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Town of Aurora

Special Event Calendar Planning – Policy and Procedure

Community Services Department

Attachment 1

Contact: Manager of Recreation, Community Services

Approval Authority: Council

Effective: XXXX

Purpose

Aurora has a long history of producing a variety of exciting community events and festivals throughout the year including parades, sporting events, music festivals, community events and many more. The Town of Aurora recognizes that festivals and events are powerful tools that contribute to the quality of life, building community pride, place making and creating additional economic value. These events increase civic pride and celebrate culture and heritage of the community. Both are vital ingredients in bringing the community together. Events attract visitors and media attention from beyond the current market trading area which supports the Town objectives for building community capacity and civic pride.

However, events and festivals require extensive planning, communication, cooperation, time, mitigation of risks and resources. Successful events are the result of responsible leadership, organization, coordinated effort, preparing for the unexpected, and evaluation. The Special Events Calendar Planning - Policy and Procedure formalizes the process for how Council Ad Hoc or new event requests will be managed, including an evaluation criteria to prioritize proposals. This Policy establishes clear controls to not increase the service levels without dedicating extra resources.

Objectives

- Ensure that budget, resources and service level capacity are secured for the annual Special Events calendar
- Establish a process for managing One-Time Celebratory Events
- Establish a process for evaluating and prioritizing new event Proposals

Scope

This Policy has been created to address a recommendation in the Municipal Service Delivery Review. This Policy applies to Town Council when additional special event requests outside of the approved budget for the Annual Special Events calendar are made. When additional events are added, they can cause capacity challenges for a variety of town divisions and can impact the ability to deliver safe quality service. This

policy will formalize how additional special event requests will be managed, based on a Council approved evaluation criteria to prioritize proposals.

Definitions

Ability to Produce is an event organizer that has demonstrated proof of prior experience producing a similar event in the past, has references and insurance in good standing and can demonstrate a thorough knowledge of legislative and permitting requirements.

Ad Hoc is an unplanned and not resourced item. In reference to this Policy, this is a special event.

Community Event is a special event that benefits the community and/or is hosted by an organization that directly impacts or serves the community and does not profit an individual, group of individuals or a for profit company, and is typically open for the public to attend at no cost.

Evaluation Matrix is a tool used to determine a score for a proposed event which involves a variety of weighted factors.

Major Event is an event that;

- is one or more days in duration,
- has multiple activities with higher potential for risk including but not limited to, a licensed area for serving of alcohol, road closures, stages or large tents,
- has an anticipated attendance over 1,000 and
- has a higher impact on Town infrastructure and resources.

Minor Event is an event that;

- is one day or less in duration,
- has more low risk activities
- has an anticipated attendance under 1,000 and or
- has lower impact on Town infrastructure and resources.

One-Time Celebratory Event is a special event that would only happen one-time such as the Queen's Platinum Jubilee, Town Facility Grand Opening, a Stanley Cup Community Celebration, etc. These events are time sensitive and showcase a municipal, provincial, national, or global cause for celebration.

Proposal is the written proposal of an event that an event organizer or organization has compiled for the Town's consideration, where the organizer will lead the event or with an expectation that the Town will lead the event.

Resource Capacity is but not limited to the process of defining the amount of human time, physical, financial and infrastructure capability available to fulfill the task requirements for work required within either current or future demands.

Risk Assessment is the process of evaluating the potential risks associated with a specific event. These potential risks could include but not limited to corporate liability, financial liability, health, and safety aspects (as it relates to staff and general public), property restoration post event and Town image.

Policy

The guidelines established in this Policy shall be followed when determining how to:

- Add a new Town event to the annual calendar,
- Add a One-time Celebratory Event,
- Prioritize new event Proposals.

The Annual Special Event calendar is established and approved through the budget process. This process considers if there is capacity based on available human, physical and financial resources within all impacted divisions within the Town. Impacted divisions could include but not limited to Recreation, By-Law, Communications, Parks, and Roads.

Any new special event added to the calendar has a compounding impact on many divisions. In order to establish clear controls needed for this Policy an Event Evaluation Matrix has been created to evaluate proposed events. The Event Evaluation Matrix will determine:

- If the Town has capacity to deliver a proposed event,
- If there is capacity but to proceed with caution as some event elements may need to be modified or
- That there is no capacity for this event to be added.

If Council would like a new Minor Event or Major Event added to the Annual Special Event calendar, Council would present this event to the Director of Community Services (or designate) before the end of the second quarter of the current year for review, assessment, estimation, and evaluation. Various resources, capacity, funding and a Risk Assessment would be required based on whether the event is defined as a Minor or Major Event. Once evaluated the Director of Community Services (or designate) determines if the event will fit within the existing resources and budget for the next fiscal year. If it doesn't fit, the cost for resources would be identified and it would be the responsibility of Council to approve the required annual budget increase.

If Council would like to proceed with a One-time Celebratory Event on Town property, Council would present this event to the Director of Community Services (or designate) to identify and evaluate the scope of the event to determine if the Town has the Resource Capacity required for the event to happen. The Director (or designate) would use the Event Evaluation Matrix to gather input from all Divisions impacted by the one-

time event. If the Town does not have the Resource Capacity to produce the event, the CAO would determine if and how to proceed to secure the required resources.

If Council would like to add a new Minor Event, Major Event or a third-party community event with the intention of it becoming apart of the Annual Special Events Calendar, they would be required to present this to the CAO (or designate) and the Director of Community Services (or designate). The Event Evaluation Matrix is used to determine the required Resource Capacity to execute. If the required Resource Capacity is not available due to lack of physical or financial capacity, the proposal should be denied or alternatives to event delivery need to be explored.

If Council would like to add a new annual Minor Event or Major Event during the existing year for Town staff to produce, the proposal can only be presented a minimum of six months in advance of the proposed event date. The Proposal is presented to the CAO (or designate) and Director of Community Services (or designate) for review. Upon receipt of the Proposal, the Director of Community Services (or designate) would use the Event Evaluation Matrix to determine if the Resource Capacity to execute are available. In order to proceed with a Major or Minor Event within the existing year, it would only be considered if the event can be delivered and all divisions have the existing Resource Capacity.

Responsibilities

Management

The Recreation Manager (or designate) is responsible for providing necessary additional information for the Event Evaluation Matrix to be completed by the Director of Community Services (or designate).

Executive Leadership

The Director of Community Services (or designate) is responsible for reviewing the new event requests and identifying the Resource Capacity.

All Corporate Departments

The impacted divisions within each Department whose support is identified by the Manager of Recreation (or designate), as essential will be required to provide information for the Event Evaluation Matrix.

All Members of Council

All Members of Council will adhere to this Policy.

Monitoring and Compliance

The Department of Community Service will monitor compliance to this policy.

References

- [Hyperlink 1 Annual Calendar of Special Events](#))
- [Hyperlink 2 \(Corporate Service Review Opportunity #15 excerpt\)](#)
- [Hyperlink 3 \(Event Evaluation Matrix\)](#)

Review Timeline

This policy will be reviewed 2 years after the initial approval date.

Procedure for Special Event Calendar Planning

Request for New Minor / Major Event (for the next fiscal year)

If Council would like a new Minor Event or Major Event added to the Annual Special Event calendar, the following steps would be followed:

Step	Details
Present written request to Director of Community Services (or designate)	Council member submits a formal request as follows: <ul style="list-style-type: none"> • No later than in 2nd quarter of current calendar year • Request must include event scope, purpose for request, value to the community, target attendance and / or participation at the event
Evaluation of Event Request	Using the Event Evaluation Matrix, Director of Community Services (or designate) will: <ul style="list-style-type: none"> • Engage with all divisions impacted to collect necessary information; • Determine whether it is a Major or Minor Event; • Identify if the event can be delivered within the approved budget, and; • Identify the impact of proceeding with the Resource Capacity available
Recommendation Development	<ul style="list-style-type: none"> • If there are not the financial and physical services available, the event cannot proceed. • Based on the results from the Event Evaluation Matrix, the findings and decision are presented to Council
Budget Implications	<ul style="list-style-type: none"> • If the recommendation is to proceed, financial and physical resource implications will be presented to Council for approval.

Request for One-Time Celebratory Event

If Council would like to proceed with a One-time Celebratory event, the following steps would be followed:

Step	Details
Present written request to Director of Community Services (or designate)	Council member submits a formal request which includes: <ul style="list-style-type: none"> • Event scope, purpose for celebration, value to the community, target attendance and / or participation at the event
Evaluation of Event Request	Using the Event Evaluation Matrix, Director of Community Services (or designate) will: <ul style="list-style-type: none"> • Engage with all divisions impacted to collect necessary information;

	<ul style="list-style-type: none"> • Identify the cost to deliver the event, along with possible potential funding sources; • If there are not any potential funding sources, Council will have to determine where to obtain these sources, and; • If the Town does not have the Resource Capacity to produce the event, the CAO would determine if and how to proceed to secure the required resources.
Recommendation Development	<ul style="list-style-type: none"> • Based on the results from the Event Evaluation Matrix, the impact of proceeding with the current Resource Capacity available will be presented to Council.
Budget Implications	<ul style="list-style-type: none"> • If the recommendation is to proceed, Resource Capacity implications will be presented to Council for approval.

Request for New or Community Event Proposals Within Existing Year (Minor Events or Major Events that are new or are from a third party where Town resources are required with the intention of adding the event to the Annual Special Events Calendar)

If Council would like to add a new Minor Event or Major Event or Community Event to the Annual Special Event calendar during the year or from a third party, the following steps would be required to follow in order to prioritize new event Proposals:

Step	Details
Present written request to CAO (or designate) and the Director of Community Services (or designate)	Council member submits a presentation and formal request as follows: <ul style="list-style-type: none"> • Request received a minimum of six months from proposed event date; • Include proof that the third party has the Ability to Produce the event, and; • Proposal must include event scope, purpose for request, value to the community, target attendance and / or participation at the event
Evaluation of Event Request	Using the Event Evaluation Matrix, Director of Community Services (or designate) will: <ul style="list-style-type: none"> • Engage with all divisions impacted to collect necessary information; • Determine whether it is a Minor Event or Major Event; • Identify if the event can be delivered within the approved budget, and; • Identify the impact of proceeding with the current Resource Capacity available.
Recommendation Development	<ul style="list-style-type: none"> • If the required financial and physical services are not available, the event cannot proceed.

	<ul style="list-style-type: none"> Based on the results from the Event Evaluation Matrix, the findings and decision are presented to Council
Budget Implications	<ul style="list-style-type: none"> If the recommendation is to proceed, financial and physical resource implications will be presented to Council for approval.

Scoring Measurements

Once the Event Evaluation Matrix is completed, the weighted result will determine if the event should proceed, proceed with caution or not proceed. The scores have been weighted for each category.

Weighted Score Range	Determination
5 or lower	This range indicates that there is capacity to proceed with this event.
6 to 10	This range indicates that there is some capacity to proceed but to proceed with caution for this event. This could be the result of not enough information available when reviewed, or that there will be a strain on capacity to deliver and event elements should be further scoped and/or modified.
11 or higher	This range indicates that there is no capacity to proceed with the event. The event would need to be denied or alternatives such as outsourcing the event to a contractor to facilitate, or for additional resources to be secured with Council approval for these additional costs.