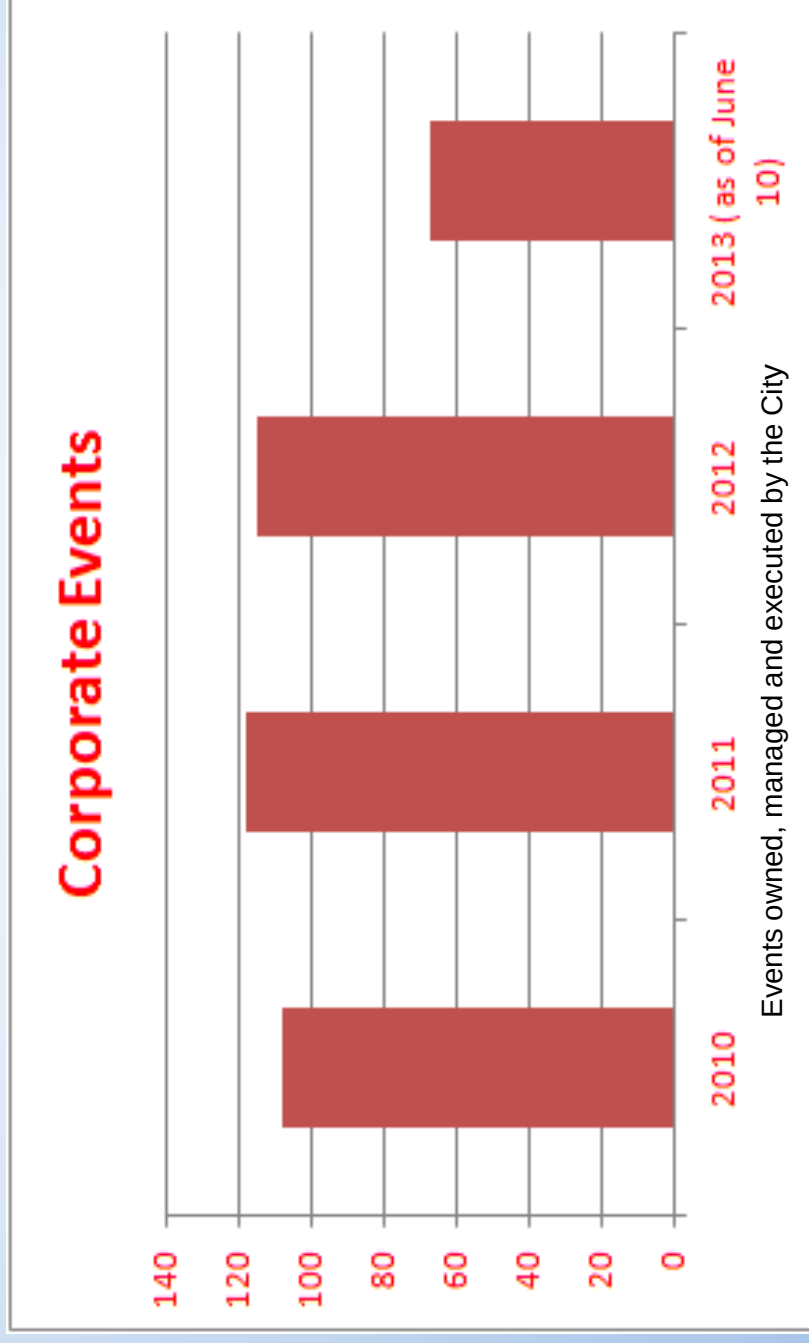
- Total Events Managed



- Total Event Attendance (000's)



Event Trends



Note: Four new Civic Centre annual Events since 2012 account for approx. 170,000 attendees (Night It Up, Ribfest, Sedan Chair Challenge, Children's Festival)



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Resources Utilized Across Departments

Fire & Emergency Services

- Safety Trailer, Fire Extinguisher Trailer, Tents, Display Graphics, Literature, Photographic/Video Equipment, Public Address System, Podium, Vehicles, Promotional Items, Review Permits, Site Plans and Traffic Management Plans, Site Inspections
- Staff and Equipment

Operations

Roads

- Road closures
- Traffic control
- Street cleaning
- Permits
- Waste management
- Spills clean-up
- Sign/Banner manufacture
- Installation
- Rental
- Parade & floats provision
- General maintenance
- Staff and equipment

Operations (cont'd)

Parks

- Supply, delivery & rental of tents
- Picnic tables, folding tables, chairs & benches
- Recycling & waste receptacles
- Stanchions & crowd control barriers
- Bleachers, stages, risers, podiums & sound systems
- Floral displays
- Waste management & litter control
- Generators
- Snow fence
- Construct & deliver parade floats
- Tower lights, banner/sign installation, pre/post event maintenance, staff & equipment

Fleet

- Safety clothing, pylons, flatbeds for floats, staff & equipment



Corporate Communications

Administer and oversee event application requirements including:

- Road use
- Civic Centre applications
- Community applications
- Millennium bandstand
- Banner requests
- Insurance validation
- Fees
- Security services
- Janitorial services
- Licensing
- Waste & recycling requirements
- Noise bylaw exemptions
- Public notifications
- Media monitoring & access
- Region approvals

Corporate Communications (cont'd)

Prepare work orders for:

- Roads
- Parks
- Civic Centre

Great Hall bookings and preparations:

- Logistical support
- Procedural oversight for
 - Press conferences
 - Meetings (greater than 50)
 - Celebrations

Asset Management

Civic Centre interior support:

- Set up and take down of portable tables and chairs
- Set up and take down of podium
- Set up and take down of backdrops
- External contractor to provide janitorial services when requested
- External contractor to provide security services when requested

Legislative Services - Clerks

- Room reservations only for specific organizations (e.g. OMB, ARB, Markham Board of Trade)
- Room reservations only for Councillor's requests
- Application forms provided to all requestors, reviewed by Clerks intake staff and distributed to other departments for action and/or info as required
- All other larger "special" events, no action taken other than to transfer callers to Communications
- Policy & procedural advice
- Protocol advice

Legislative Services – Bylaws

- Enforcement of parking regulations (i.e., fire route violations)
- Enforcement of noise bylaw, incl. granting of exemptions to permit amplified sound
- Enforcement of licensing regulations pertaining to the sale of food and beverages (health) and mobile vendors
- Regulation of signage
- Bylaw Officers for event monitoring

Value of Services Provided - Samples

Event Name	Grant Received 2012	Total	
		Staff Hours	Value of staff time & services
Canada Day - Entire Event (incl. Citizenship & luncheon)	\$50,000	743	\$35,426
Flag Raising		8	\$961
Sedan Chair		76	\$3,734
Taste of Asia	\$15,000	110	\$10,112
Night It Up	\$5,000	194	\$16,856
Markham Village Music Festival	\$10,000	176	\$14,567
Markham Jazz Festival	\$10,000	92	\$6,112

Value of Services Provided – Samples (cont'd)

Event Name	Grant Received 2012	Total	
		Staff Hours	Value of staff time & services
Annual Santa Claus Parade	\$16,500	286	\$13,681
Thornhill Village Festival	\$10,000	170	\$8,261
Markham Ribfest	\$7,500	153	\$11,210
Unionville Village Festival	\$10,000	106	\$15,969
World Music & Dance Festival		40	\$2,523
South Asian Community Event Festival		99	\$6,702

Risks & Challenges

- Lack of a uniform policy framework and a significant increase in events supported has led to inequities(e.g., service, types of events, approvals and financial support)
- Current fee structure does not reflect the actual support costs
- Negative impact on the reputation of the community and the City
- Displacement of internal resources from other core functions
- Collateral impacts on local neighbourhood
- Legal liability and insurance
- Security and safety

Policy Recommendations

1. Clarity and definition of roles, responsibilities and accountabilities related to the application process
2. Classification of events into categories with defined level of support as follows:
 1. City Owned Events
 2. City & Organizational Partnerships
 3. Independent Events on City Property
 4. Independent Events on Private Property
3. Revised fee structure
4. Establish events bylaw (currently no bylaw in place to regulate events)

Next Steps

- Report back to Council on Event Policy
- Development of Policy & Procedures
- Create Events Bylaw
- Update Fee Bylaw



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Questions?