



Special Event Permit Program Overview

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Tourism and Special Events

Committee of Council
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Presentation Overview

- Tourism
- Background
- Special Event Permit Program Overview
- Special Event Advisory Team
- Program Timelines

EXPERIENCE BRAMPTON



We are TOURISM

What makes a destination a great place to visit makes it a great place to live!

Tourism celebrates our greatest strengths and supports the expansion of Brampton's visitor economy contributing to the well-being of residents, business owners, investment into the facilities and infrastructure, such as expanded transit, sport and special event facilities and urban beautification that help tourism flourish.



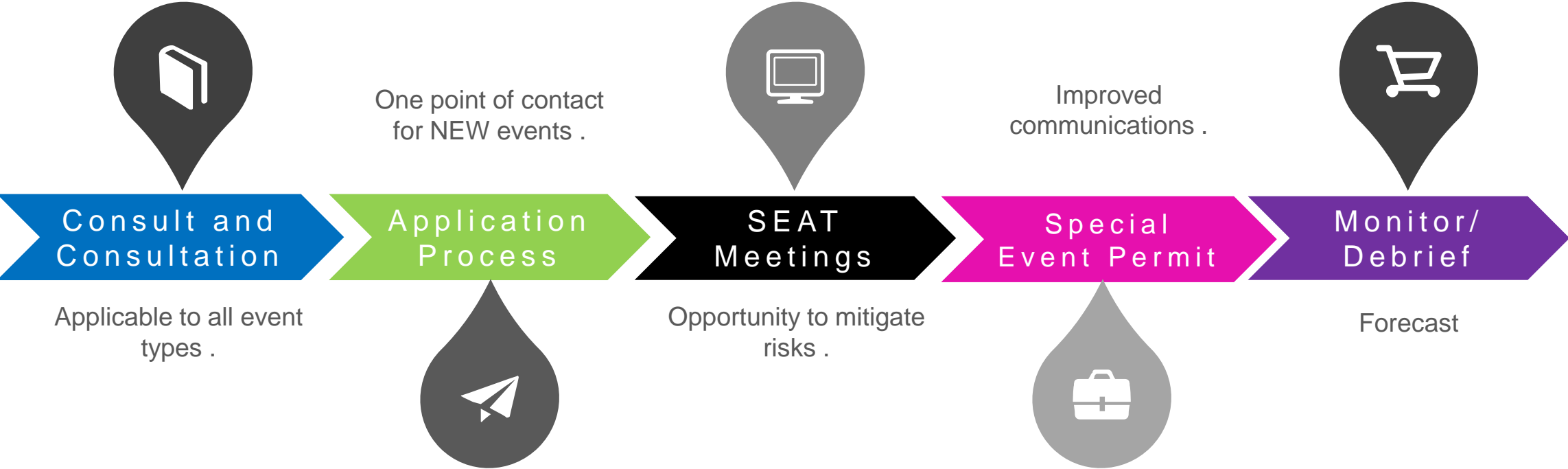
Background

- Events in Brampton
- Tourism Activations
- Stakeholder engagement
- Best Practices



Special Event Permit Program

Overview



Special Event Advisory Team

(SEAT)

- City and Region staff representation
- Leverage member's expertise and experience
- Review and advise on planned events
- Mitigate risk and ensure safe execution of the event



Project Timelines

01. Establish SEAT – June 2022
02. Development of Special Event Permit Program Policy - August 2022
03. Stakeholder Engagement and Orientation - September 2022
04. Launch Pilot Special Event Program – January 2023
05. Review Program and into By-Law 2024

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Thank you!
Questions?

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