

Memorandum

Date: April 20, 2021

To: Members of Council

From: Kevin Hayashi, Community Services, Community Development, Coordinator, Partnerships and Events

Subject: New Initiatives for Town Hosted and Community Led Events

Caledon has a rich history of events and unique opportunities to showcase local, natural beauty. Over the last several years, the Town has been experiencing a community need for more local events. Staff are responding to this need through an increased service level, with the introduction of a client-focused process for events taking place in Caledon.

Throughout the pandemic, events have suffered greatly. With a pause on the scheduling of future events, staff are looking to initiate a new process, highlighting safety as a guiding principle. The new process will ensure a safe and timely return of events.

Moving forward, events will be identified in one of two categories:

- Special Events – executed by Town of Caledon staff
- Community Events – executed by not-for-profit, charitable organizations or for-profit groups

Special Events

Special Events are planned, coordinated and led by Town of Caledon staff. These events may be free, registered/ticketed, invite only, staff/corporate, council-specific or intended for a specific audience such as a media-based or business improvement event.

Examples of Special Events include: Caledon Day, Cheers Caledon, Mayor's Youth Summit, Mayor's Business Breakfast, Senior's Day, Winterfest, Community Recognition Night, Caledon Council Community Golf Tournament, Bicentennial Celebrations, Caledon Walk of Fame induction, Caledon Sports Hall of Fame, Openings of Parks or Buildings and various media events, such as ribbon cuttings or grand openings.

Community Events

Community Events are events planned, coordinated and led by members of the public (not-for-profit groups, registered charities or for-profit corporations), and may be held on public or private property. Events where the Town has partnered, to share planning responsibilities, with an organizing committee would be included in this category (not Special Events).

Examples of Community Events include the Bolton Fall Fair, C3 Kids of Steel, The Caledon Home Show, Bike the Creek, Pumpkinfest at Downey's Farm, sports tournaments held at Town facilities and Palgrave Rotary's Wines of the World.

Support for Community Events will be inherently increased through the introduction of a new initiative - Safe Events Caledon.

Safe Events Caledon

Safe Events Caledon is a Town-managed process, designed to increase the minimum standard for the safe delivery of events across Caledon, whether Town of Caledon staff are directly involved with the event or not. The practice of a municipal event review committee has been extremely successful across the country.

In Caledon, the Safe Events Caledon review team will operate in a similar fashion to the Development Application Review Team (DART), where multiple departments and divisions come together for a single review of an event, the result will identify next steps for the client. The intent is to create a smoother client experience for the public, where only one initial meeting is required with staff.

The outcomes from Safe Events Caledon will come from having all relevant parties in one discussion, reviewing and initiating next steps from departments/divisions such as: Service Caledon, Community Recreation, Building and Municipal Law Enforcement Services (By-law), Fire and Emergency Services, Ontario Provincial Police (OPP) – Caledon Detachment, , Legislative Services (AGCO applications), and the Region of Peel (Public Health, Waste, etc.). From a resident/event-planner perspective, information will be provided through an intake system, with a meeting set, based on appropriate timelines.

The introduction of this new process will increase the amount of lead time required for event execution, and staff will inform past event planners of the new requirements. Other municipalities have taken the event review process even further to include issuing of event licenses. Currently the Town of Caledon will not be exploring event licenses. For consideration, successful Safe Events Caledon applications may become part of the Municipal Agricultural and Community Grant (MACG), the Caledon Council Community Golf Tournament Grant program, or other support initiatives. Staff will work toward a goal of launching Safe Events Caledon in Fall 2021.