

Date: 2022-05-20

Subject: **Special Event Permit Program**

Contact: Laura Lukasik, Manager, Tourism & Special Events

Report Number: Corporate Support Services-2022-564

Recommendations:

1. That the report from Laura Lukasik, Manager Tourism and Special Events, dated May 20, 2022, titled Special Event Permit Program be received; and
2. That Council approve the implementation of a Special Event Permit Program now as a soft launch for events scheduled to take place beginning January 1, 2023.

Overview:

- Brampton residents enjoy festivals and events as both attendees and organizers. The number of festivals and events scheduled to take place in the city has increased significantly with the reopening and lifting of COVID measures.
- The Council-approved Brampton Tourism Strategy recognizes the importance of festivals and events by naming them as one of the four tourism pillars identified for the city along with Sport Tourism, Culinary and Arts and Culture.
- Implementation of a Special Event Permit Program will improve the workflow process starting from intake through to execution. This program has been identified as key to the success, economic impact and health and safety of festivals and events taking place in Brampton.
- A Special Event Advisory (SEAT), comprised of representatives from internal and external departments, will be established as a component of the Special Event Permit Program as a body responsible for reviewing large scale events with complex set-ups. The City of Brampton has final approval of events.

Background:

The City of Brampton has rented facilities and provided support to festival and event organizers for many years. As our city grows, so too do the number and the size of festival and event requests being received.

Currently, there are multiple points of contact with the City for event organizers. As a result, there are often inconsistencies in the service levels provided, gaps in master event listings and a potential risk for unsafe festivals and events taking place on city-owned property.

At present, meetings with city staff and external groups, such as Peel Regional Police, are scheduled on an ad hoc basis and usually focus on one event at time. During summer months when the number of festivals and events taking place is at its highest, this use of staff time is not efficient.

Overall, the process for renting facilities and supporting festivals and events would benefit from a more streamlined workflow process.

Current Situation:

2022 has been an exceptionally busy year for festivals and events. It's important to know the different types of festivals and events that are supported by the City of Brampton in some way:

Type of Event	Department Responsible	Examples
Corporate Events	Events Team	Canada Day, New Year's Eve
Performing Arts Events	Performing Arts Team	East Coast Kitchen Party, Pride in the Square
Grant-Funded Events	Tourism & Special Events Team	Battle 905, Lusofonia Minto Cup, Canadettes Hockey
Community-Led Events	Tourism & Special Events Team	Sikh Martyrdom Parade, Boots on the Ground (Peel Crimestoppers)
Tourism Activations	Tourism & Special Events Team	Luminato, Canadian Food Truck Festival

As this chart demonstrates, there are a considerable number of festivals and events happening in the city throughout the year, and there is opportunity to streamline process.

Staff have benchmarked Special Event Permit Programs across the country and in the United States to determine best practices and the most appropriate program model for Brampton.

Many municipalities have begun to implement by-laws to support the program.

The Corporate Leadership Team, as well as internal and external staff, have reviewed the proposed program and are in support of its implementation.

Benefits of the program include:

- One point of entry for organizers ensuring requests are directed to the correct staff supports and are recorded for data collection purposes
- Review of large scale complex events by staff with subject area expertise contributes to the overall health and safety of events taking place on city-owned property
- Regularly scheduled meetings of the Special Event Advisory Team for all events helps to save costs associated with staff time and travel
- A single calendar of events that internal and external staff has access to
- The ability for City of Brampton to have final approval of events
- A requirement for very large events to be in communication with the City well in advance of their event

Financial Implications:

There are no financial implications from this report.

Term of Council Priorities:

This report contributes to Brampton being a Mosaic and Well-Run City, celebrating citizens and creating partnerships through arts, culture and social interaction and practising proactive, effective and responsible management of municipal assets and services.

Conclusion:

The implementation of a Special Event Permit Program with a Special Event Advisory Team reviewing festival and event plans, will provide a streamlined workflow process for organizers and staff and will also contribute to the overall success and safety of events in Brampton. Tourism and Special Events staff recommends the implementation of a Special Event Permit Program for events scheduled to take place beginning on January 1, 2023.

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Attachments: