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Town of Aurora

General Committee Report

No. CMS23-020

Subject: Special Event Calendar Planning – Policy and Procedure

Prepared by: Shelley Ware, Special Event Supervisor, and Lisa Warth, Manager, Recreation

Department: Community Services

Date: May 16, 2023

Recommendation

1. That Report No. CMS23-020 be received; and
2. That the Special Event Calendar Planning – Policy and Procedure (Attachment 1) be approved.

Executive Summary

This report seeks approval of the Special Event Calendar Planning Policy and Procedure (the Policy).

- The Policy provides transparency and structure when requests are made by Council for new special events to be added to Annual Special Event Calendar and requests for one-time celebratory events to the current Calendar year.
- The Policy establishes, through the Event Evaluation Matrix tool, clear controls to determine if there is capacity to produce the proposed event or where there isn't capacity, how that will be addressed.
- The Policy identifies which Town staff are responsible for administering, monitoring and ensuring compliance of the policy.

Background

The Municipal Service Delivery Review, completed and approved in 2022, provided a recommendation for developing clear controls and guidelines for new event requests and contingencies throughout the year. The Town of Aurora currently directly produces

more than twenty special events annually. At times, the Special Events team is required to produce additional events that were not originally scheduled and budgeted, which causes capacity challenges for a variety of Town divisions and impacts the ability to deliver safe, quality events while maintaining existing services.

The Municipal service review recommends that this policy establish clear controls to not increase service levels without dedicating extra resources.

In response to the Municipal Service Delivery Review, an Annual Special Events Calendar Policy has been developed to guide decisions related to additional event requests by Council.

Analysis

The Policy provides transparency and structure when requests are made by Council for new special events to be added to Annual Special Event Calendar and requests for one-time celebratory events to the current calendar year

This Policy applies to all additional requests or proposals for any special event which the Town is to produce and/or support with Town resources. The objectives are to:

- Ensure that capacity is determined prior to any commitment to proceed with any new event.
- Ensure that as new special events are added to the annual calendar that they can be produced safely without compromising any quality of service for the already existing Town events and other Town services.
- Provide a framework and consistent approach for evaluating new ad hoc event requests.

The Policy establishes through the Event Evaluation Matrix tool clear controls to determine if there is capacity to produce the proposed event or where there isn't capacity, how that will be addressed.

The Event evaluation matrix includes considerations such as:

- Size of proposed event
- Infrastructure required
- Displacement of other programs or services
- Noise and traffic disruptions
- Funding (sources etc.)
- Economic impacts

- Impact to various Town divisions (staff hours required etc.)

The Event Evaluation Matrix results will indicate how event requests are to be handled. The overall matrix score will determine:

- Ability to Proceed (score of 5 or lower) which indicates that there is capacity to produce the requested event with the existing resources.
- Ability to Proceed with Caution (score of 6 to 10) which indicates there is some capacity to produce the event but some of the event elements or features will need to be modified or changed.
- Not to Proceed (score 11 or higher) which indicates there is no capacity to proceed with the event proposal.

The Policy identifies which Town staff are responsible for administering, monitoring and ensuring compliance.

This Policy provides the specific steps required by staff on how to:

- Add a new Town Special Event to the annual Calendar,
- Add a one-time celebratory event and,
- Prioritize new event proposals

Events and festival production and execution requires extensive planning, communication, cooperation, and consideration for various elements including risks and resources. Successful events are the result of responsible leadership, organization, coordinated effort, preparation, and evaluation. These scoring results will ensure that if new events are added to the Annual Special Events Calendar they can be done safely, to the highest quality and with all of the town's resources required without compromising the delivery of any other municipal services.

Advisory Committee Review

Not applicable

Legal Considerations

In accordance with the Town's Policy Program, this policy has been reviewed by CMT and ELT.

Financial Implications

There are no direct financial implications as a result of this report.

Of note, every special event offering by the Town consumes finite human and financial resources. As per the presented policy and procedure any resource implications arising from a proposed unplanned special event will be assessed and a funding request made of Council, if deemed necessary.

Communications Considerations

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

Climate Change Considerations

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

Link to Strategic Plan

The Special Event calendar planning policy supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goals statements:

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encourage an active and healthy lifestyle
- Strengthen the fabric of our community

Promoting service accountability, excellence, innovation Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

This report recommends the approval of the Special Events Calendar planning – policy and procedure. The policy will provide guidance on the future direction of new Special Events and ensure the Town continues to deliver safe events that are properly resourced for the community to enjoy.

Attachments

Attachment 1 – Special Event Calendar Planning – Policy and Procedure

Attachment 2 – Municipal Service Level Review – Opportunity #15 Excerpt

Attachment 3 – Annual Special Events Calendar (2023)

Attachment 4 – Special Event Evaluation Matrix

Previous Reports

None

Pre-submission Review

Agenda Management Team review on April 27, 2023

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer