

Date: 2022-06-08

Subject: **City of Brampton Event Space**

Contact: Laura Lukasik, Manager Tourism & Special Events
416-801-3623 | laura.lukasik@brampton.ca

Report Number: Corporate Support Services-2022-655

Recommendations:

1. That the report from Laura Lukasik, Manager Tourism & Special Events, dated June 8, 2022, titled City of Brampton Event Space be received;
2. That Council approve Tourism staff moving forward with respective operating departments to identify City-owned land in the north-east quadrant of Brampton for potential use as purpose-built event space; and
3. That should space be identified, staff return to Council with an update as part of upcoming budget discussions detailing costs for “meanwhile” use of the space in 2023 for events.

Overview:

- Residents of the City of Brampton are active participants and organizers of festivals and events. The number of festivals and events that took place over the last two years was significantly impacted by the pandemic.
- As we recover from COVID-19, the demand for city-owned event space has increased. Various construction projects across the city including the replacement of water mains in the downtown core have resulted in a limited inventory of city-owned outdoor space appropriate for events with an attendance of greater than 5,000 people.
- The demand for event space is anticipated to grow over the coming years as residents and visitors opt to spend their leisure time closer to home, particularly if gas prices and the rate of inflation continue to increase.

Background:

Brampton residents have for many years enjoyed and supported events. Whether the event was a celebration of the wonderful diversity of the city's residents or arts and culture, the appetite for events was and continues to be strong.

As the population of Brampton has grown, so has the number and size of events. The added interest of event organizers from outside of the city wanting to bring events here, results in more events than there is space.

While 2020 and 2021 saw almost no in-person event activity, 2022 is experiencing very high levels of activity. Staff has received 74 inquiries to date this year regarding the rental of City-owned space for events. 28 of those inquiries have been accommodated and 8 are pending. This figures do not include the 11 Marquee Festivals and Events the city supports through grant funding.

Current Situation:

Events in Brampton were significantly impacted by the pandemic in both 2020 and 2021. As we recover from the pandemic, the number of requests to hold events on City-owned property has grown exponentially to a point that the inventory of available dates and locations for events is minimal.

Residents and visitors alike will look for experiences and entertainment closer to home as gas prices and the rate of inflation climbs. This scenario will further add to the demand for event space in the city.

The Council-approved Tourism Strategy identified four pillars for tourism in Brampton including Events and Attractions.

At present, there are no purpose-built event spaces in the City of Brampton. Many events take place in parks or sport fields, when they are available, where there is not adequate parking or hydro available. By allowing events to happen in these spaces, the potential for damage to tree canopy and sports field increases.

Appropriate event space in Brampton is desperately needed not only for residents to come together to celebrate but also, to attract visitors to the city whose spending will have a positive impact on our economy.

If appropriate City-owned land is identified for events, staff suggests implementing only basic upgrades to allow for parking and stage space. There is an opportunity to develop a combined purpose-built event space and passive park. A full plan would be required based on input received through community engagement.

Corporate Implications:

Financial Implications:

There are no financial implications from this report. Staff will return to Council with costing if iCity-owned land is available for events in 2023.

Term of Council Priorities:

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

Conclusion:

Staff recommends that City-owned space be identified for use as combined purpose-built event and passive park space and that the requirements and budget required to use the land to host 2023 events be investigated.

Authored by:
Laura Lukasik
Manager, Tourism & Special Events

Reviewed by:
Natalie Stogdill
Interim Director, Strategic Communications,
Culture & Events

Approved by:
Cynthia Ogbarmey-Tetteh
Interim Commissioner, Corporate Support
Services

Attachments: N/A