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Town of Aurora

# General Committee Report

No. CMS23-011

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**Subject:** Application for Third Party Event in an Outdoor Town Facility - Aurorapalooza

**Prepared by:** John Firman, Manager, Business Support

**Department:** Community Services

**Date:** April 4, 2023

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## Recommendation

1. That Report No. CMS23-011 be received; and
2. That staff be directed to review and approve or deny the Aurorapalooza application in accordance with the Third-Party Events in Outdoor Town Facilities Policy; and
3. That if the Aurorapalooza third-party event is approved, that it be designated as an event of Town significance for the purpose of attaining a Special Occasion Permit in accordance with the Municipal Alcohol Policy; and
4. That delegated authority be granted to the Director, Community Services to review and approve or deny the Aurorapalooza applications in future years.

## Executive Summary

The applicant has requested a permit for Town Park on August 19, 2023, for the purpose of holding a special event: Aurorapalooza. This will be the fourth consecutive year for this event.

- Aurorapalooza features live music, local food, and a display of local art.
- Council direction is requested in accordance with section 5.7 of the Third Party Events in Outdoor Town Facilities Policy.
- Designation as an event of Town significance is required in order for the applicant to receive a Special Occasion Permit for the sale of alcohol.

## Background

### **Aurorapalooza features live music, local food, and a display of local art**

As per the application, Aurorapalooza is a one-day ticketed event raising money in support of mental health and supporting local musicians and businesses. The applicant has requested a permit for Town Park on Saturday, August 19, 2023, with event set-up beginning after the Farmer's Market has concluded for the day.

The first Aurorapalooza was held in the summer of 2020 and has become an annual event since. The event will include local musicians and food vendors, be sponsored by local businesses, and will include the serving of alcohol. The previous Aurorapalooza events were well managed, without incident.

## Analysis

### **Council direction is requested in accordance with section 5.7 of the Third Party Events in Outdoor Town Facilities Policy**

Section 5.7 of this policy states:

Applications for any Event permit, excluding sporting events and tournaments, that meet any of the following criteria, will be referred to Council for consideration:

- a) restricts public access to the Outdoor Facility;
- b) requires any fencing of an Outdoor Facility (however, fencing required for an Event where alcohol will be served shall be approved in accordance with the Municipal Alcohol Policy);
- c) is for an Event that is planned to be held over more than one (1) consecutive day; or
- d) requires the support of Employees or resources not currently budgeted for or available within normal operating procedures.

As this event meets criteria a) and b) Council direction is requested in accordance with section 5.9 of this policy, which states:

Town Council, upon review and consideration of an application received in accordance with section 5.7 shall provide the Director with direction to:

- a) Review the application and approve or deny it in accordance with this Policy;
- b) Deny the application without further review; or
- c) Approve the application and administer/issue the Facility Permit in accordance with this and other applicable Town Policies.

**Designation as an event of Town significance is required in order for the applicant to receive a Special Occasion Permit for the sale of alcohol.**

As the applicant wishes to serve alcohol, they must apply to the AGCO for a Special Occasion permit. In accordance with section 6.2.1 of the Municipal Alcohol Policy, the event must be designated as an event of Town significance in order to be eligible for a Special Occasion Permit.

### **Advisory Committee Review**

Not applicable

### **Legal Considerations**

If Council directs staff to review the application and staff approve it, a facility permit will be issued, which includes insurance and indemnification clauses to assist the Town in mitigating its risk by contractually transferring the event risk to the applicant.

### **Financial Implications**

Permit fees will be charged in accordance with the Fees & Charges Bylaw, and any additional support required would be charged back to the applicant. This event is cost neutral for the Town.

### **Communications Considerations**

The Town will inform the public of the information in this report by posting it to the Town's website.

### **Climate Change Considerations**

The recommendations from this report does not impact greenhouse gas emissions or impact climate change adaptation.

### **Link to Strategic Plan**

This application supports the Strategic Plan goal of *supporting an exceptional quality of life for all* through its accomplishment in *celebrating and promoting our culture* in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

### **Alternative(s) to the Recommendation**

1. Council may direct staff to deny the application without further review.
2. Council may direct staff to approve the application and administer/issue the Facility Permit in accordance with this and other applicable Town Policies.
3. Council may decline to designate this as an event of Town significance, resulting in no alcohol being served.
4. Council may provide other direction.

### **Conclusions**

That staff be directed to review and approve or decline the application in accordance with the Third Party Events in Outdoor Town Facilities Policy, and that the Aurorapalooza event be designated as an event of Town significance for the purpose of attaining a Special Occasion Permit.

### **Attachments**

Not applicable

### **Previous Reports**

CMS22-017, Application for Third Party Event in an Outdoor Town Facility, April 5, 2022

### **Pre-submission Review**

Agenda Management Team review on March 16, 2023

### **Approvals**

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer