

Town of Milton Events Framework

Background:

Events can be a powerful tool for building civic pride and connecting people. Events help foster community involvement, provide recreation and entertainment opportunities, improve quality of life, and provide economic benefits. At the same time, if not adequately planned, events have the potential to impact public safety, strain public resources, and negatively impact the community.

The Town works with event organizers to assist their implementation of new events, while building on, and supporting, the success of existing events held in the municipality. Types of events have included art/craft shows/bazaars, cultural celebrations, fairs, festivals, parades, picnics, sporting events/tournaments, trade/car shows, and walks/runs/rides.

The Town commits staff resources to provide and promote resources for best practices for event venues and organizers to access so that they may mitigate potential adverse impacts to the community. Over the past several years, the Town has worked with local businesses, event organizers/volunteers and venues, emergency service providers, and regulatory agencies to put together a framework, workbooks, and online application form for the management of events in Milton.

This framework aims to be flexible with the ability to be modified as a result of learning outcomes and a rapidly changing community and events landscape.

Guiding principles:

- The Town is committed to providing resources to event organizers so that they can have the knowledge and the tools to ensure that events occurring in the community contribute to quality of life and are safe.
- It is important for the Town to have a way to designate and support events in the community. Pages 2-4 outline categories for events, designed to help event organizers understand their responsibilities and what levels of support they can expect from the Town.

Objectives:

- To clearly define the role of the Town and event stakeholders in events and to ensure that consistent standards and services are offered to all event organizers.
- To ensure that event organizers/host venues have resources available to them so that they may be aware of the regulations and the processes for obtaining approvals, as well as best practices for event management.
- To consult with event organizers/host venues to support the success of events.
- To provide relevant contacts for event organizers so that they can ensure that the Town, emergency response providers, and other agencies are aware of events taking place within the municipality, and that risks to the public are mitigated.
- To foster a collaborative model in planning events.

An event is defined if any of the following criteria are met:

- Open to the general public, with or without, an admission fee;
- Advertised through newspaper, website/social media, site signage, etc.;
- Includes a Letter of Municipal Significance, as required by the AGCO ;
- Requires additional permits/licenses (i.e. tent permit, stages, sales, etc.);
- Could potentially involve a number of attendees that could not be managed on a roadway, facility/park without special measures being in place;
- An event that will have a foreseeable impact on the Town of Milton community (i.e. regular flow of traffic);
- An event requiring the approval of a regulatory agency, e.g. Town, AGCO, Halton Region Health Department, which is outside the scope of typical operations.

Categories of Events:

Category A: Town Sponsored Events

Town sponsored events include: Culture Days, Downtown Milton Street Festival, Milton Sports Hall of Fame Induction, Track Cycling Nations Cup, and Walk of Fame Induction Ceremony. These events are led by community organizations, with defined support from the Town (i.e. staffing or funding), and the community benefits align with the Town’s strategic priorities.

What is Required	Funding Source	Staff’s Role	Council’s Role
<ul style="list-style-type: none"> • Staff would identify opportunities to sponsor events that align with strategic priorities and contribute to quality of life. • Once the event is sponsored, access to Town facilities, materials, and resources would be coordinated. • Event Organizer submits a Special Event Application Form to Town, if event is held on Town property. • Event Organizer would apply for any required 	<ul style="list-style-type: none"> • Funding, including in-kind contributions, would be identified in annual operating budgets and reviewed during each budget review process to ensure appropriate costs were being allocated. • Event is not eligible for grants from the Milton Community Fund due to direct operating budget support. • Benefits of the Affiliation 	<ul style="list-style-type: none"> • Staff’s time to participate on the planning committee and/or provide information/guidance on the steps to safely and successfully coordinate the event. • Assigned staff person would be Event Organizer’s link to all Town departments. • Town staff would share the event through standard Town communications channels using information/collateral provided by 	<ul style="list-style-type: none"> • To provide direction to staff regarding future events the Town will sponsor through the annual operating budget review process.

<p>permits and applications.</p> <ul style="list-style-type: none"> • Event Organizer must have their own event insurance. • Town would be acknowledged in all advertising. 	<p>Program would apply to Event Organizers who have been approved for affiliated status.</p>	<p>Event Organizer, subject to available resources.</p>	
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Category B: Events Hosted by Community Event Organizers/Organizations (Public Property)

Examples of existing events are: Annual Lions Wish Charity Slo-Pitch Tournament, Radfest Santa Claus Parades, and Remembrance Day Parade.

What is Required	Funding Source	Staff's Role	Council's Role
<ul style="list-style-type: none"> • Event Organizer submits a Special Event Application Form to Town. • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in Events Workbook in order to satisfy permit requirements. • Staff may ask Event Organizer to participate in a meeting with the Special Events Review Team. • Event Organizers must have their own event insurance. • Once all requirements are satisfied, the event is approved and access to Town facilities (as 	<ul style="list-style-type: none"> • There is no direct Town funding provided to Event Organizer. • Milton Community Fund and Milton Small Grants Program, which is approved by Council annually, may be a funding option. • Benefits of the Affiliation Program would apply to Event Organizers who have been approved for affiliated status. • Any additional requests for support would require more specific direction from Council. 	<ul style="list-style-type: none"> • Staff is available to provide Event Organizers with information and/or guidance on the steps to successfully implement their event. • Assigned staff person would be Event Organizer's link to all Town departments. • Staff are required to provide event approval, once all applicable criteria are met, in order for the event to proceed. 	<ul style="list-style-type: none"> • To provide direction to staff regarding level of support staff will provide to Event Organizers. • Staff may ask Council to waive By-Laws, fees and charges and road closures on behalf of Event Organizer (as applicable).

applicable), would be coordinated.			
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Category C: Events Hosted by Community Event Organizers/Organizations (Private Property):

Examples of existing events are: Fall Fair, Steam Era.

What is Required	Funding Source	Staff's Role	Council's Role
<ul style="list-style-type: none"> • Event Organizer is responsible for applying for any required permits/fulfilling requirements of all relevant agencies as outlined in the Events Workbook. • Staff from individual departments may contact the Event Organizer regarding clarification or additional documentation required. • Event Organizers would have their own event insurance. 	<ul style="list-style-type: none"> • There is no direct Town funding provided to Event Organizer. • Milton Community Fund and Milton Small Grants Program, which is approved by Council annually, may be a funding option. • Benefits of the Affiliation Program would apply to Event Organizers who have been approved for affiliated status. • Any additional requests for support would require more specific direction from Council. 	<ul style="list-style-type: none"> • Staff is available, in a consulting capacity, and through the provision of self-help resources (i.e. Events Workbook) to provide Event Organizers/Host Venues with information and/or guidance on the steps to successfully implement their event. • It is the responsibility of the host venue/property owner to ensure that the Event Organizer has complied with relevant regulations and processes. 	<ul style="list-style-type: none"> • To provide direction to staff regarding level of support staff will provide to Event Organizers. • Staff may request Council waive By-Laws, fees and charges and road closures on behalf of Event Organizer (as applicable).

Category D: Events Hosted by Community Event Organizers/Organizations (Public/Private Property):

There may be times when an event will take place on both public and private property (e.g. a cycling event that starts and finishes on private property, but a portion of the race is held on Town roads). In this instance, the Town requires that these events receive municipal approval by completing a Special Events Application Form and Categories B and C will apply (as applicable).

Event Tools:

The following tools exist to support the delivery of events happening in Milton.

Policies/Legislation: Various as outlined in the Special Event Application Form and Events Workbook.

The Special Events Review Team (SERT) is made up of staff and service partners who meet to review events hosted on public property in the municipality. Town and Regional departments service partners represented at the Special Events Review Team include but are not limited to: Community Services, Corporate Services, Engineering, Executive Services, Fire, Planning and Development, Halton Region Police Services, Halton Region Paramedic Services, Halton Region Health Department, Halton Region Waste Department, Conservation Halton, Niagara Escarpment Commission, and Regional Tourism Association.

The Special Event Application Form is intended to create a collaborative dialogue between everyone involved in the coordination of an event on public property including event organizers, and government agencies responsible for public safety, community by-laws and community development. This process is intended to:

- Increase communication and coordination amongst key stakeholders;
- Minimize potential conflict between events;
- Assist in marketing and promotion;
- Optimize planning, and support event organizers through the permitting process;
- Minimize negative community impact.

The Form has been created to adjust to the amount of information required based on the size and scope of the event. The form acts as both a notification to the Town that an event will be taking place on Town property, and the form also acts as an application/approvals process for the permitting of the facility, park or roadway.

The Events Workbook is a resource guide providing information, processes and best practices to assist Event Organizers and Host Venues in the organization of their event. It includes information on the following key functional areas of event management:

- Insurance
- Site Plan
- Alcohol
- Structures and Temporary Structures
- Traffic Management
- Community Impact/By-laws
- Conservation Authority
- Public Lands/Facilities
- Risk Management
- Security
- Fire and Life Safety
- First Aid and Medical Emergencies
- Food Service
- Washrooms and Waste Management
- Marketing and Communications
- Benefits of Affiliation Program