

Staff Report 2021-0078

Meeting Date: April 20, 2021

Subject: Events Strategy 2021

Submitted By: Kevin Hayashi, Community Services, Coordinator Partnerships and Events

RECOMMENDATION

That the following in-person events be cancelled as traditionally held and modified if possible, meet health and safety restrictions and protocols as outlined by Peel Public Health:

- Community Recognition Night
- Cheers Caledon
- Caledon Day
- Caledon Charity Golf Tournament;

That the 2020 and 2021 Municipal Agricultural and Community Grant recipients be permitted to carryover remaining grant funding to 2022; and

That Staff report back in the Fall (2021) with an updated events strategy that focuses on annual deliverables and any necessary additional resource requests.

REPORT HIGHLIGHTS

- Peel Public Health does not foresee the Region advancing in the next four to six months to a provincial framework zone (e.g. Orange) that allows event size gatherings.
- With no immediate solution for vaccinating people under the age of 16, staff are recommending a pause on in-person events until at least September 30, 2021.
- Community Services' focus is on the Council approved Spring Strategy and supporting the vaccination clinic(s), therefore there will be no on-site staff support for third party events.
- The safe return of events will be aided by introducing the Safe Events Caledon – Event Review Team (Memo 2021-0069) and the Corporate Policy 'Hosting Events During a Pandemic' (Resolution 2020-222).
- Specific events will be modified to incorporate public safety measures ensuring a continuum of events is maintained.

DISCUSSION

The Town of Caledon has a rich history of events, from festivals to unique opportunities that showcase the natural beauty. Caledon is rapidly expanding, as is the appetite for local events and celebrations. Staff intend to respond to this need through an increased service level, which will include a client-focused event process, a forthcoming events strategy and additional request for resources. As outlined in Memo 2021-0069, the introduction of Safe

Events Caledon process will ensure a minimum standard is met, with respect to the safe delivery of events in Caledon.

In the meantime, staff are recommending a pause on Town-led events until September 30, 2021. As a result of the pandemic, gathering sizes at staffed events have capacity limits and restrictions at each level. At the provincial “Orange level”, the framework currently permits certain types of gatherings with physical distancing provisions. Peel Public Health does not expect to be at this level in the next four to six months.

Several municipalities in Ontario have cancelled events to varying dates, including the City of Mississauga and the City of Brampton. Caledon will continue to follow the advice of Peel Public Health who will provide further guidance to municipalities as Peel advances through the provincial framework.

Community Services' staff will continue to provide administrative support to third-party events (rental contracts, portalet rentals, insurance, etc.), but due to the number of deployed staff to either, other departments or vaccination clinics, there is limited capacity to provide on-site support to third-party event organizers. Community Services will continue to focus efforts on the Council approved Spring Strategy and collaborating with Peel Public Health. This may impact individual Council member requested for support for community initiatives. Each request will be vetted through the Mayor's office and determined if staff resourcing is available. Staff understand that the situation ideal, however the focus remains on supporting the vaccination effort.

The return of modified Town-led events (below) will adhere to the corporate policy ‘Hosting Events During a Pandemic’ and will align with Federal, Provincial and Regional Public Health guidelines.

2021 Event Plan

Cancelled Events for 2021

No events will be implemented in the traditional manner, prior to September 30, 2021. As a result, the following events are being recommended to be cancelled for 2021.

- Community Recognition Night
- Cheers Caledon
- Caledon Day
- Caledon Charity Golf Tournament

Although the in-person events are recommended to be cancelled. Staff believe that the following events can be offered in a modified manner that meets provincial guidelines.

The priority for modifying Town-led events will be safety and adherence to guidelines and protocols. Although specific events will be cancelled outright, there is a group of events that can be safely modified.

Community Recognition Night

Over the years, the Community Recognition Night has evolved to a celebration of community and Council volunteers. Recently, the program has grown to feature approximately forty to sixty honourees through a one-night event, hosted during National Volunteer Week (third week of April).

The 2021 event will look very different, cancelling the in-person event, in favour of virtually recognizing 2020 and 2021 recipients. 2020 recipients were selected, however not recognized due to the event being cancelled in June 2020. Recipients will receive a certificate from the Mayor's office as well as a voucher from a local Caledon business as part of the Love Local campaign. The recipients in each category (Community and Social Service, Distinguished Citizen, Sports and Recreation, Arts & Culture, Environmental Leadership, Community Champion, Council Committee) will be invited to join the Mayor and members of Council for a virtual call to celebrate and recognize their accomplishments.

Residents will be encouraged to nominate through a simplified online process. A rolling deadline for nominations will be introduced, to ensure community members have the ability to conveniently nominate. Staff will provide the nomination package to members of Council to share with their constituents.

International Day of Older Persons, Senior's Day, Senior's Month and June is Parks and Recreation Month

Traditionally hosted in June, these events will run in safe, socially distant manners, which will include kits (similar to Winterfest At-Home Kits), outdoor and virtual activities. Activities will be featured as part of Recreation's Spring Strategy and through various participating organizations and groups. All events will be dependent on the provincial framework related to the pandemic.

Caledon Council Community Golf Tournament

Staff is recommending the traditional in-person golf tournament event will be cancelled for 2021. Many golf courses across the province (including TPC Toronto at Osprey Valley) are not booking corporate events in 2021, instead focusing on individual green fees.

The Primary Grant recipient program will be cancelled in 2021, and the Secondary Grant Program and Beffort Family Scholarship will be cancelled in 2022, due to the inability to fundraise through the 2021 event.

Municipal Agricultural and Community Grant Program (MACG)

Due to the pandemic, Staff recommend the 2020 and 2021 MACG recipients be permitted to carryover their remaining grants to 2022 in order to fully utilize the funds. Since many events have had to cancel it is unlikely there will be sufficient opportunity in 2021 to fully utilize the funding these groups received. If approved, staff will notify the recipients of the option to extend.

Celebrate Caledon

The marquee and most anticipated Town of Caledon event is the Celebrate Caledon weekend, consisting of Cheers Caledon, Velocity and Caledon Day. With the current vaccine rollout schedule and the Regions status in the re-opening framework, hosting the event in the traditional time frame is not possible, and with the lack of a vaccine for people under the age of 16, the event will not be possible at any point in 2021.

Due to the necessity of cancelling the traditional event, Staff will create Celebrate Caledon themed virtual and outdoor activities. As well, Caledon Community Services' cycling event, Velocity, will move to a virtual platform. Additional Caledon Day related promotions will be created to ensure a semblance of the event carried through 2021. As a result, staff is recommending to cancel the event.

Celebrate Caledon Moving Forward

The two-day event takes considerable resources, before, during and after, in order to ensure the high level of quality is provided. The Celebrate Caledon event will undergo significant changes moving forward, whether relocated or adapted, all will have an impact on resources. Currently staff are working with Toronto and Region Conservation Area (TRCA) to collaborate and explore the opportunity to combine Caledon Day and the Canada Day event at Albion Hills Conservation Area. With pending construction at the Caledon East Community Complex and interest from the TRCA, this partnership will benefit all parties and the community. The goal is to continue the strong tradition of this event.

Staff will continue to work with TRCA staff to further explore a new event in 2022 and report back in fall 2021.

Additional Town-run events not listed may be cancelled or modified to be executed based on public health guidelines.

FINANCIAL IMPLICATIONS

With plans to ensure there is a safe continuum of events, budgeted funds from 2021 events will be re-purposed to execute the strategies mentioned above.

The cancellation of the Caledon Council Community Golf Tournament, similarly, does not have a significant 2021 budget impact. The budgeted \$10,000 cost recovery for Town Staff to administer the Tournament will not arise but will not be an expense of the Golf Tournament. However, this also means the Primary Grant Recipient program, the Secondary Grant Recipient Program and Beffort Family Scholarship will be deferred to 2022. Any 2020 and 2021 primary grant recipient applications received will be carried forward, where applicable.

The cancellation of Caledon Day does not have a significant 2021 budget impact, as revenues are not achieved and expenses are not incurred. The budgeted \$5,000 for the execution of the event will assist with offsetting the loss mentioned above relating to the golf tournament.

Staff will transfer any unused MACG grant funds at the end of 2021 to the Tax Funded Operating Contingency Reserve with the plan to draw on these funds in 2022 when the applicants are better able to utilize these funds.

COUNCIL WORK PLAN

Connected Community:

- Promote community enrichment through support of local groups, enhances partnership and events.
- Increase quality of life through shared experiences.

ATTACHMENTS

None.