



**Report**  
**Staff Report**  
The Corporation of the City of Brampton  
**4/2/2025**

**Date:** 2025-03-07

**Subject:** **Festivals and Events Policy**

**Contact:** Meagan Guerra, Manager, Events, Protocol and Tourism  
Strategic Communications, Tourism and Events

**Report number:** Corporate Support Services-2025-236

**RECOMMENDATIONS:**

1. That the report from Meagan Guerra, Manager, Events, Protocol and Tourism, Strategic Communications, Tourism and Events to the Committee of Council Meeting of April 2, 2025, re: **Festivals and Events Policy**, be received;
2. That Committee of Council approve the new Festivals and Events Policy.

**OVERVIEW:**

- **At the June 8, 2022, Committee of Council meeting, Council approved the implementation of a Special Event Permit Program, including the immediate development of a Special Event Advisory Team (SEAT).**
- **As Brampton continues to grow, the number and scale of festival and event requests are increasing.**
- **To enhance safety at festivals and events on City property, staff have developed a new Festivals and Events Policy.**
- **This Council-approved policy grants SEAT, lead by the Manager of Events, Protocol and Tourism, the authorization to review and enforce safety and operational requirements for festivals and events on City property.**
- **There is no financial impact resulting from the adoption of the recommendations in this report.**

**BACKGROUND:**

At the June 8, 2022, Committee of Council meeting, Council approved the implementation of a Special Event Permit Program, including the immediate

development of a Special Event Advisory Team (SEAT). SEAT is comprised of representatives from City and Regional departments, and public agencies such as Peel Regional Police, Peel Public Health and the Alcohol and Gaming Commission of Ontario, and acts as a body responsible for reviewing festival and event applications, to ensure the overall health and safety of festivals and events taking place on City of Brampton property.

As Brampton continues to grow, the number and scale of festival and event requests are increasing.

To enhance safety at festivals and events on City property, staff have developed a new Festivals and Events Policy.

### **CURRENT SITUATION:**

The purpose of this new Council Policy is to provide SEAT, lead by the Manager of Events, Protocol and Tourism, the authorization to review and enforce safety and operational requirements of public festivals and events on City of Brampton property.

Under the new policy, SEAT will:

- Establish guiding principles and criteria to ensure a consistent approach to planning and executing Festivals and Events; and
- Ensure Festivals and Events comply with requirements outlined by SEAT to plan and execute healthy, safe, and successful Festivals and Events; and
- Establish a process for SEAT to review, conditionally approve or decline, and permit Festivals and Events on City of Brampton property.

This will allow SEAT to:

- Provide consistent administration and support of festivals and events taking place on City-owned property;
- Streamline application process and guidelines for festivals and events taking place on City-owned property;
- Ensure the overall health and safety of all attendees, organizers, participants and residents of Brampton relating to festivals and events taking place on city-owned property; and
- Ensure adherence to laws, regulations, by-laws, policies, and procedures of festivals and events taking place on City-owned property

This new policy will apply to all public Festivals and Events on City of Brampton property.

The new policy will not apply to events on private property or events on City of Brampton property with the following provisions:

- Private events for invited guests only, such as picnics, BBQs, birthday parties, wedding ceremonies / receptions

- Photography or film permits
- Any regular ongoing Recreation programs or rentals
- Performing Arts indoor Facilities, including The Rose, Lester B. Pearson and Cyril Clark
- Alderlea House
- Sport leagues

## **CORPORATE IMPLICATIONS:**

### **Financial Implications:**

There is no financial impact resulting from the adoption of the recommendations in this report.

## **STRATEGIC FOCUS AREA:**

This report and recommendations support Government and Leadership by focusing on service excellence with equity, innovation, efficiency, effectiveness, accountability and transparency. As well as Culture and Diversity by upholding cross-cultural understanding, supporting cultural events, developing a holistic framework to embed diversity across the city, and supporting Indigenous Heritage and Culture.

## **CONCLUSION:**

As our city grows, so too do the number and the size of festival and event requests being received. To ensure the overall safety of all festivals and events on City of Brampton property, staff have developed a new Festivals and Events Policy. This new Council Policy will provide SEAT, lead by the Manager of Events, Protocol and Tourism, the authorization to review and enforce safety and operational elements of Festivals and Events on City of Brampton property.

Authored by:

Reviewed by:

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Chief Administrative Officer

**Attachments:**

- Attachment 1 – Festivals and Events Policy