

# Town of Wasaga Beach Special Event Strategy



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## **Table of Contents**

<a href="#"><u>Part 1 Executive Summary</u></a>	Page 4
<a href="#"><u>Introduction</u></a>	Page 7
<a href="#"><u>Definitions</u></a>	Page 9
<a href="#"><u>Who is this strategic plan for?</u></a>	Page 10
<a href="#"><u>Purpose of the Strategic Plan</u></a>	Page 10
<a href="#"><u>Current Events Policy</u></a>	Page 10
<a href="#"><u>Part 2 Situation Analysis</u></a>	Page 11
<a href="#"><u>Strategy Implementation Process</u></a>	Page 14
<a href="#"><u>Strategic Directions</u></a>	Page 15
<a href="#"><u>Key Findings</u></a>	Page 15
<a href="#"><u>Recommendations</u></a>	Page 19
<a href="#"><u>Timeline</u></a>	Page 22
<a href="#"><u>Part 3 Appendices</u></a>	Page 24
<a href="#"><u>A. Current Events Calendar</u></a>	Page 25
<a href="#"><u>B. Current Events SWOT Analysis</u></a>	Page 29
<a href="#"><u>C. Survey Feedback</u></a>	Page 42
<a href="#"><u>D. Goals and Objectives</u></a>	Page 68
<a href="#"><u>E. Current Budget Analysis</u></a>	Page 73
<a href="#"><u>F. Special Event Department Roles in Festivals and Events</u></a>	Page 76
<a href="#"><u>G. Roles and Responsibilities for all other agencies and departments</u></a>	Page 87
<a href="#"><u>H. Flow Chart</u></a>	Page 96
<a href="#"><u>I. Proposed Special Events Tool Kit</u></a>	Page 98
<a href="#"><u>J. Current Special Event Policy and Bylaw</u></a>	Page 140
<a href="#"><u>K. Proposed Special Event Policy and Bylaw</u></a>	Page 147

## **Part 1**

### **1.1 Executive Summary**

Special Events organized and delivered over the course of the year continue to play a major role in the Town's tourism strategy. Additional and/or enhanced events during the shoulder seasons could potentially assist with generating shoulder season tourism, thereby supporting local businesses during the traditional slower period of time. Mid June to mid September has historically been the busiest time for tourism and special events in the Town of Wasaga Beach. The reason for this are the nice summer weather that Ontario experiences and Wasaga Beach's 14 kilometres of fresh water beach, a great natural asset.

The strategy is recommending that Council provide strategic direction with regards to hosting special events based on the recommendations in this report. This direction will enable the Special Events Department to gain a clear focus on the type and number of events that the Town of Wasaga Beach wishes to host and accommodate. It is important to note that additional events or enhanced events may create an impact on the overall special events budget.

One of the first actions Council should take is to address the constraints to organizing more events within the Town. These constraints will have to be overcome in order for the Town to be successful. The following is a quick summary of the major constraints.

One of the major constraints identified by event organizers is the lack of available accommodation options during certain periods of the summer months and during the off season. During the summer a number of accommodation owners require multiple night stays which can be a significant challenge for event organizers who require a one night stay. Additionally, there is a significant amount of accommodation in Wasaga Beach that may not be considered family oriented. Conversely, Wasaga Beach does offer accommodations to the demographic who are willing to sacrifice amenities that are available in higher scale motel/hotels. In addition, numerous motels and cottages courts are seasonal and only open from June to September. This poses a challenge when considering seasonal special events in the fall, winter and spring season that require available accommodation.

Another constraint is that many events occur on land owned and operated by Ontario Parks. Under its mandate Ontario Parks must ensure that events are sustainable recreation in nature and do not conflict with natural resources and endangered species. This is particularly important given that Wasaga Beach is the nesting home to the endangered Piping Plover and other at risk species.

Events that are proposed during the nesting season and on nesting grounds will be denied as Ontario Parks has to exercise extreme caution when considering events that could cause harm to any endangered species. If an event organizer can demonstrate an ability to accommodate protection of an endangered species an environment is created where Ontario Parks may be able to work with the potential event organizer.

Ontario Provincial Police costs are another major constraint. Many events are required to provide paid duty officers, as per the Ontario Provincial Police standards. The OPP must take into account a large number of factors before determining the cost and impact for the event organizers, including: liquor, traffic, crowd control, size of event, and hours. Larger events may require a Mobile Command Post, supervisors and sergeants in addition to constables. Due to this, OPP costs can become quite expensive and therefore discourage large scale event organizers from hosting events in Wasaga Beach.

As with other communities which have a natural asset located on or close to water, weather can have a major impact on special events. Inclement weather such as rain and high winds negatively impact events. Some are required to be outdoors and depend on the weather to succeed and some events have the ability to move locations very easily. Weather is an uncontrollable factor but resources can be implemented to assist with the delivery of the event should they be required. The Town has a limited number of indoor venues which are usually booked for regular programming. If the Town were to build more indoor locations, some events would not have to rely on favourable weather to be successful.

Addressing these constraints in a satisfactory manner will lead the way to new events. There are many recommended options which can be put into action in various stages:

- Option 1 – The delivery of events remain status quo: this option will ensure that the number and type of events remain the same as previous years including similar activities and entertainment, only minor improvements will be implemented in future years.
- Option 2 – Increase the quantity of Tourism Events: this option will require additional funding to be allocated as an incentive to external event organizers. Staff will seek out additional tourism events which will create an opportunity to draw in tourism.
  - Sport tourism events i.e. Ontario Volleyball Association Events, Centre of Gravity Festival, Celebrity Hockey, Kite Jam, (Kite Boarding), Bocce Tournament, Figure Skating Championships, etc.: Host event at locations with amenities. Activities and entertainment depend on event type and the event organizers goal.

- Low key, small tournaments i.e. baseball, soccer, hockey, tennis events: Events can be held at various locations with the amenities.
- Battle of the bands/musicians with local artists: Host event either in Hall 1 of the RecPlex or at the Rotary Bandshell behind the RecPlex. Audience votes to choose a winner of various acts.
- Large scale Bikini Contest i.e. World Championships
- Cultural Festivals i.e. Italian Day in Wasaga Beach
- Music Festival: With well known artists held for more than one day
- Red Bull Air Race: Currently, this event is reviewing safety standards world wide. If this event begins again in 2012, the Special Events Coordinator could consider seeking out information to host event in Wasaga Beach in the coming years.
- Option 3 – Improve the quality of the current Community Events: this option will require additional funding to significantly improve entertainment and activities and for additional staffing at each event.
- Option 4 – Increase the quantity of Community Events: this option will require additional funding to produce at minimum two additional community events, ideally during the shoulder and off seasons, and for additional staffing at each event.
  - Cross-country skiing, Cross-country running, Snow shoe festival: Could coincide with an orienteering event, be a general race or just showcase the enjoyment of cross country skiing and snow shoeing. GPS mapping may be required.
  - Fall Fair: an event to celebrate the beginning of the autumn season and end of the harvest. This event could include a midway, farmers market, musical entertainment, various activities and games for all ages, etc.
  - Pumpkin Parade: Event should be held on or near November 1<sup>st</sup> in a park at dusk. Residents bring in jack-o-lanterns and create a lit pathway with them. Have a contest for most creative, etc. and present awards. Could also have musical entertainment.
  - Dog agility event: host this event either at the dog park, sports park or a large indoor area (i.e. Hall 1 at the RecPlex).
  - Dog sled race: could host this event at the sports park, also have various forms of entertainment to keep spectators entertained in between races.
  - Open Doors (businesses): Restaurants can provide special meal options, other businesses can provide discounted prices and have various art displayed around establishments. Participants would purchase tickets for specific time frames and attend various businesses for displays and meals.
  - Wasagalicious (restaurants): Restaurants provide special meal options and participants test and vote on the best meal options.

- Bikini Contest: Host this event in the summer on the Beach. Audience or panel of judges can choose winner.
- Resurgent Fishing Derby
- Option 5 – Increase the quality of existing Growing and Emerging Events: this option will require additional funding to add entertainment, activities, etc to eventually transform the events into Tourism Events, and for additional staffing at each event.
  - Snowman Mania and Canada Day: Increase activities and entertainment to encourage more tourism and expand event.

Although, the Town of Wasaga Beach is host to a number of special events during each calendar year, adding to or enhancing the current special event complement during the summer and during the off-season would be beneficial to the community. From a business perspective, additional events could enhance tourism spending thus creating an environment for additional revenue. From a residential perspective, additional special events will provide more activities for residents to enjoy. It is important to note that any enhancement of existing events or addition of new events will need to strike a balance between running an efficient and successful event while ensuring the safety of the community. Additionally, maintaining a clear focus for event development will provide residents, tourists and businesses with quality events throughout the year.

In this document, five options are recommended for the Special Events department to proceed with. These options can be combined or implemented in various stages. Each option has an allotted a timeline which can be altered based on the direction Town of Wasaga Beach Council decides on implementing. The constraints listed above will need to be reviewed and addressed prior to implanting specific options.

## ***1.2 Introduction***

In May 2007, the Economic Development Officer commissioned the preparation of a Tourism Strategy for the Town of Wasaga Beach. The study was received by Council at the end of 2007 and included a list of recommended action items. Item nine of the Tourism Strategy was to undertake a Special Events Strategy.

The Tourism Strategy identified a need for a strategic approach to event tourism and identified four other types of events separate from Tourism Events – Growing and Emerging Festivals, Community-based Events, Neighbourhood-based Events, and Corporate Events.

As a tourism industry town, Wasaga Beach is in need of a strong special events strategy. The strategy is vital to grow the town as a major tourism destination. Some advantages that Wasaga Beach has over other areas are:

- 14 kilometres of fresh water white sandy beach, listed as one of Canada's 16 Blue Flag Beaches.
- Approximately 7.8 million people within a three hour drive.
- A variety of accommodation throughout the town.
- Central Location within Ontario

It is important to know that events also benefit the resident community as well as the tourism community. Events can generate civic pride and community spirit as well as draw in tourism.

Events have traditionally and continue to play a major role in the Town's summer tourism season. Although, the current 2011 event roster shows 21 events (up from 12 in 2008) between June 1<sup>st</sup> and August 31<sup>st</sup>, there is still more that can be done to ensure that the events coming to Wasaga Beach have a positive impact on the community and a positive economic impact on the Town's accommodations, attractions, restaurants and businesses in general throughout the year.

This strategy will provide the Council with an understanding of the importance of developing events and understanding that the benefits that are garnered will outweigh any short-term inconveniences that may occur. With the completion of the strategy, Wasaga Beach will be presented with a cohesive internal approach to organizing and delivery of special events. The strategy demonstrates that the Town can support the cultural, historical and economical impacts which will occur with the production of multiple events over the course of the entire year while supporting Council's strategic goals. The strategy will propose a change to the organization and implementation of events held in Wasaga Beach.

This strategy will accomplish the following:

- Development of a strategic plan to ensure an effective process of special event development and management through a needs assessment, identification and prioritization of community and corporate objectives for special events
- Define the role of special events with respect to the needs assessment
- Recommend the appropriate infrastructure and resources to support the levels of service deemed appropriate to meet community and corporate needs and set the future direction for successful festivals and events in Wasaga Beach
- Articulate a Vision and Mission statement for the Special Events Department
- Develop Goals and Objectives for all internally and externally organized festivals and events. [Appendix D](#)

- Identify gaps and opportunities for festivals and events in Wasaga Beach in support of achieving the Vision
- Define the Town’s direct and indirect role in events and festivals. [Appendix F](#)
- Define the roles and responsibilities of Council, Special Events Section, Parks and Facilities, Public Works and Operations, Bylaw, Public Health Services, Ontario Provincial Police, and Ontario Parks. [Appendix G](#)
- Create a flow chart that outlines job responsibilities on how each Town department or section relates to the other through the provision of service for events. The chart would also outline key job functions – who is providing what service and where the event stakeholders fit into this process. [Appendix H](#)
- Develop a classification system for events and festivals that clearly define their level of activity such as Tourism Events, Growing and Emerging Festivals, Community-based Events, Neighbourhood Events and Corporate Events.
- Determined by the classification system, the Strategy will outline what level of service each category will be assigned.
  - Levels of service will include:
    - Funding and
    - Marketing Requirements
- Assistance with planning, servicing levels (such as equipment), staff and other considerations, and Special Events Services
- Review the current Special Events Policy and make recommendations for improvements, as applicable [Appendices J & K](#)
- Development of a Special Events Tool Kit [Appendix I](#)

### **1.3 Definitions**

For the purpose of this document, the following definitions will be used:

- A. *Tourism Events:*** Events which are large, compelling to a major market and with high expenditure potential. Such events should also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourist/visitors. (i.e. Beach Fest, Not So Pro)
- B. *Growing and Emerging Festivals:*** Events which have the potential to evolve to Tourism Events. (i.e. Wasaga under Siege, Canada Day)
- C. *Community-based Events:*** Events that have a community focus and impact as opposed to a tourism focus and impact. (i.e. Funderland, Easter Eggstravaganza)
- D. *Neighbourhood Events:*** Events run by the community with a community and neighbourhood focus. (i.e. Party in the Park)
- E. *Corporate Events:*** Events which are organized on Council’s behalf (i.e. Mayor & Council Christmas Reception)

#### ***1.4 Who is this strategic plan for?***

The Strategic Plan has been principally prepared for:

- The Town of Wasaga Beach Council
- The Town of Wasaga Beach Community - Residents, Businesses and Tourists alike.
- Local Tourism Industry partners
- Current and Potential Event organizers

#### ***1.5 Purpose of the Strategic Plan***

The purpose of the Strategic Plan is to:

- Provide a clear focus for event support within the Town of Wasaga Beach
- Create a vision for which to encourage local industry partners support, develop events within the Town of Wasaga Beach, and showcase the Town as an event destination
- Encourage community spirit and diversify experiences in the community
- Highlight Wasaga Beach as a visitor destination, provide enjoyment, particularly during the shoulder and low seasons
- Establish event tourism as an economic driver, animator and image maker for Wasaga Beach
- Showcase opportunities for hosting new events, expanding current events and identifying events Wasaga Beach should host.
- Identify current existing venues, and new infrastructure opportunities for event hosting
- Develop a support model for events that will ultimately strengthen the event industry, and
- Lead sustainable event tourism in Wasaga Beach

#### ***1.5 Events Bylaw and Policy***

See Appendices [J](#) and [K](#)

## **Part 2**

### **2.1 Situation Analysis**

- Development of a strategic plan to ensure an effective process of special event development and management through:
  - Needs Assessment
    - Town Council support towards well organized external event organizers and understand that events of all sizes and targets can be beneficial to the Town, its residents and businesses. Events will always provide short-term inconveniences but the benefits of events will outweigh those inconveniences.
    - Events need to be of high quality and spread throughout the year. Most of the Town events are during the summer. There are relatively fewer events during the shoulder and low seasons, defined as Spring, Fall and Winter. Too many events at one time can tire out the public. Planning various events throughout the weeks during the shoulder and low seasons can assist with bringing more tourists, cottagers and neighbouring community members to the town during these times.
    - Utilizing the Town's natural resources is an ideal way to generate events. The beach is operated and maintained by Ontario Parks, which means events held on beach property must be approved by Ontario Parks. Hosting these events can be difficult despite the good working relationship with Ontario Parks, as they must proceed with caution with particular events. Such events must not interfere with wildlife, particularly the endangered piping plovers, the natural habitat and dunes. Events on the beach area must be of sustainable recreation to be approved. Trails within the Provincial Park can be utilized by a variety of events, providing they are sustainable recreation in nature.
    - There is a need for indoor options to host events during inclement weather and in the shoulder and off seasons. This will give residents and tourists the opportunity to attend events when they may not have. This can be achieved through a hotel and conference centre and/or through the Beach Area 1 & 2 visioning Event Centre. The Town is currently working with a developer on a potential hotel and conference centre. The Town is also in the process of finalizing the Beach Area One and Two Visioning, where there is a possibility of a sheltered Event Centre.
    - Currently during the peak season (June to September), the Special Events Coordinator must be present for events occurring two evenings and three full weekends a month plus the regular Monday to Friday shift for planning of the fall and winter events. Additional staffing and volunteers are needed to assist with work load

and event day duties at community events run by the Town of Wasaga Beach. A resident volunteer committee would be a beneficial way to assist in achieving this goal, although they can be difficult to utilize as they may not have the qualifications needed and may present challenges with reliability. Hiring part time staff to call on for events held by the Town could be more beneficial as they can be trained for specific job duties and are more likely to be reliable.

- Community events are important to keep residents and local business owners and their families engaged throughout the year. Tourism events are important to draw in positive business. A large scale summer event can assist in bringing in tourism, large scale shoulder and low season events can bring in tourism during non-peak times and promote healthy industry year round.
  - Current budget restraints prevent event opportunities from increasing and expanding. This situation also makes it difficult to hire additional staffing during events. An option would be to have local businesses support events more than they have in the past. Currently, the taxation levy does not cover the operating costs of the event budget.
  - A signature event would be beneficial for Wasaga Beach to draw in tourism. Collingwood has Elvis Fest, Ottawa has the Canadian Tulip Festival, Wiratons has the Wiratons Willie Festival, etc.
  - Showcasing and Promoting Canadian Beach Weddings would be ideal for “Staycations” and would promote local tourism and showcase the beach area for those who want the beach wedding feel without the expensive cost of going to the Caribbean.
  - Showcasing Sports Tourism Events would also be beneficial to the community as competitors would stay in local accommodations, eat at local restaurants and bring in tourists to watch and vacation in the Town.
- Recommend the appropriate infrastructure and resource levels of service deemed appropriate to meet community and corporate needs
    - Wasaga Beach’s current Special Events Department has one full time event coordinator who is responsible for organizing and hosting two Growing and Emerging Events, eight Community Events, three Corporate Events and liaising with 24 external event organizers. 12 of these events occur more than once a year and three of which are weekly events in July, and/or July and August. See [Appendix A](#) for the complete Event Listing
    - Support Levels of service - Infrastructure and Resources
      - Currently the Special Event Department has one full-time staff person
      - Recommendation – additional Part time special event staff to assist with current summer events.

- Recommendation for consideration – an additional Full Time special event staff to assist with any new events occurring throughout the year.
  - Recommendation – make Parks & Facilities Staff available for Town run events, for the entire duration including set up and take down.
- Identification and Prioritization of Community Objectives – Based on discussions with local residents, and survey feedback from Residents and Visitors
  - Promote events in other areas to attract visitors
  - Seek out new large scale, family friendly, sustainable events for the Town
  - Seek out new fall events
  - Host more events at Beach areas 3 – 6, Allenwood Beach, New Wasaga Beach, RecPlex and Oakview Woods, and Wasaga Sports Park
  - Seek out new Musical, Cultural, Food festival or Multi-day events
  - Would like to see more Saturday events
  - Will support \$25,000 to bring in large scale event
  - To determine if funding should be provided to a large scale external event, track the record of the event organizer on other events.
- Identification and Prioritization of Community Objectives – Based on discussions with local businesses, service clubs and survey feedback from Businesses
  - Promote events in other areas to attract visitors
  - Seek out large scale, family friendly, sustainable events for the Town of Wasaga Beach
  - Seek out new fall and spring events
  - Host more events at Beach area 1 & 2 and the RecPlex and Oakview Woods
  - Seek out Cultural, Musical, Sporting and Multi-day Events and Festivals
  - Would like to see more Sunday and Weekend events
  - Would like to see the Town contribute more funding to Town organized events
  - Would like to see the Business community contribute more funding or keep funding the same to Town organized events
  - Would like to see the Town contribute more funding to externally organized events
  - Would like to see the Business community contribute more funding or keep funding the same for externally organized events

- Would support the Town providing \$10,000, \$25,000 or \$1,000 towards a large scale event within the town.
  - To determine if funding should be provided to a large scale external event, evaluate the costs of hosting such event.
  - Look to host events during the last three weeks of August and the month of September when accommodation owners have accommodation available
- Identification and Prioritization of Corporate Objects – Based on discussions with staff, Council and yearly goals and objectives
  - Seek out new large scale sustainable events for the Town (for the 2012 season) and improve current special events
  - Meet regularly with the local business community to develop events and partnerships to deliver events that benefit the Town’s economy and community in general.
  - Ensure that event applications are processed thoroughly and in a timely manner according to the Special Events Policy
  - Work with internal and external special event stake holders to ensure the smooth delivery of events with minimum disruption to the community
  - Use the Tourism Strategy and its recommendations as a guiding document in 2012 and beyond.
  - Work with neighbouring communities on developing and expanding events, where possible.
  - Research and access grants and sponsorships to help in the delivery of special events.
  - Ensure that all events are delivered within budget and meet or exceed expectations.
- Define the role of special events
  - The Special Events Department plans, organizes and executes Corporate and Town run events and liaises with external event organizers, coordinates with internal departments and external agencies such as OPP, Ontario Parks, etc.
  - Special events assist with bringing in tourism to the Town of Wasaga Beach.
  - Special events provide a fun and entertaining outlet for residents and tourists alike.
  - Special events promote community spirit and civic pride.

## ***2.2 Strategy Implementation Process***

Stage one:

- Council review and adoption of Special Events Strategy as part of Council’s strategic planning framework

#### Stage two:

- Provide sustainable events structure for the identification and implementation of event bids, including:
  - Special Events Coordinator plans and executes events in a timely manner, starting as early as possible.
  - Additional Special Events Staff, at minimum for day of event duties, more depending on recommended options chosen.
  - Develop and implement a Special Events Tool kit. This will encourage stronger working relationships interdepartmentally as well as cross industry. [See appendix I](#)
  - Special Events Committee – Ontario Parks representative, Ontario Provincial Police (OPP) representative, Special Event Coordinator, Various Town departments’ representatives. (Partially in place with current resources)

#### Stage three:

- Implementation and ongoing development of the Special Events Strategy including current events and seeking out various events based on recommended options chosen

### **2.3 Strategic Directions**

- Articulate a Vision and Mission statement for the special events department
  - Vision Statement
    - Wasaga Beach is a thriving and full service community, respectful of its history and culture, offering a variety of Tourism, Growing and Emerging, Community and Neighbourhood events, developed in harmony with the environment that provides its residents, businesses and visitors with a full range of entertainment throughout the entire year.
  - Mission Statement – *Currently in place with yearly goals and objectives*
    - To work with the community groups, organizations and special event promoters in organizing and delivering special events over the summer, shoulder and winter seasons to help sustain and build the tourism economy of Wasaga Beach and promote community spirit.

### **2.4 Key Findings**

Key Findings were determined through various meetings with service clubs, business associations, and staff, job related experiences and survey feedback.

- General key findings that have been identified as constraints to current events and would impact the Town’s ability to attract new events:

- During summer months, many accommodations only offer multiday, week or more stays. This poses a potential challenge for tourists to attend specific weekend events unless they are already planning on staying longer than a weekend. In discussion with local accommodation owners, it has been determined that three day, four day and week long packages are beneficial for the economic impact of these businesses.
- Local accommodation owners also indicated that events held during the last three weeks of August and on free weekends in September would benefit them in that they have rooms available during this period.
- Lack of direct access to a main 400 series Hwy. Closest connection is the 400 in the City of Barrie, where directions force tourists to drive through the City of Barrie, which is known to become congested with slow moving traffic.
- Winter road closures on all major routes that lead into Wasaga Beach.
- Lack of proper theatre to host various events for the community. The Wasaga Community Theatre performs at the RecPlex.
- Lack of branded motel/hotel chain, for use as event head quarters or to host entertainment acts. Additionally, the Town is in a stage of transition and lacks the necessary major infrastructure to support a large scale event (i.e. large conference and event centre)
- Some accommodation locations are fairly run down or misrepresented
- Party town stigma, which will keep families and other tourists away
- Lack of buy-in from local businesses regarding “the beach is just the beginning slogan” many businesses close during the spring, fall and winter seasons. For Wasaga Beach to be known as a four season destination tourists need a reason to visit and businesses need to stay open for these tourists to have amenities. In discussions with local accommodation owners, tourism would need to be continuous throughout the year before many would consider opening during the winter, as utility costs are quite high.
- Town of Wasaga Beach’s current website is not user friendly for tourists. The website should also have a properly dedicated Tourism section in conjunction with Tourism Simcoe and Ontario Travel. Plans are currently in place to create a more user friendly website.
- The Town of Wasaga Beach does not have a properly designated Downtown corridor. Defining an area would be ideal to increase a sense of community as well as to provide a location for hosting events.
- Redevelopment of Beach Area One and Two can provide an event specific space that can be utilized throughout the entire year, depending on design implantations (i.e. covered area/windshield for winter events).
- Identify gaps and opportunities for festivals and events in Wasaga Beach in support of achieving the Vision:
  - Additional Spring, late Summer, Fall and Winter events

- Expand and update current events to meet the needs of the residents, businesses and tourists
- Additional part time staffing for all existing events
- Additional full time staffing for all new events. The current staff complement of one full time Special Events Coordinator creates a difficult environment to add or expand current events. The addition of staff resources would allow additional events, and/or expansion of current events combined with additional financial funding.
- Budgeting restraints. Currently, the residential levy provides \$136,049, the commercial levy provides \$9,388 and the industrial levy provides \$465 towards the Special Events budget. This includes the current Special Events Coordinator's salary, other administration costs and event budgets. [See Appendix E](#)
- Define the Town's direct and indirect roles in events and festivals. [See Appendix F](#)
- Define the roles and responsibilities of Council, Parks & Facilities, Public Works, Bylaw, Public Health Services, Ontario Provincial Police, and Ontario Parks. [See Appendix G](#)
- Develop a classification system for events and festivals that clearly define their level of activity such as:
  - Tourism Event
    - Large scale event which will fill accommodations within the town for multiple days.
    - i.e. Wasaga Beach Fest, Not So Pro Volleyball, Wasaga Cruisers Fun Run, Wasaga Midway, Corvette Cruize, MultiSport Triathlon, etc.
  - Growing & Emerging Festival
    - Events which have the potential to evolve to Tourism Events.
    - i.e. Wasaga under Siege, Canada Day Celebrations, Snowman Mania, Spring Fever Motorcycle Rally, Stonebridge Music Festivals, Annual Fall Rainbow Derby, Summer Splash Challenge, etc.
  - Community based events
    - Events that have a community focus and impact as opposed to a tourism focus and impact.
    - i.e. Funderland, Easter Eggstravaganza, Arts by the Pond, Jazz in the Park, Marketplace, Christmas Craft Show, Kite Fest, Memories of Summer, Wasaga Jeep Show, Terry Fox Run, Santa Claus Parade, etc.
  - Neighbourhood events
    - Events usually run by the community with a community and neighbourhood focus.
    - i.e. Party in the Park, Tree Lighting Ceremony, Maple Leaf Day, Recognition Day, Mayor's Walk & Bicycle Rodeo, Scouts Soap Box Derby, etc.
  - Corporate Events
    - Events which are organized on Council's behalf.

- i.e. Mayor & Council Christmas Reception
- Determine a level of support and service each category will be assigned
  - Funding:
    - External events may apply for sponsorships, funding will be determined based on Council approval. Town organized events are funded through the Town's yearly budget and possible business sponsorships
    - Current Tax Levy does not meet the current special events budget. More funding is required to create new and expand current events.
  - Marketing:
    - External events must organize their own marketing; town staff will post the events on the Town's website, Facebook page and Chamber website. Internal events are marketed through radio, print media and poster campaigns, as well as on the Town's website, Facebook page and Chambers website.
- Determine the level of assistance with planning servicing that is required (such as equipment), staff and other considerations and special events services. [See Appendix I](#)
- Create a flow chart that outlines each Town department's responsibilities as it relates to providing assistance for events. The chart would also outline key job functions, describe who is providing what service and where the event stakeholders fit into this process. [See Appendix H](#)
- Review the current special events policy and make recommendations for improvements as applicable. [See Appendix J](#) & [Appendix K](#)
- Develop goals and objectives for all festivals and events operated by Town staff and other organizations in Wasaga Beach. [See Appendix D](#)
- After each Tourism Event or Growing and Emerging Event, create an economic impact study based on that events specific impact on businesses in Wasaga Beach. This will assist with the assessment of hosting the event in the future and development of such events. Survey accommodations, restaurants and other local businesses for their input. This could be taken on by event organizers, Business Association/Chamber of Commerce or if time permits, Special Event Department staff.

## **2.5 Recommendations**

Option #1: The delivery of events remain status quo:

- Increase budgets as inflation occurs
- Parks & Facilities and/or Public Works staff continue to be used for set up and take down and are required to be on call for the duration of the event in the case of an emergency (i.e. power failure)
- This option will ensure that the number and type of events remain the same as previous years including similar activities and entertainment, only minor improvements implemented in future years.
- This option retains the current staff complement, one (1) full time special events coordinator
- Current events organized by the Special Events Coordinator are:
  - New Year's Levee/Order of Wasaga Beach
  - Mayor & Council's Christmas Reception
  - Snowman Mania
  - Easter Eggstravaganza
  - Arts by the Pond
  - Jazz in the Park
  - Marketplace
  - Canada Day Celebrations
  - Memories of Summer
  - Funderland
  - Christmas Craft Show
  - Note: the Fall Rainbow Fishing Derby may become an internal event as the Wasaga Beach Fish and Game Club is not able to continue this event.
- External events would continue to be organized and delivered by outside event organizers, i.e. Not So Pro Volleyball, Corvette Weekend, etc.

Option #2: Increase quantity of Tourism Events:

- Increase budget for all tourism events – Increase the event budget by \$25,000 as an incentive to an external event organizer to bring external tourism events to Wasaga Beach. This amount would catch their attention and demonstrate Wasaga Beach's commitment to tourism events.
- This will create an opportunity to add in entertainment to draw in tourists

- Increase day of event staff to oversee various aspects of the events
- Seek out additional tourism events, select a variety to attract various types of tourists including: Heritage Tourists, Touring Markets, Family Markets, Niche Markets, Sports Tourists, etc.
  - Sport tourism events i.e. Ontario Volleyball Association, Centre of Gravity Festival, Celebrity Hockey, Kite Jam, Figure Skating Championships, etc.
  - Large scale Bikini Contest i.e. World Championships
  - Music Festival
    - With well known artists held for more than one day
  - Red Bull Air Race
    - The race consists of air planes flying through a series of large pylons over water while performing certain tasks as they fly.
    - The organizing committee is currently on hiatus while undertaking an evaluation of safety measures world wide. If this event begins again in 2013, the Special Events Coordinator could consider seeking out information to host event in Wasaga Beach in the coming years.

#### Option #3: Increase the quality of the current Community Events

- Increase budgets for all events to significantly improve entertainment and activities
- Parks & Facilities and/or Public Works staff continue to be used for set up and take down and are required to be on call for the duration of the event in the case of an emergency (i.e. power failure)
- Some events will have space limitations although quality can be achieved by altering entertainment and activities
- This option will require additional part time staff on event days to oversee various portions of the event.
- Proposed changes to events organized by the Special Event Coordinator:
  - New Year's Levee/Order of Wasaga Beach
    - Include other awards, not just the Order. Could be combined with the Recreation Departments Sports awards and recognition day, and awards the Fire department gives out for valour, etc.
    - Increase promotion throughout the town
  - Snowman Mania
    - In partnership with the Chamber of Commerce, expand activities and events throughout the weekend,
    - Increased promotion throughout the town and neighbouring communities
  - Easter Eggstravaganza

- Expand activities to include additional dates (i.e. weekend event over two weekends), prior to the Easter Weekend, throughout the Town
- Arts by the Pond
  - Hire more quality and recognizable acts to draw in more participants
- Jazz in the Park
  - Expand dates to include more acts during the shoulder seasons (June and September)
- Marketplace
  - Seek out quality vendors and products
  - Host market in conjunction with various weekend events to improve quality
- Memories of Summer
  - Add activities prior to the fireworks
- Funderland
  - Expand activities to include additional dates (i.e. weekend event over two weekends)
  - Expand activities to include more for preschool and teenagers, use all rooms in facility and some areas outside the facility
- Christmas Craft Show
  - Expand to encompass entire weekend
- Note: the Fall Rainbow Fishing Derby may become an internal event as the Wasaga Beach Fish and Game Club is not able to continue this event.

#### Option #4: Increase quantity of Community Events

- Include additional funding to produce two more community events for the shoulder seasons. This can bring family cottagers to Wasaga Beach in the shoulder seasons.
- Parks & Facilities and/or Public Works staff are required for set up and take down and are required to be on call for the duration of the event in the case of an emergency (i.e. power failure)
- This option will require additional part time staff for event days. These staff will be required to oversee various portions of the event.
- Add one or more event, ideas include:
  - Fall Fair
  - Pumpkin Parade
  - Dog agility event

- Cross Country skiing/Snow shoe festival
- Dog sled race
- Open Doors (businesses)
- Wasagalicious (restaurants)
- Low key, small tournaments i.e. baseball, soccer, hockey, tennis events
- Battle of the bands/musicians with local artists
- Bikini Contest

**Option #5: Increase quality of existing Growing and Emerging Events**

- Increase budget for all Growing and Emerging Events to transform them into Tourism Events.
- This will create an opportunity to add in entertainment to draw in tourists
- Increase day of event staff to oversee various aspects of the events
- Special Events Coordinator planned events:
  - Snowman Mania
    - Increase events and activities to eventually grow to a full week event
  - Canada Day Celebrations
    - Increase activities and entertainment throughout the course of the day so festivities run straight until the fireworks
- Assist with funding and execution of external tourism events to ensure quality is improved each year.

**2.6 Timeline**

**Option #1**

- December 2011 – Council review and adoption of the Special Events Strategy
- December 2011 – Special Events Coordinator continues with event planning, status quo

**Option #2**

- December 2011 – Council review and adoption of the Special Events Strategy
- December 2011 – Special Events Coordinator to begin working with new external event organizers for 2012 and 2013 events
- Five year plan – add a new tourism event each year, starting with shoulder and low season events.

**Option #3**

- December 2011 – Council review and adoption of the Special Events Strategy

- December 2011 – Special Events Coordinator begins planning all events, ensuring that events which will increase in quality, at minimum of six months prior to event date

Option #4

- December 2011 – Council review and adoption of the Special Events Strategy
- December 2011 – Special Events Coordinator begins planning all events, ensuring that events which will increase in quality at minimum of six months prior to event date
- January 2012 – begin planning new events, ensuring that planning is started, at minimum, 8 months prior to event date.
- Five year plan – add a new event each year, ideally during shoulder and low seasons.

Option #5

- December 2011 – Council review and adoption of the Special Events Strategy
- December 2011 – Special Events Coordinator begins planning all events, ensuring that Growing and Emerging Events will increase in quality, at minimum of eight months prior to event date

**Part 3**

**Appendices**

***A. Current Events Calendar***

January 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Tourism Events	Growing & Emerging Events	Community Events	Neighbourhood Events	Corporate Events		1 New Year's Day
2 Snowmobile Season Continues (Weather depending)	3	4	5	6	7	8
9	10	11	12	13	14	15
16 New Year's Levee & Order of Wasaga Beach	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
February 2011						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 Snowman Mania	19 Snowman Mania
20 Snowman Mania	21 Snowman Mania Family Day	22	23	24	25	26 Recreation Recognition Day
27	28					
March 2011						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27 WBWBA Business Show	28	29	30	31 Snowmobile Season Ends (weather depending)		
April 2011						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 Good Friday	23 Easter Eggstravaganza
24	25 Easter Monday	26	27	28	29 Chamber of Commerce Business Awards	30
May 2011						
1 National Youth Week	2 National Youth Week	3 National Youth Week	4 National Youth Week	5 National Youth Week	6 National Youth Week	7 National Youth Week Spring Fever Motorcycle Rally
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23 Victoria Day	24	25	26	27	28
29	30	31				

June 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Arts by the Pond	2	3	4 Soap Box Derby
5	6	7	8 Arts by the Pond	9	10 Mayor's Golf Challenge	11 Mayor's Walk & Bicycle Rodeo
12	13	14	15 Arts by the Pond	16	17	18 Stonebridge Music Festival Kite Fest Cruisers Fun Run
19 Kite Fest & Sandcastle Competition	20	21	22 Arts by the Pond	23	24	25 Beach Fest
26 Beach Fest	27	28	29 Arts by the Pond	30		
July 2011						
Tourism Events   Community Events   Neighbourhood Events   Growing & Emerging Events   Corporate Events					1 Canada Day Celebrations Canada Day	2
3	4	5 Marketplace Jazz in the Park	6 Arts by the Pond	7	8 Promote Wasaga Golf Tournament	9 Not So Pro Beach Volleyball
10 Not So Pro Beach Volleyball	11	12 Marketplace Jazz in the Park	13 Arts by the Pond	14	15	16
17	18	19 Marketplace Jazz in the Park Midway	20 Arts by the Pond Midway	21 Midway	22 Midway Wasaga under Siege	23 Midway Wasaga under Siege
24 Midway Wasaga under Siege	25 Midway Walk with Paul	26 Marketplace Jazz in the Park Midway	27 Arts by the Pond Midway	28 Midway	29 Midway	30 Midway
31 Midway						
August 2011						
	1 Midway Civic Holiday	2 Marketplace Jazz in the Park Party in the Park	3 Arts by the Pond	4 Party in the Park	5	6 Stonebridge Music Festival
7	8	9 Marketplace Jazz in the Park Party in the Park	10 Arts by the Pond Midway	11 Party in the Park Midway	12 Midway	13 Midway Summer Splash Challenge
14 Midway	15	16 Marketplace Jazz in the Park Party in the Park	17 Arts by the Pond	18 Party in the Park	19	20 Corvette Cruize Weekend
21 Corvette Cruize Weekend Multi Sport Simcoe Shores Relay	22	23 Marketplace Jazz in the Park Party in the Park	24 Arts by the Pond	25 Party in the Park	26	27
28	29	30 Marketplace Jazz in the Park Party in the Park	31 Arts by the Pond			

September 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Tourism Events Corporate Events	Community Events	Neighbourhood Events	Growing & Emerging Events	1	2	3 Wasaga Jeep Show (cancelled)
4 Memories of Summer Fireworks	5 Labour Day	6	7	8	9	10 MultiSport Triathlon
11 MultiSport Triathlon	12	13	14	15	16	17 Stonebridge Music Festival
18 Terry Fox Fun	19	20	21 Maple Leaf Day	22	23	24
25	26	27	28	29	30	
October 2011						
						1
2	3	4	5	6	7	8
9	10 Thanksgiving	11	12	13	14	15
16	17	18	19	20	21 Fall Rainbow Derby (Cancelled)	22 Fall Rainbow Derby (Cancelled)
23 Fall Rainbow Derby (Cancelled)	24	25	26	27	28	29
30	31					
November 2011						
		1	2	3	4	5
6 Remembrance Day Parade & Service	7	8	9	10	11 Remembrance Day	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Tree Lighting Ceremony	26 Santa Claus Parade
27 Funderland Breakfast with Santa	28	29	30			
December 2011						
				1 Snowmobile Season Starts (until March, weather depending)	2	3 Christmas Craft Show
4 Mayor & Council Christmas Reception	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25 Christmas Day	26	27	28	29	30	31 New Year's Eve

***B. Current Events SWOT Analysis***

## Current Events SWOT Analysis

### Special Events Department – General SWOT

The Special Events department currently consists of one Special Events Coordinator (SEC) who is responsible for planning and executing nine (9) community events and six (6) corporate events, the SEC also supports and liaises with 24 external event organizers. *Community Events include:* Snowman Mania, Canada Day, Christmas Craft Show, etc...

*Corporate Events include:* Mayor and Council’s Christmas Reception, Staff events, etc...

*External Events include:* Wasaga Beach Fest, Not So Pro, Wasaga under Siege, etc...

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Large summer event roster</li> <li>• Natural resources (Beach, Bay, River)</li> <li>• Good working relationship with Ontario Parks and Ontario Provincial Police</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• The Special Events Coordinator’s current workload does not allow for a significant amount of additional time to develop or seek out new events particularly during the summer season. Additionally, it is difficult for the Special Events Coordinator to add considerable enhancements to Town organized Special Events.</li> <li>• Limited changes to events year after year, either due to budget restraints and SEC’s workload</li> <li>• Lack of day of event support staff, as volunteers are unreliable and hard to come by</li> <li>• Seasonality, events mainly occurring based on beach season and school summer holidays</li> <li>• Limited number of shoulder and off season events</li> <li>• Budget restraints</li> <li>• Limited unique events</li> <li>• Limited marketing to attract tourists</li> <li>• Limited business involvement in most events</li> <li>• Private event organizers lack of communication with SEC</li> <li>• Limited indoor venues for off season and inclement weather locations</li> <li>• Town image as a party town</li> <li>• Growing conflict between residents and tourists</li> <li>• Unutilized town slogan “the beach is just the beginning”</li> <li>• Lack of quality events</li> <li>• Lack of well known artists for performances</li> <li>• Limited public use at facilities (i.e. public gym time, more public skating, etc...)</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Hire a part time staff member to assist with current events, especially during the summer months</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Overworked staff may not be able to cope with the stress and scheduling of the current position</li> </ul>

<ul style="list-style-type: none"> <li>• Hire an additional full time staff member to assist with current events and to plan an execute more events during off and shoulder seasons</li> <li>• Bring in large scale tourism events to attract families, seniors and young youth to prevent the party town stigma</li> <li>• Expand current events and create quality event to grow into the shoulder and off seasons</li> </ul>	<ul style="list-style-type: none"> <li>• Competing events in neighbouring communities</li> <li>• Weather is a large determining factor in event participation</li> </ul>
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**Events organized by the Special Events Coordinator (Town of Wasaga Beach):**

**1. NEW YEAR'S LEVEE & ORDER OF WASAGA BEACH**

“New Year’s Levee & Order of Wasaga Beach” is an event to welcome the New Year and provide awards to the outstanding citizens for volunteer and community work.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Recognize local residents for long standing volunteer work within the community</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of interested applicants</li> <li>• Held during winter, while many of those who volunteer or their families are away</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow the event to include sports awards, services award, etc. or combine event with the Mayor &amp; Council Christmas Reception</li> <li>• Recognize a local youth</li> <li>• Recognize up and coming volunteers, hold service awards for various years of service</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Decreasing number of volunteers in general</li> </ul>

**2. SNOWMAN MANIA**

“Snowman Mania” is a four day family festival held during Family Day weekend in February. 2011 marked the 6<sup>th</sup> annual event, 2<sup>nd</sup> as the four day festival. Committee members run events throughout the town during this weekend. Events include: Chili Cook off, Fireworks, Snowmobile Dance, Ice Skating and more!

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Off Season Event</li> <li>• Committee Planned Event</li> <li>• In Town Marketing</li> <li>• Variety of events throughout the weekend</li> <li>• Variety of locations throughout the town</li> <li>• Increased community group involvement</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of residents in town during the winter months</li> <li>• Conflicting personalities within the committee</li> <li>• Lack of marketing within other areas to attract tourists</li> <li>• Lack of indoor venues for inclement weather</li> <li>• Budget restraints</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• To improve seasonal events and draw in tourists</li> <li>• Improve communication within the committee</li> <li>• Create an organized marketing plan, include more marketing to the Greater Toronto Area</li> <li>• For more Business involvement i.e. sponsorships or planning an event during the festival</li> <li>• To create this as an annual signature tourism event</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather i.e. lack of snow</li> <li>• Weather i.e. road closures</li> <li>• Competing events in neighbouring communities</li> <li>• Lack of sponsorship dollars could dramatically decrease the size and quality of events</li> </ul>

### 3. EASTER EGGSTRAVAGANZA

“Easter Eggstravaganza” is a one day family event held on the Saturday of Easter weekend. The event hosts and Easter egg hunt, inflatable activities and more.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Shoulder Season Event</li> <li>• Family Event</li> <li>• Community Event</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited to children &amp; young families</li> <li>• Marketing to other areas</li> <li>• Business involvement</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow event to include more activities for Youth</li> <li>• Increase variety of activities for all</li> <li>• Include indoor and outdoor activities, as weather during the spring is unpredictable</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Competing events in neighbouring communities</li> </ul>

### 4. ARTS BY THE POND

“Arts by the Pond” is a weekly event that takes place on Wednesday evenings in June, July and August. The event features a different variety of musical entertainment each week.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Variety of musical entertainment</li> <li>• Stonebridge Town Centre (Hamount Investments) Support</li> <li>• Diverse target market</li> <li>• Well received by the Community</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Marketing to other areas</li> <li>• Limited support from local merchants at Stonebridge Town Centre (2011 increased from 2010, although some merchants still do not see the benefits of this event, although consideration should be taken into account for those who actually attend each event and those who do not.)</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• To showcase a well known entertainer</li> <li>• To showcase a variety of entertainment other than music</li> <li>• For town to fund event, to ensure the security of the event in future years</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Loss of event, if merchants in Stonebridge Town Centre do not see the benefit of this event</li> <li>• Lack of adequate indoor venue for inclement weather</li> </ul>

### 5. JAZZ IN THE PARK

“Jazz in the Park” is a weekly event that takes place on Tuesday’s in July and August. The event features a different Jazz band every week.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Well known weekly event held for many years</li> <li>• Two ideal locations for both small and large bands, the Rotary Bandshell and the Oakview Woods Gazebo</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Marketing to other areas</li> <li>• Small target market</li> <li>• Physical location of Rotary Bandshell, as it is hidden behind the RecPlex and not visible from the road.</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow event to include shoulder seasons</li> <li>• Food vendors or community groups to host BBQ or sell products during the show</li> <li>• Grow event to host weekend jazz entertainment</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> </ul>

## 6. MARKETPLACE

“Marketplace” is a weekly vendor’s market that takes place on Tuesday’s in July and August. The event features local artisans and a farm.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Showcase local artisans</li> <li>• Provide unique shopping experience</li> <li>• Weekday event, does not compete with neighbouring communities</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of produce vendors</li> <li>• Marketing in town and to other areas, including signage campaign</li> <li>• Lack of buyers</li> <li>• Takes away from registered businesses</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Increase number of seasonal vendors, including farms</li> <li>• Increase day the market runs, i.e. include a weekend market, buyers could make their way from Elmvale to Collingwood, stopping in Wasaga Beach on the way.</li> <li>• Alternate event could be a seasonal craft show rather than hosting the weekly marketplace</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Lack of buyers</li> <li>• Vendors attending other markets in the local area, which could discourage buyer attendance</li> </ul>

## 7. CANADA DAY CELEBRATIONS

“Canada Day Celebrations” is a one day family event held on Canada Day. The event includes inflatable entertainment, youth entertainment, children’s entertainment and Fireworks.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Family Event</li> <li>• Fireworks display</li> <li>• Patriotic Event</li> <li>• Residents stay in town to enjoy festivities</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited Space for growth</li> <li>• Limited entertainment i.e. bands</li> <li>• Limited activities for youth</li> <li>• Limited business involvement</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Create a long weekend event</li> <li>• Longer event to encompass the fireworks display</li> <li>• More food and beverage opportunities (i.e. Beer tent)</li> <li>• Create more activities for youth and teens</li> <li>• Expand event with more activities and areas to draw in tourism</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• If location change, loss of fireworks sponsorship</li> <li>• Competing events in neighbouring communities</li> <li>• Weather</li> </ul>

## 8. MEMORIES OF SUMMER

“Memories of Summer” is a fireworks display that takes place on the Sunday of Labour Day weekend.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Fireworks Display</li> <li>• Traditional, long standing event</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of additional entertainment</li> <li>• Marketing to other areas</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Create a full day event</li> <li>• Create a full weekend event</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather i.e. wind conditions on bay</li> </ul>

**9. FUNDERLAND**

“Funderland” is a family event held in December in conjunction with the Lions Club’s Breakfast with Santa. The event was originally a fundraiser for the RecPlex and has turned into a family event.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Shoulder Season Event</li> <li>• Partnering with Lions Club’s Breakfast with Santa</li> <li>• Excellent event for young children</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Space Restraints, current location does not provide adequate space to grow</li> <li>• Lack of Youth Activities, could have a youth zone</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow event to include an outdoor aspect.</li> <li>• Grow event to include Youth and adult activities</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather i.e. road closures will affect attendance</li> </ul>

**10. CHRISTMAS CRAFT SHOW**

“Christmas Craft Show” is a vendor’s market with local artisans usually selling a variety of items. The Event runs in conjunction with the Wasaga Artists Sale.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Variety of artisans</li> <li>• All three year’s, space has sold out</li> <li>• Partnership with the YMCA’s Ten Thousand Villages</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Space restraints, current location does not provide adequate space for expanding</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Partnering with Wasaga Artists Group</li> <li>• Expand time frame for event i.e. longer day or two day event</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competing artisan markets and bazaars</li> <li>• Weather i.e. road closures</li> </ul>

**External Community, Growing & Emerging and Tourism Events planned by outside organizations:**

**1. SPRING FEVER MOTORCYCLE RALLY**

“Spring Fever Motorcycle Rally” is a charity event to raise funds to support the Georgian Triangle Humane Society. Bikers attend from all over Southern Ontario. This event is run by Wild Wing Wasaga Beach.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Shoulder season event</li> <li>• Unique event</li> <li>• Attracts an adult audience</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited Space at current location</li> <li>• Limited target market</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow event with more activities to attract a variety of guests</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather i.e. too cold to ride</li> <li>• Weather i.e. too rainy to ride</li> </ul>

**2. SCOUTS ANNUAL SOAP BOX DERBY**

“Scouts annual soap box derby” is an event for the local scouts, beavers and clubs to participate in. The event has taken place for the past 7 years. This event is run by the 2<sup>nd</sup> Scouts Group of Wasaga Beach.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Shoulder season event</li> <li>• Traditional, well known event</li> <li>• Local business involvement, sponsoring of carts.</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited to Wasaga Beach Scouting groups</li> </ul>
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<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• To allow scouting groups from all over to attend</li> <li>• Participation with Businesses along beach front</li> </ul>	<ul style="list-style-type: none"> <li>• Weather</li> <li>• Declining participation (scouting in general, as well)</li> </ul>

### 3. STONEBRIDGE MUSIC FESTIVALS

“Stonebridge Music Festivals” are three events taking place in June, August and September. Each festival features a one type of musical entertainment. This event is run by Hamount Investments and Stonebridge Town Centre.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Well known musician as headliner</li> <li>• Shoulder Season events</li> <li>• Well attended inaugural events</li> <li>• Promoted well within the Town of Wasaga Beach</li> </ul>	<ul style="list-style-type: none"> <li>• Disorganized coordination of event, including set up</li> <li>• First event was in competition with other events</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Grow event to encompass the entire weekend or create more varieties over more dates</li> </ul>	<ul style="list-style-type: none"> <li>• Other events taking place at the same time</li> <li>• Weather</li> </ul>

### 4. KITE FEST

“Kite Fest” is a kiting event, where kite groups from around Southern Ontario come to Wasaga Beach to fly their exotic kites. This event is run by the Chamber of Commerce.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Well known two day event</li> <li>• Unique event</li> <li>• Inexpensive to run</li> <li>• Partnership with Sandcastle competition (on second day)</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of public participation</li> <li>• In competition with other events</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Expand to kites in other provinces</li> <li>• Public participation – i.e. give it a try; learn to kite classes, etc...</li> <li>• Expand to kite boarders and host a larger scale “KiteFest” to include all types of Kites</li> <li>• Increased promotion throughout town and in neighbouring communities</li> </ul>	<ul style="list-style-type: none"> <li>• Weather i.e. lack of wind/too much wind</li> </ul>

### 5. SANDCASTLE COMPETITION

“Sandcastle Competition” is a fun family event aimed at getting fathers and their children out to make sandcastles on father’s day. This event is run in conjunction with Kite Fest. This event is run by a subcommittee of the Chamber of Commerce.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Family Event</li> <li>• In conjunction with Kite Fest</li> <li>• Unique to the community</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of communication with event organizers and Town of Wasaga Beach</li> <li>• Sand is very fine, not ideal for large, unique sandcastles</li> </ul>

<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Expand event to a full weekend, not just on Sunday</li> </ul>	<ul style="list-style-type: none"> <li>Competition with other ongoing events</li> <li>Weather</li> </ul>

#### 6. WASAGA CRUISERS FUN RUN

“Wasaga Cruisers Fun Run” is a classic car show. The event has been taking place for 12 years. This event is organized by the Wasaga Beach Cruisers Car Club.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Well known, long standing event</li> <li>Exposure for Wasaga Beach in other neighbouring areas due to partnerships with the group</li> <li>Attracts out of town guests</li> </ul>	<ul style="list-style-type: none"> <li>Limited audience</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Expand to full weekend event</li> <li>Expand current hours of event</li> <li>Partnerships with local accommodations and restaurants</li> </ul>	<ul style="list-style-type: none"> <li>Weather, rain and wind</li> </ul>

#### 7. WASAGA BEACH FEST

“Wasaga Beach Fest” is an entertainment event featuring musical entertainment, buskers and carnival rides. This event is organized by PCL Solutions.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Well know headline entertainer in 2010</li> <li>Two day event, with potential for overnight guests</li> <li>Summer kick off event</li> </ul>	<ul style="list-style-type: none"> <li>Lack of business involvement</li> <li>Lack of communication between organizers and businesses</li> <li>Lack of use in area sectioned off for event.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Hiring well known artists to perform throughout the entire event</li> <li>Partnerships with local businesses and attendees</li> <li>Area to expand along Beach Drive</li> </ul>	<ul style="list-style-type: none"> <li>Weather</li> </ul>

#### 8. NOT SO PRO BEACH VOLLEYBALL

“Not So Pro Beach Volleyball” is a volleyball tournament organized by Not So Pro Sports. The event is in its 13<sup>th</sup> year running.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Use of Natural Resources</li> <li>Long standing Annual Event</li> <li>Draws in young adults from the GTA and neighbouring areas</li> <li>Fills accommodations</li> </ul>	<ul style="list-style-type: none"> <li>Lack of communication with the organization</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Partnering with local businesses to provide a package deal with accommodations and meals</li> </ul>	<ul style="list-style-type: none"> <li>Weather</li> </ul>

**9. WASAGA MIDWAY**

The “Wasaga Midway” is a carnival that comes to Wasaga Beach during the summer months, once in July and once in August. Albion Amusements have been hosting the midway for over 20 years.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Historical event, location was a former amusement park</li> <li>• Different activity at main beach area</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Only runs during the evenings, inconsistent hours of operation</li> <li>• Takes up large portion of prime parking space</li> <li>• Lack of communication with Carnival owners, workers and Town of Wasaga Beach</li> <li>• Lack of advertising</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Relocate to area, not used as prime parking</li> <li>• Include other events</li> <li>• Smaller permanent midway during summer season</li> <li>• Partnerships with external event organizers</li> <li>• Run during day to attract families</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Use of prime parking space during prime season</li> </ul>

**10. WASAGA UNDER SIEGE**

“Wasaga under Siege” is a historical re-enactment of the War of 1812 and the battle of the Nancy. This event mimics a variety of battles that took place on Georgian Bay and the Nottawasaga River during the war. The event is organized by the Historic Military Establishment of Upper Canada.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Historical and educational event</li> <li>• Multi day festival</li> <li>• Assists with accommodation patrons</li> <li>• Exposure to Wasaga Beach</li> <li>• Exposure to Nancy Island Historic Site</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited audience</li> <li>• Lack of youth participation</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Bicentennial year larger scale event</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> </ul>

**12. SUMMER SPLASH CHALLENGE**

The “Summer Splash Challenge” is a stand up paddle board race held in various cities in Ontario. 2011 is the inaugural year for this event.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Use of Natural Resource (Bay)</li> <li>• Variety of locations throughout Southern Ontario</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Variety of locations throughout Southern Ontario, people may not travel to Wasaga Beach for event but may attend another location</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Partnerships with local accommodations and restaurants</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Participants not attending due to other events throughout the summer in various locations in Southern Ontario</li> </ul>

### 13. CORVETTE CRUIZE WEEKEND

“Corvette Cruize Weekend” is a corvette car show. Corvette enthusiasts come to Wasaga Beach to enjoy this weekend cruise. This event is in its 21<sup>st</sup> year. The event is planned by the Wasaga Beach Corvette Club.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Long standing annual event</li> <li>• Two day event</li> <li>• Fills accommodations</li> <li>• Attracts out of town guests</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited Audience</li> <li>• Use of prime parking space during prime season</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Expand to a week long festival</li> <li>• Expand event hours</li> <li>• Partnership with local accommodations and restaurants</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Use of prime parking space</li> </ul>

### 14. MULTISPORT SIMCOE SHORES RELAY

“MultiSport Simcoe Shores Relay” is a 245km, 24hour running relay. The relay begins in Barrie and ends at The Blue Mountains. This event is in its 2<sup>nd</sup> year and is organized by MultiSport Canada.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Very successful inaugural year</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Over night stay in Wasaga Beach</li> <li>• Limited audience/participants</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Alternate starting location so Wasaga Beach is used during the day time</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> </ul>

### 15. WASAGA JEEP SHOW

The “Wasaga Jeep Show” is an annual fundraising event organized by Project Unlimited Off Road Division. The event raises money for local causes (i.e. My Friend’s House). Jeep enthusiasts show off their proud vehicle to win prizes.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Growth of event every year</li> <li>• Fundraising event for local charity</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited Audience</li> <li>• Event did not occur during 2011 season</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Grow event further into a weekend event</li> <li>• Partnerships with local accommodations</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> <li>• Cancelled in 2011</li> </ul>

### 16. MULTISPORT TRIATHLON & MARATHON

“MultiSport Triathlon & Marathon” is a weekend event organized by MultiSport Canada. The event usually hosts a Give it a try day. This event is in its eight year running.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Variety of levels for all participants</li> <li>• Annual shoulder season event</li> <li>• Attracts spectators</li> <li>• Multi day event, using natural resources</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited type of participants</li> </ul>
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<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Partnerships with local accommodations</li> </ul>	<ul style="list-style-type: none"> <li>Water conditions</li> <li>Weather</li> </ul>

**17. TERRY FOX RUN**

The Terry Fox Run is an annual Run for Cancer research. This event is held in September every year.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Well known annual event held in virtually every Canadian City</li> <li>Fundraising for a well know charity</li> <li>Increased participation in Wasaga Beach every year</li> <li>Wasaga Beach reached a new fundraising level in 2010</li> </ul>	<ul style="list-style-type: none"> <li>Lack of advertising prior to, to encourage more participation (2011 advertising was increased from 2010)</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Expand event to include various levels of difficulty, include an accessible portion</li> </ul>	<ul style="list-style-type: none"> <li>Weather</li> </ul>

**18. ANNUAL FALL RAINBOW TROUT DERBY**

“Annual Fall Rainbow Trout Derby” is a fishing derby held during the month of October. This event is run by the Wasaga Beach Fish and Game Club.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Shoulder Season Event</li> <li>Doubled participation in 2010</li> <li>Long standing event</li> </ul>	<ul style="list-style-type: none"> <li>Limited audience and participation</li> <li>Did not occur in 2011</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Grow event to include children and youth category/activities or prizes</li> <li>25<sup>th</sup> anniversary event</li> </ul>	<ul style="list-style-type: none"> <li>Weather</li> <li>Wasaga Beach Fish and Game Club disbanded in 2011</li> </ul>

**19. TREE LIGHTING CEREMONY**

The “Tree Lighting Ceremony” is an annual event to light up the large blue spruce tree in Oakview Woods Park. This event is organized by the Chamber of Commerce.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>Off Season Event</li> <li>Kick off to the holiday season</li> </ul>	<ul style="list-style-type: none"> <li>Very small lighting show</li> <li>Limited advertising in town and in neighbouring communities</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Expand lighting area to attract more audience members</li> <li>Expand activities to draw in the audience</li> <li>Partner with more businesses to sponsor lights on other trees</li> <li>Performances by local groups</li> <li>Combine with Santa Clause Parade, host events on the same day</li> </ul>	<ul style="list-style-type: none"> <li>Competing areas with similar events</li> <li>Weather</li> </ul>

**20. SANTA CLAUS PARADE**

“Santa Claus Parade” is an annual parade to kick off the Christmas season, for those who missed the Tree Lighting Ceremony. The event usually takes place after the tree lighting ceremony. This event is organized by the Chamber of Commerce.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Annual Event</li> <li>• Family friendly event</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of decorations on floats (review and revise regulations)</li> <li>• Limited number of floats</li> <li>• Lack of communication with float organizers and Chamber of Commerce</li> <li>• Long route, with long gaps as marshals are not in the parade to keep the pace</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Enlarge Floats, quality and quantity</li> <li>• Engage community</li> <li>• Host a night time event with lighting on the floats</li> <li>• Combine with Tree Lighting Ceremony</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Similar events in neighbouring communities</li> <li>• Weather</li> </ul>

**21. BREAKFAST WITH SANTA**

“Breakfast with Santa” is an annual event where children and families have the opportunity to enjoy a pancake breakfast with Santa. This event is organized by the Lion’s Club and run in conjunction with Funderland.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Partnering with the Town of Wasaga Beach and the Funderland event</li> <li>• Fundraising for various Lion’s Club initiatives</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Space requirements</li> <li>• Advertising</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Expand to multi day or multi weekend events</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> </ul>

**Corporate Events organized by the Special Events Coordinator:**

**1. MAYOR’S & COUNCIL CHRISTMAS RECEPTION**

“Mayor’s & Council Christmas Reception” is a way for the Mayor and Members of Council to thank members of the community and committee members for their work during the year.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Recognize committee members for their support during the year</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Invites are sent out later than should be</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Build event to increase entertainment</li> <li>• Rebrand event to a Gala event</li> <li>• Combine with the New Year’s Levee/Order of Wasaga Beach</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Weather</li> </ul>

**Corporate Events organized by Deputy Clerk:**

**1. REMEMBRANCE DAY PARADE & SERVICE**

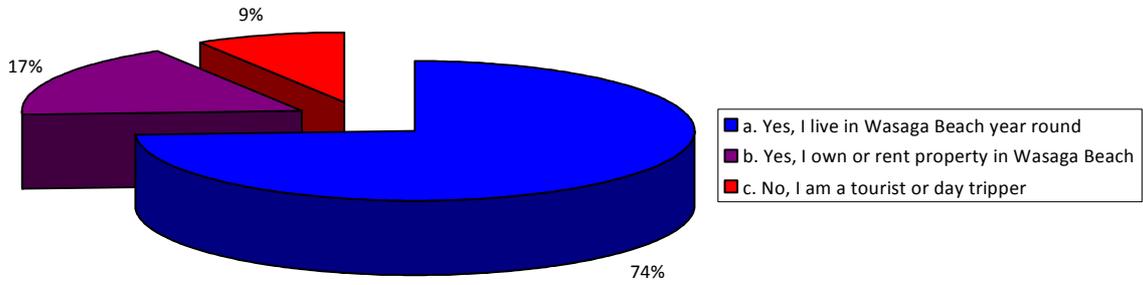
“Remembrance Day Parade and Service” is an event to honour the war veterans throughout the years.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Long standing event</li><li>• Participants feel the event is very appealing</li><li>• Parasitic event, with access to base boarded</li><li>• Educational event for school children</li><li>• Political Support</li><li>• Well attended</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Limited space near cenotaph</li><li>• Exposed to elements</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• For increased education, and support from school groups</li><li>• Promote History of the community</li><li>• Grow to have more bands participate</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Weather</li></ul>

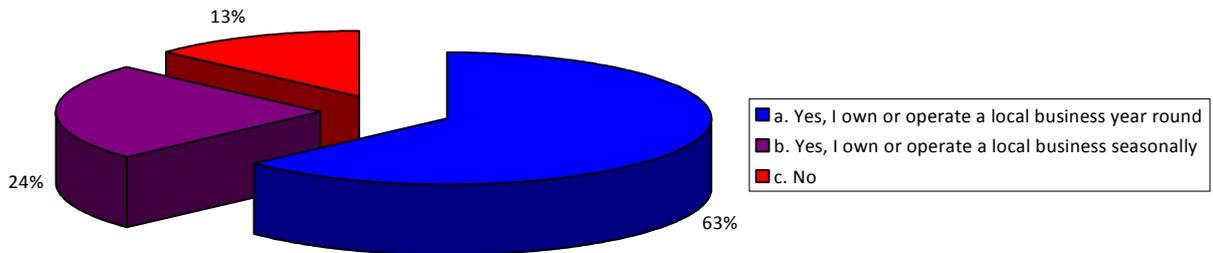
### ***C. Survey Feedback***

# Business Survey Results

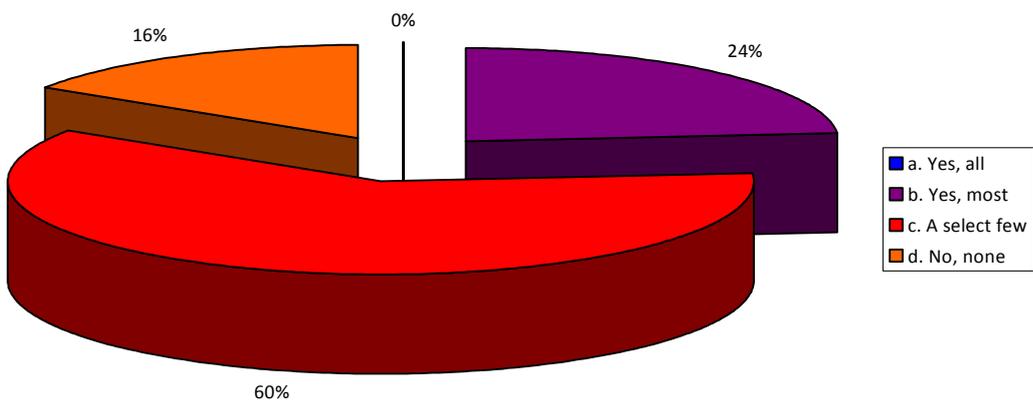
## 1. Are you a Wasaga Beach Resident?



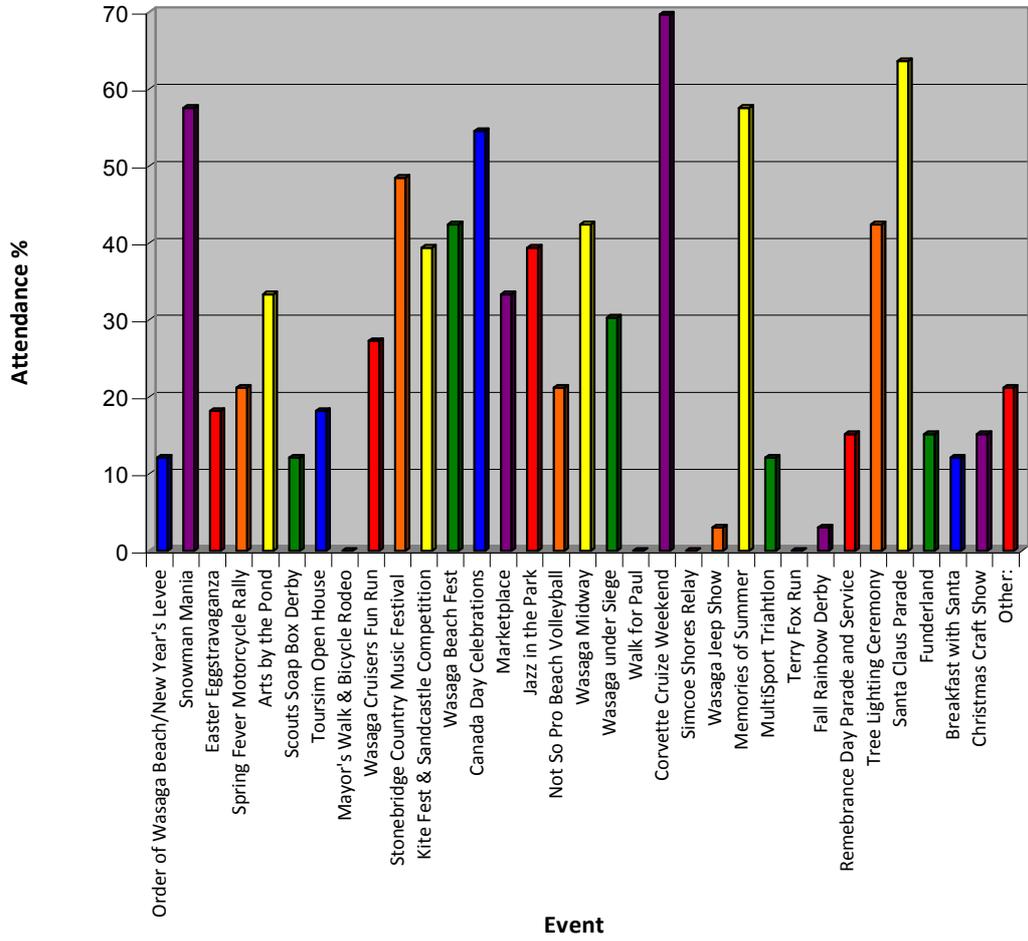
## 2. Are you a Wasaga Beach Business Owner or Operator?



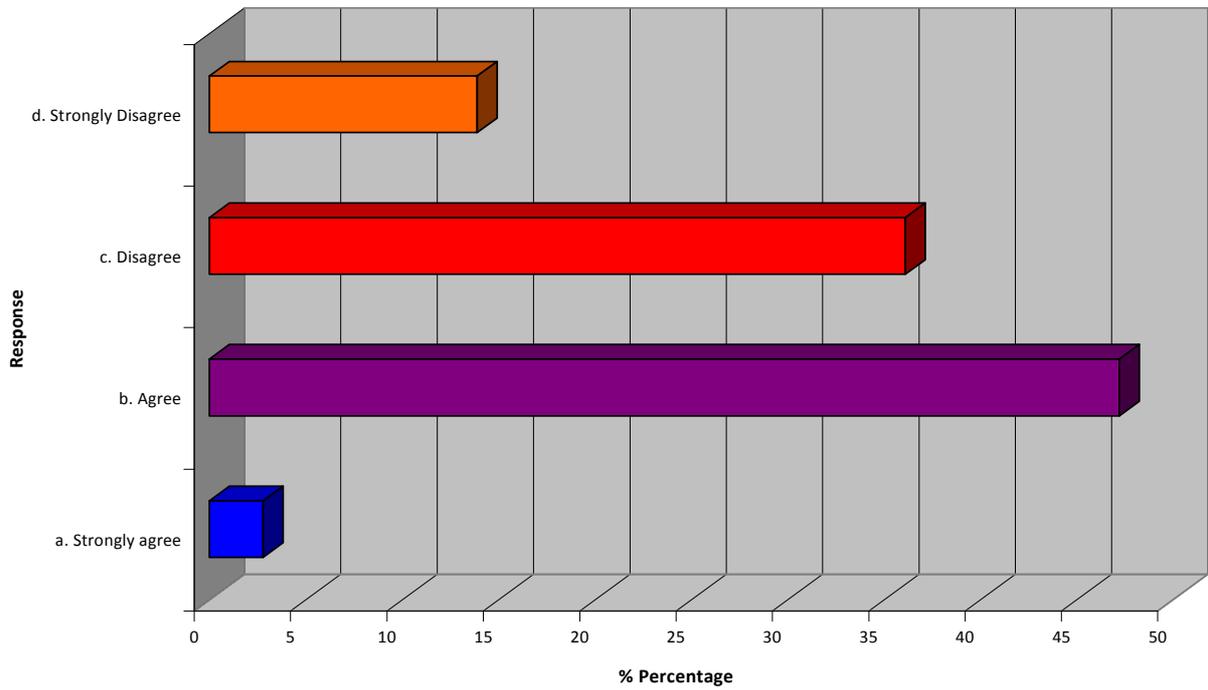
## 3. Do you attend any current special events held within the Town of Wasaga Beach?



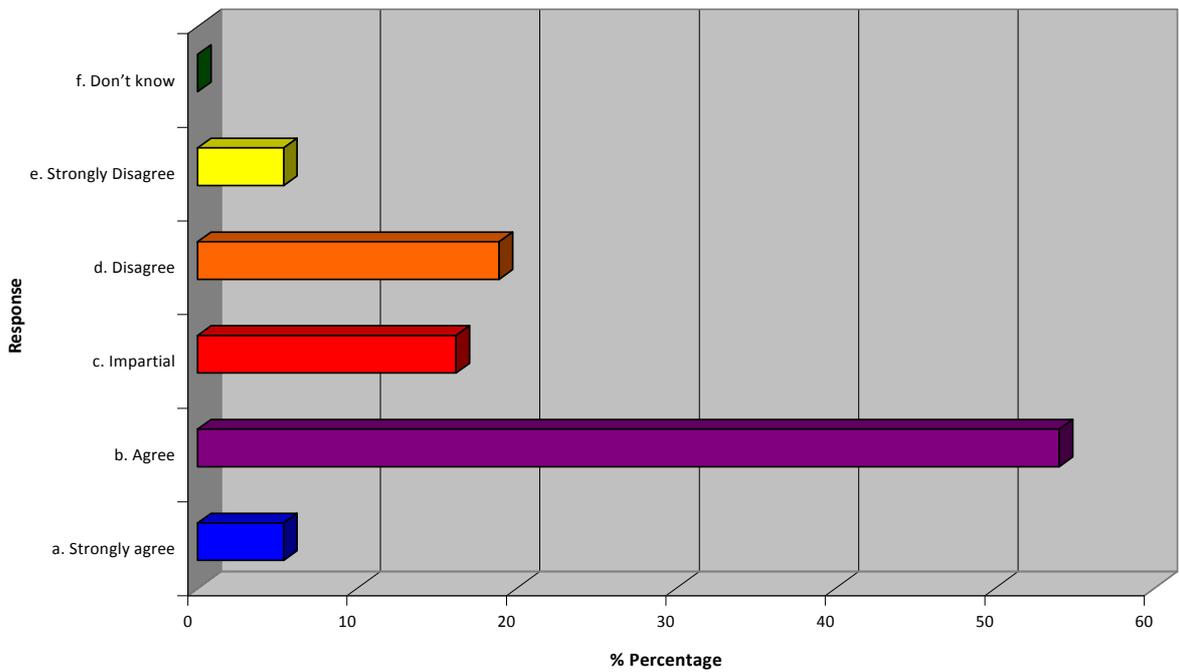
#### 4. Which special events have you attended in the past 12 months?



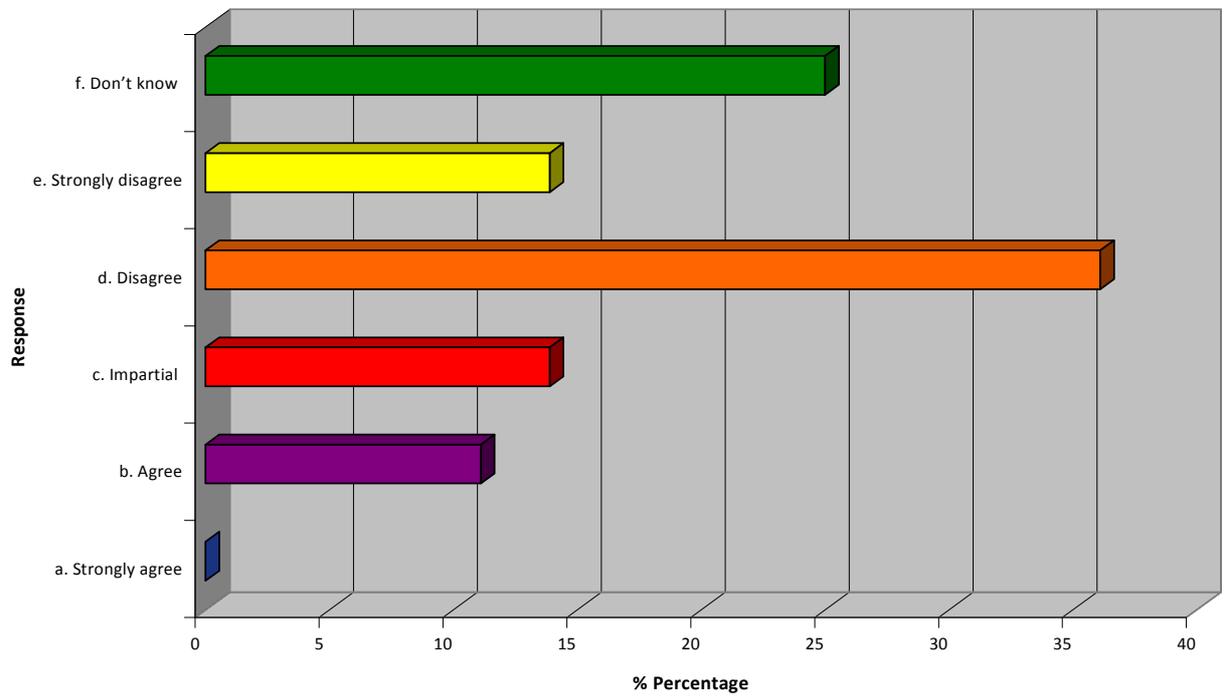
5. Do you feel Wasaga Beach's current events roster meets the needs of the community?



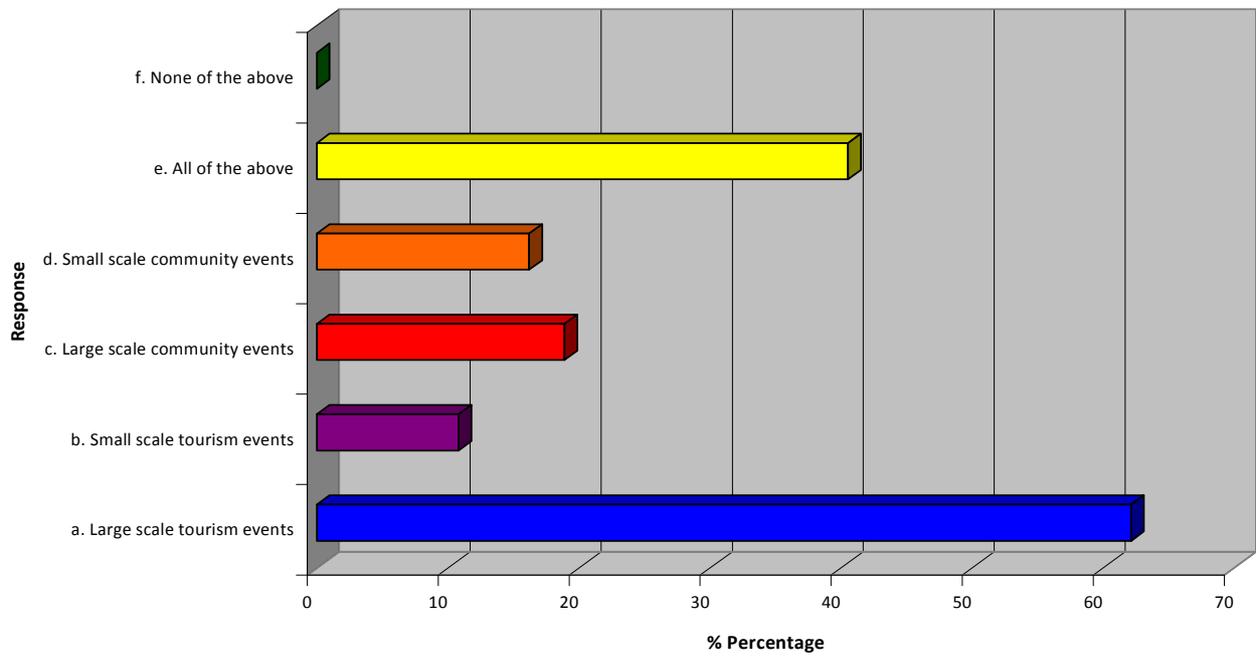
6. Do you feel events are promoted well within the Town?



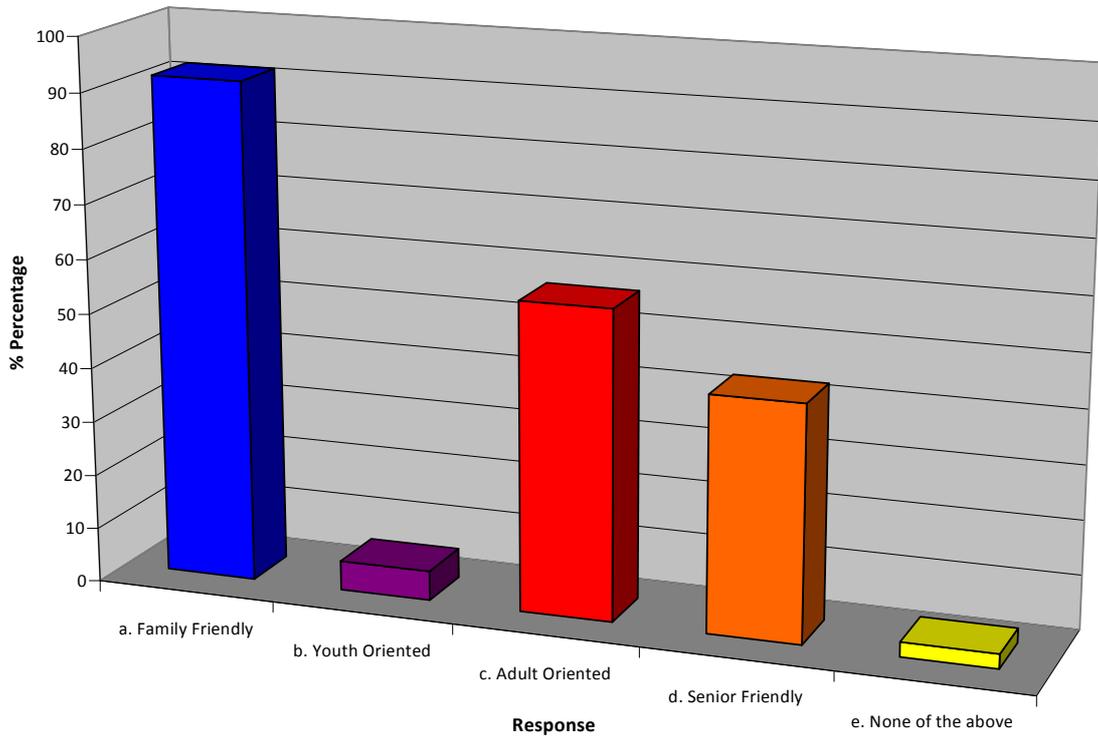
7. Do you feel events are promoted well in neighbouring communities?



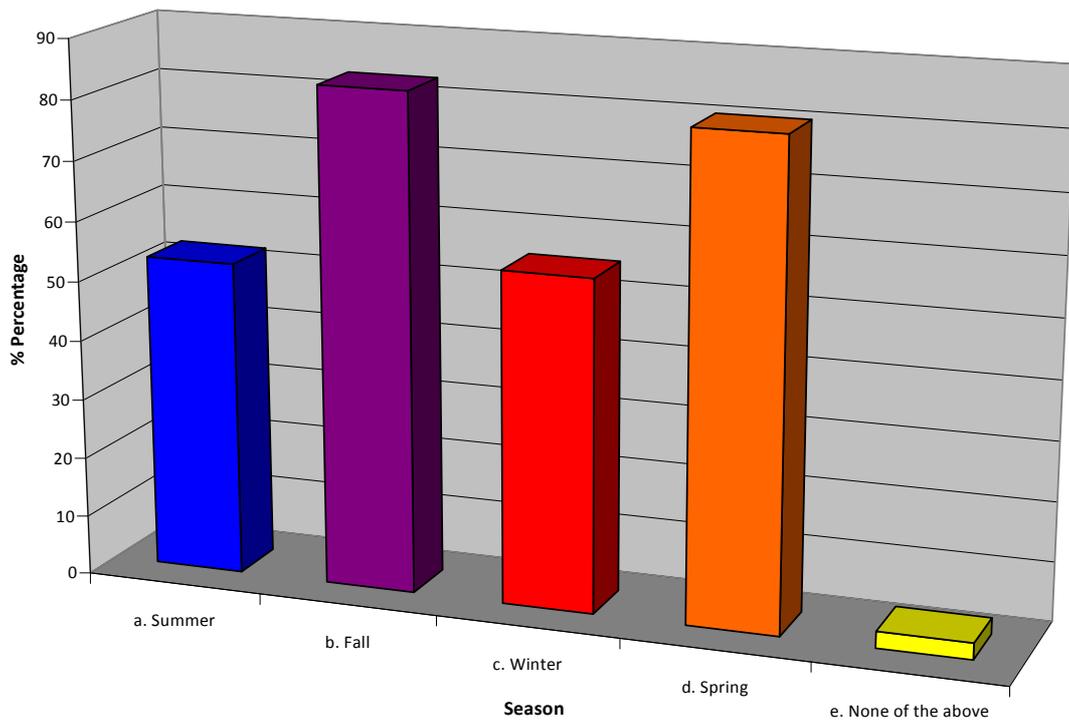
8. What size special events would you like to see in Wasaga Beach?



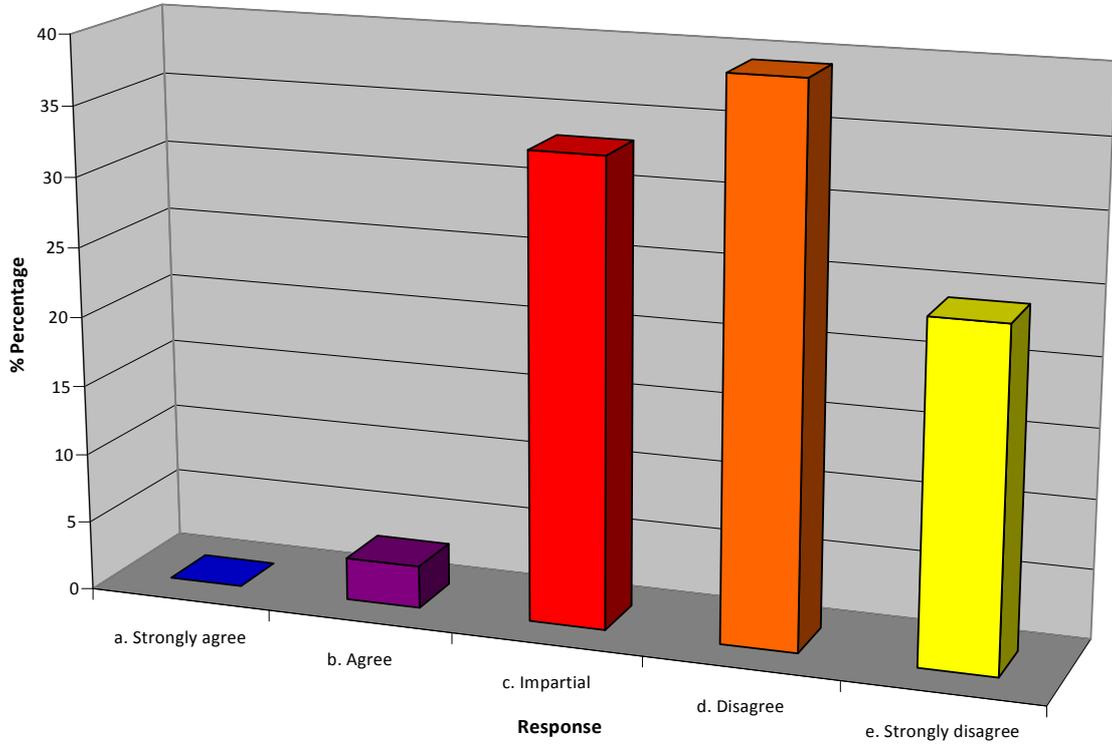
9. What audience attracting events would you like to see in Wasaga Beach?



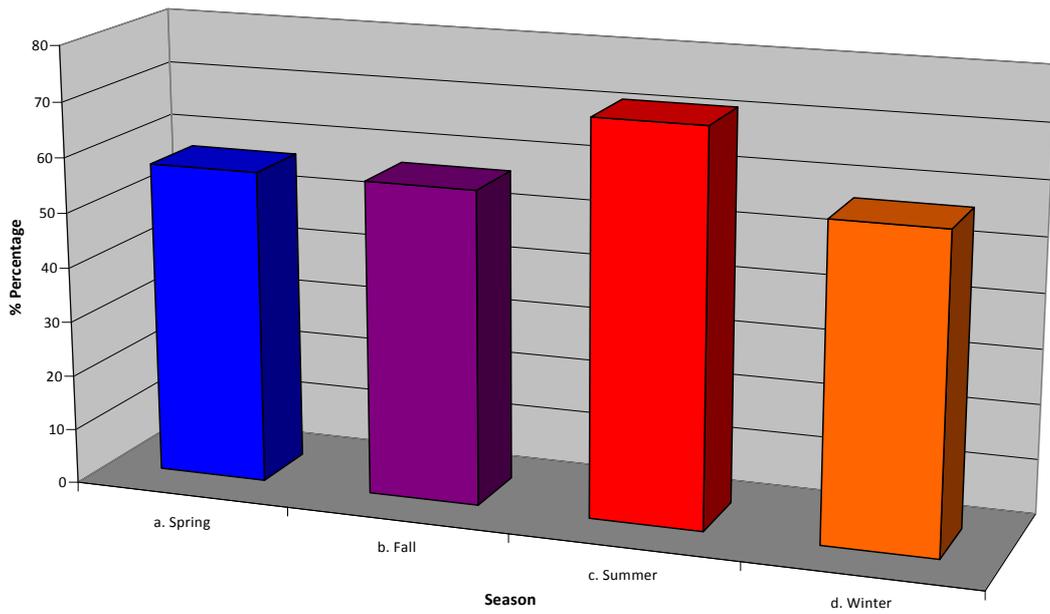
10. What time of the year would you like to see more events?



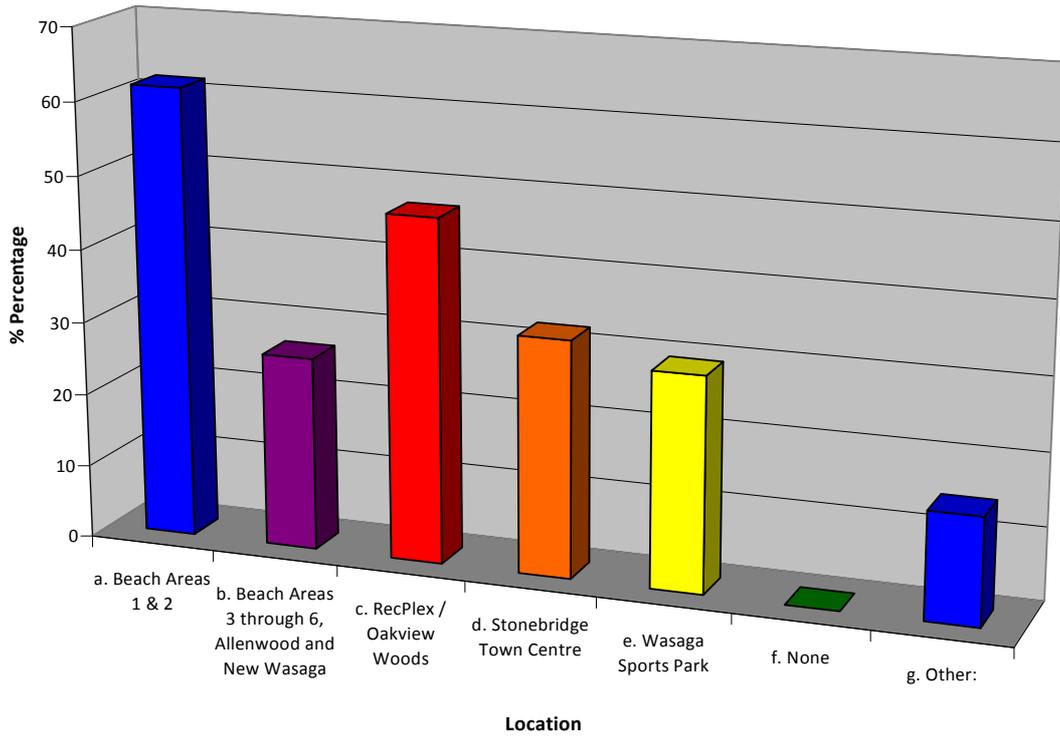
11. Would you like to see fewer events at any point during the year?



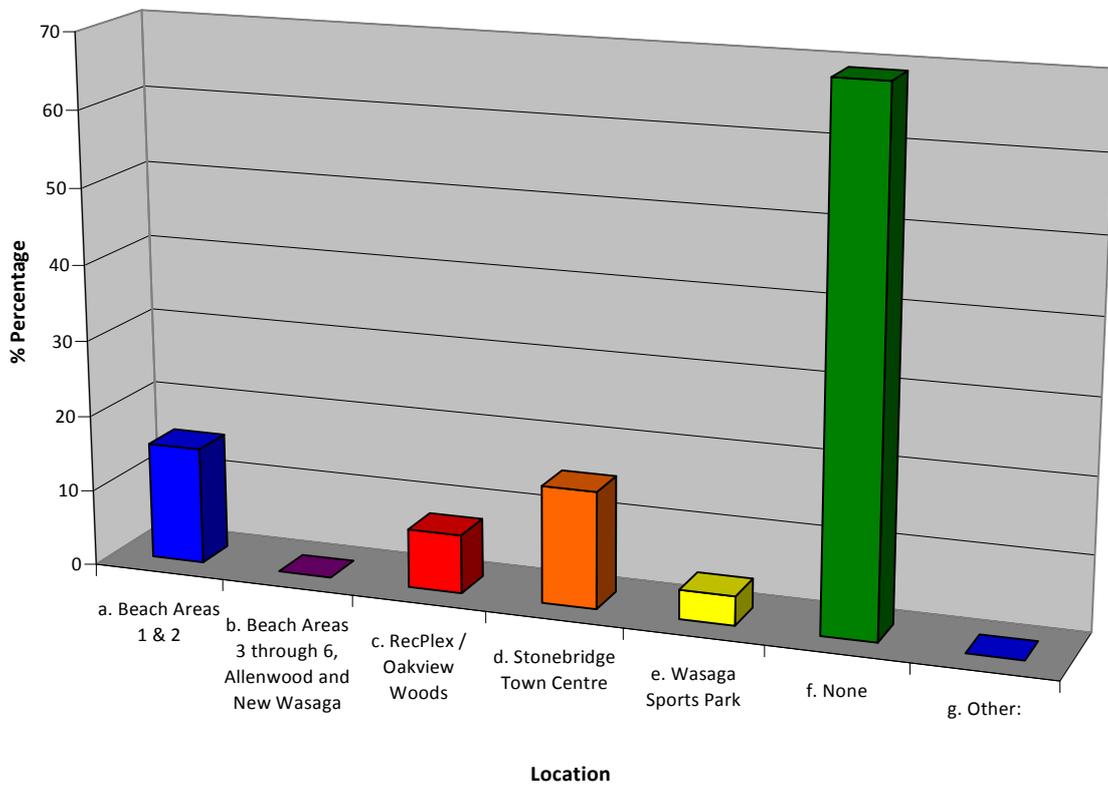
12. If you would like to see fewer events, what time of the year?



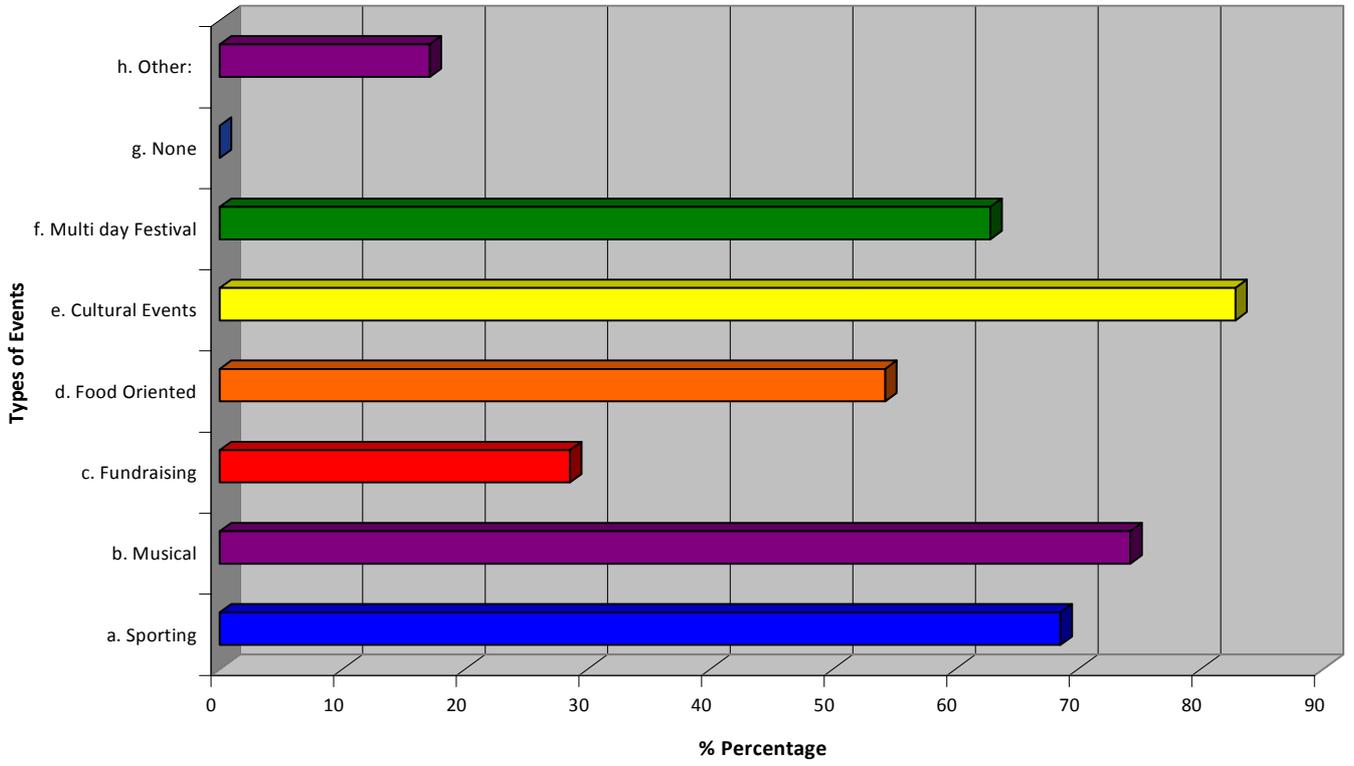
13. What area would you like to see more events?



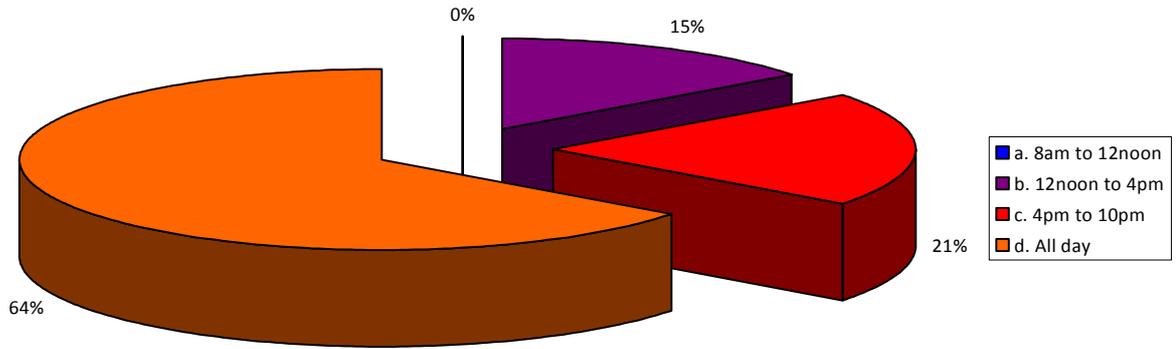
14. What area would you like to see fewer events?



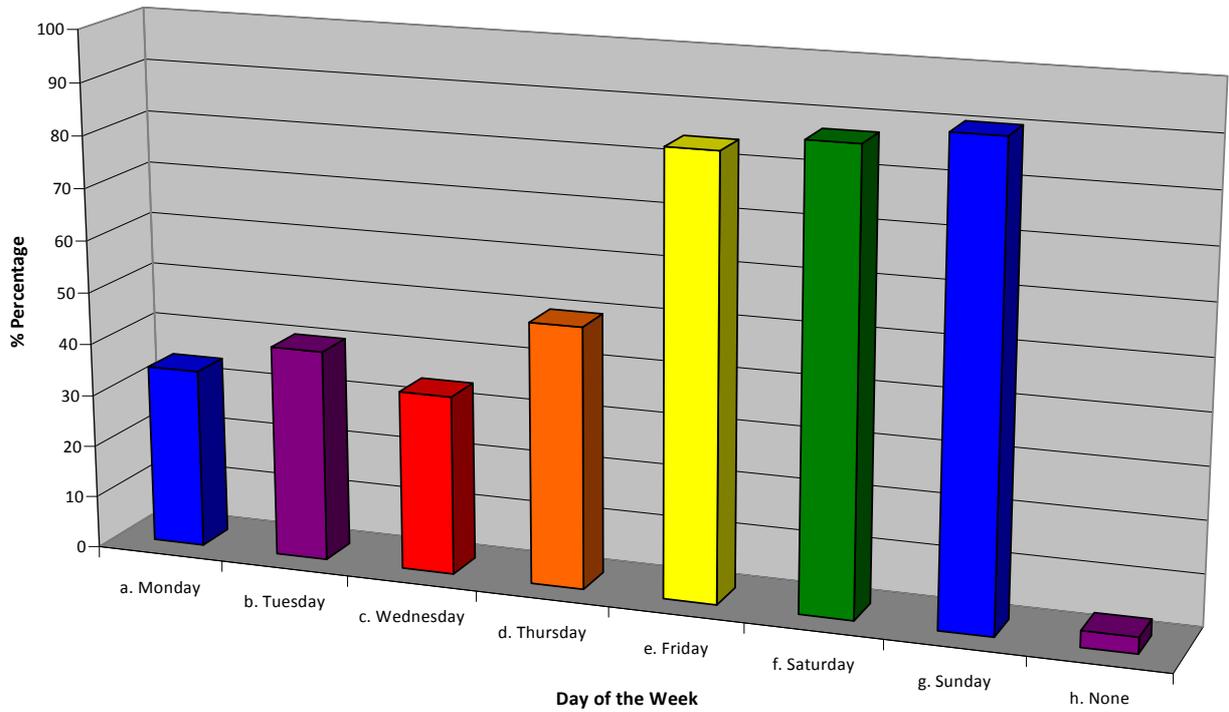
15. What type of events would you like to see more of?



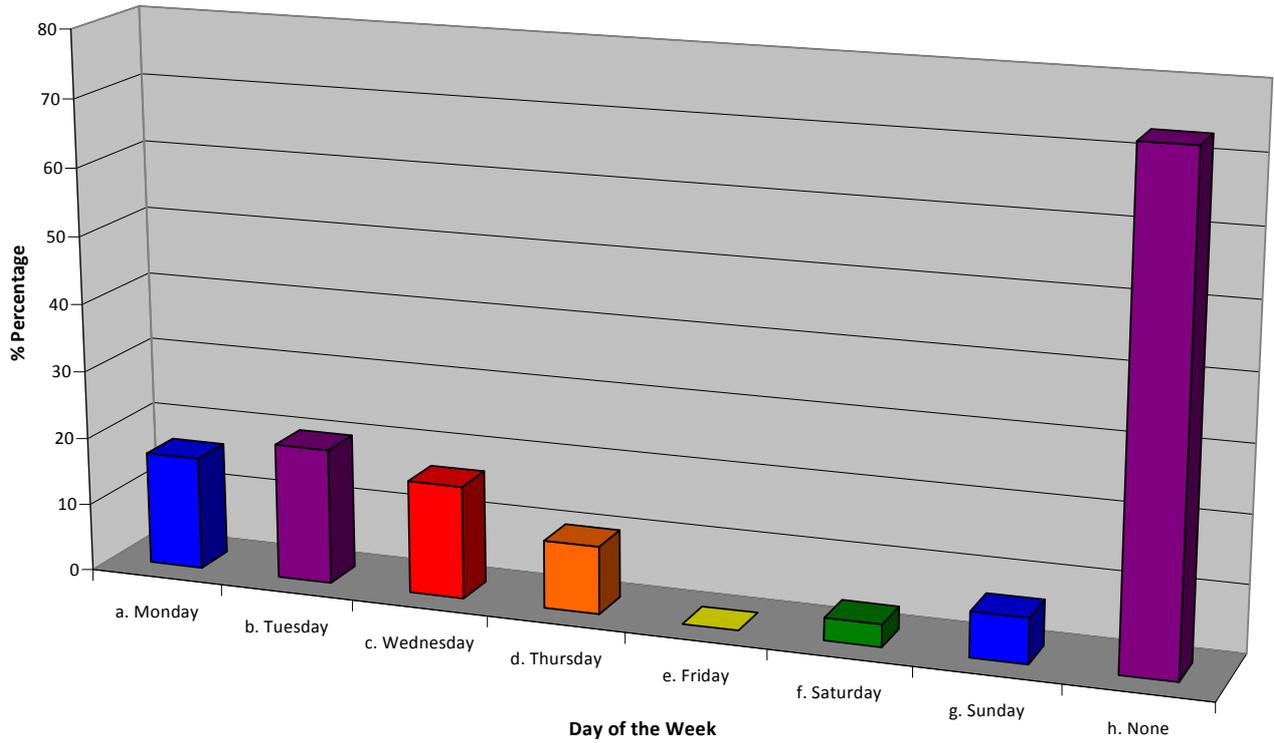
16. What is your ideal time frame for events?



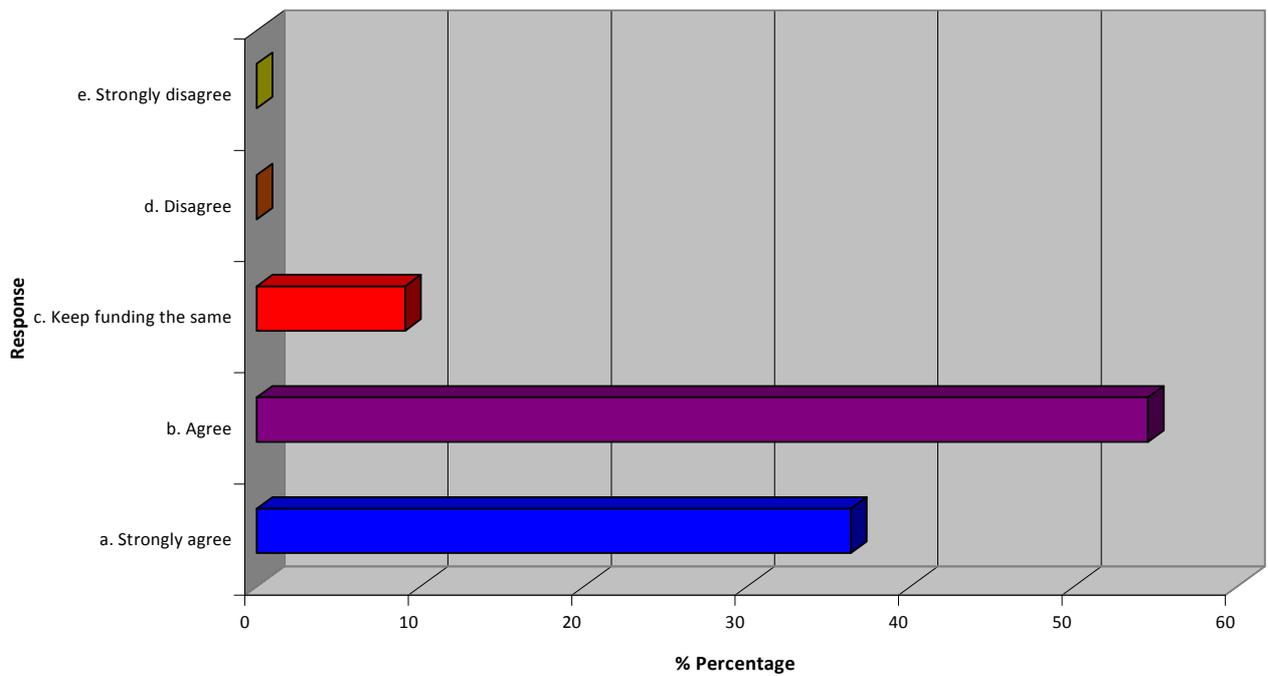
17. What day of the week would you like to see more events?



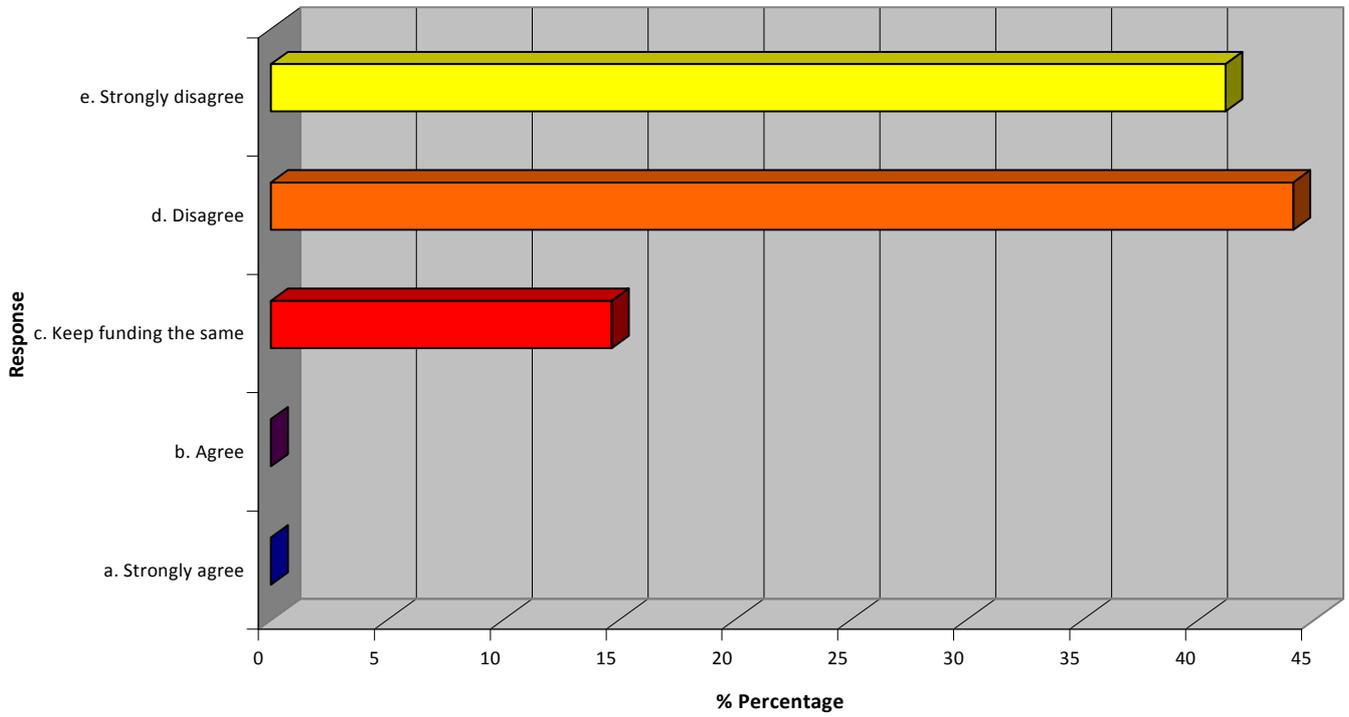
**18. What day of the week would you like to see fewer events?**



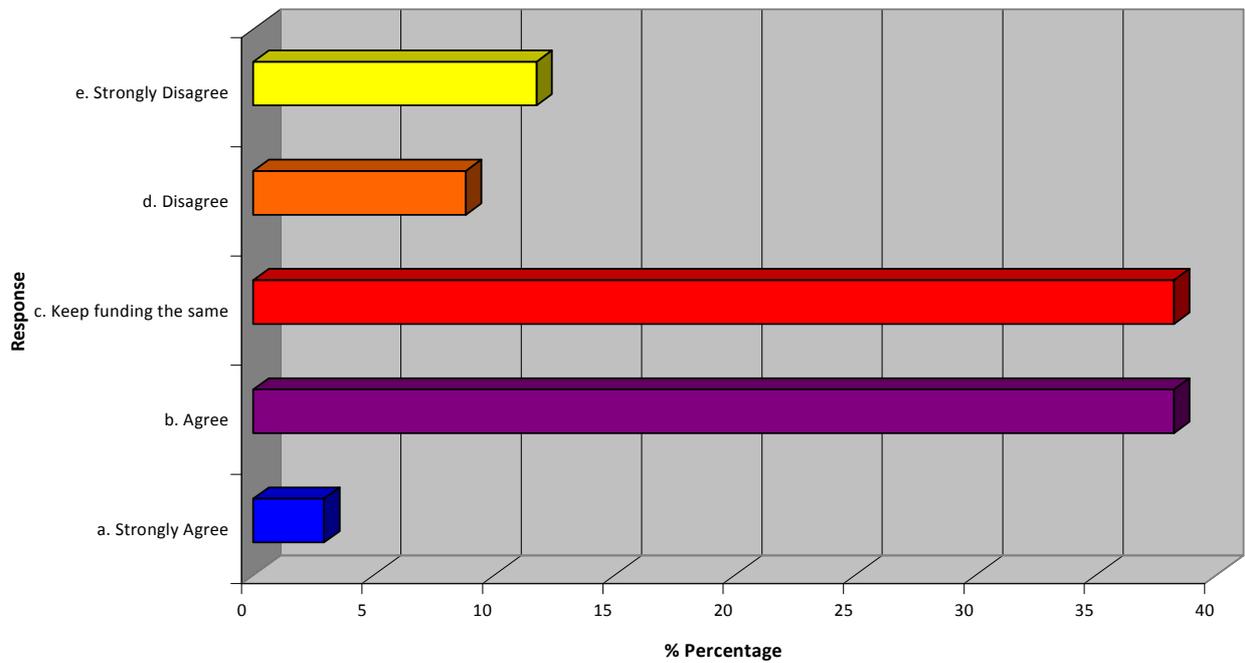
**19. Would you like to see the Town contribute more funding to events organized by the Special Events Coordinator?**



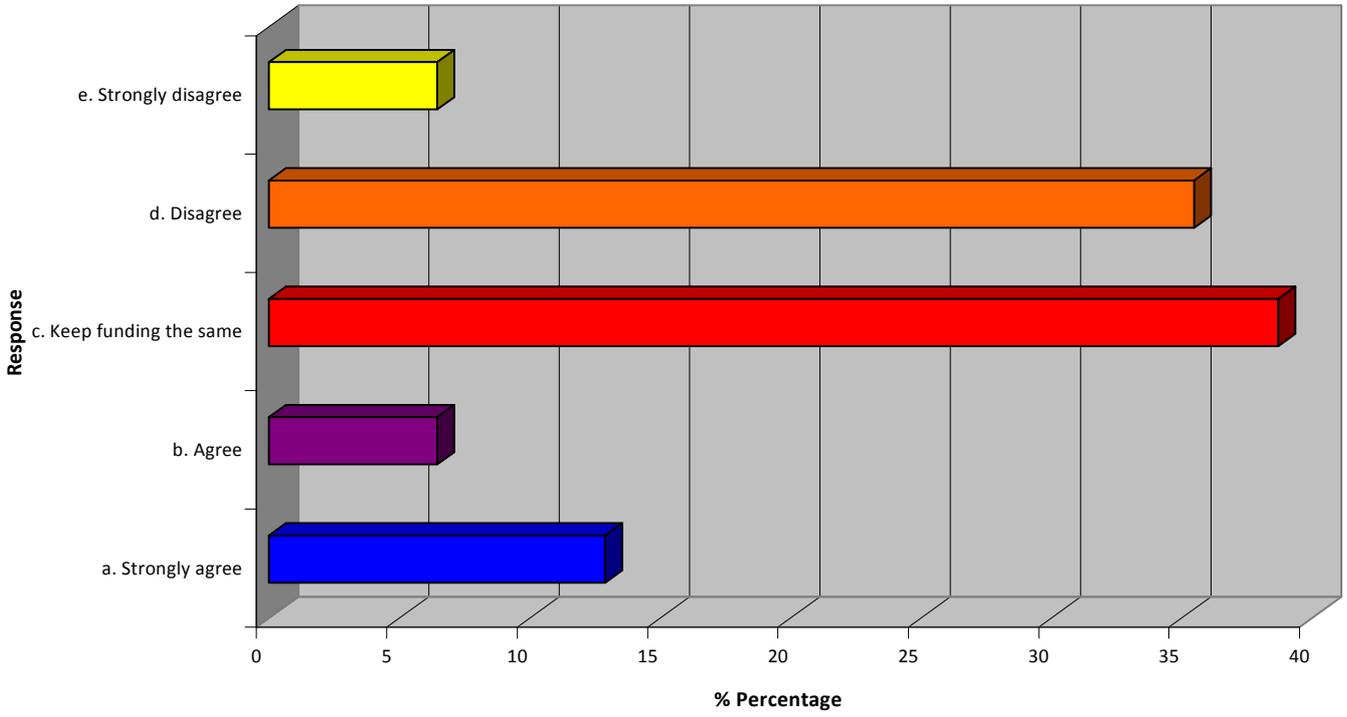
**20. Would you like to see the Town contribute less funding to events organized by the Special Events Coordinator?**



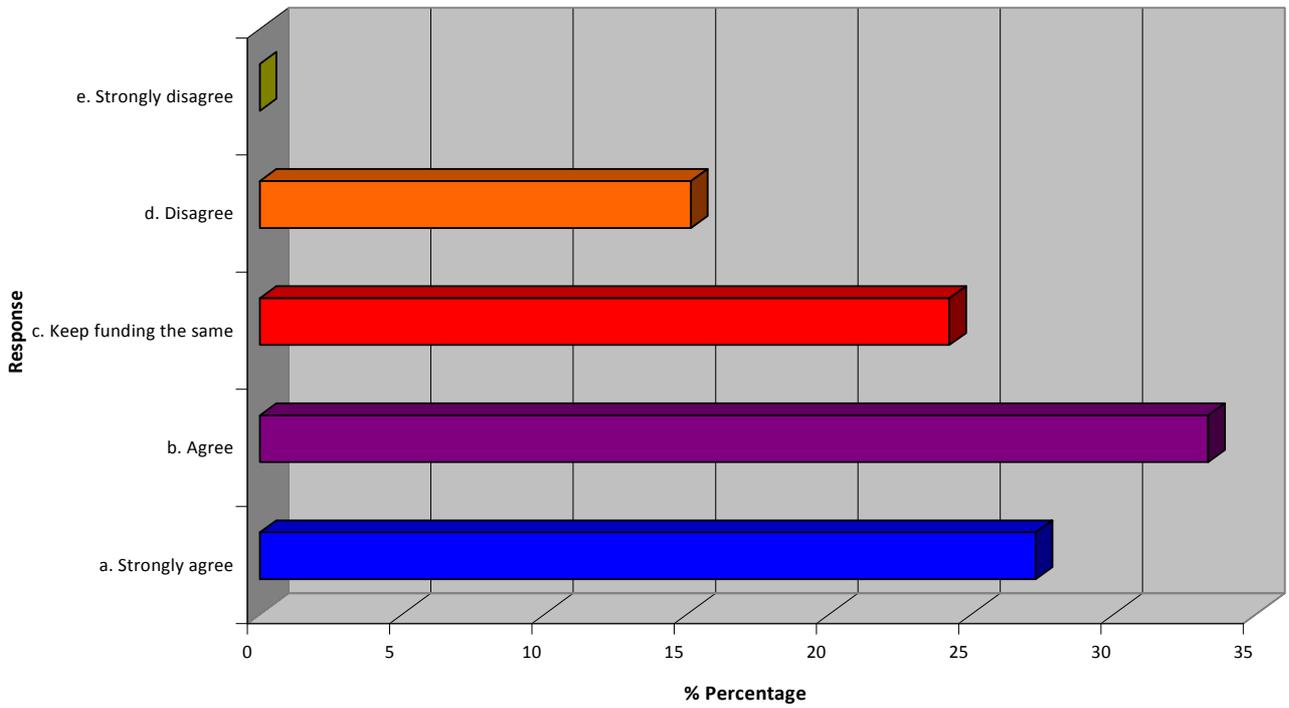
**21. Would you like to see the business community contribute more funding to events organized by the Special Events Coordinator?**



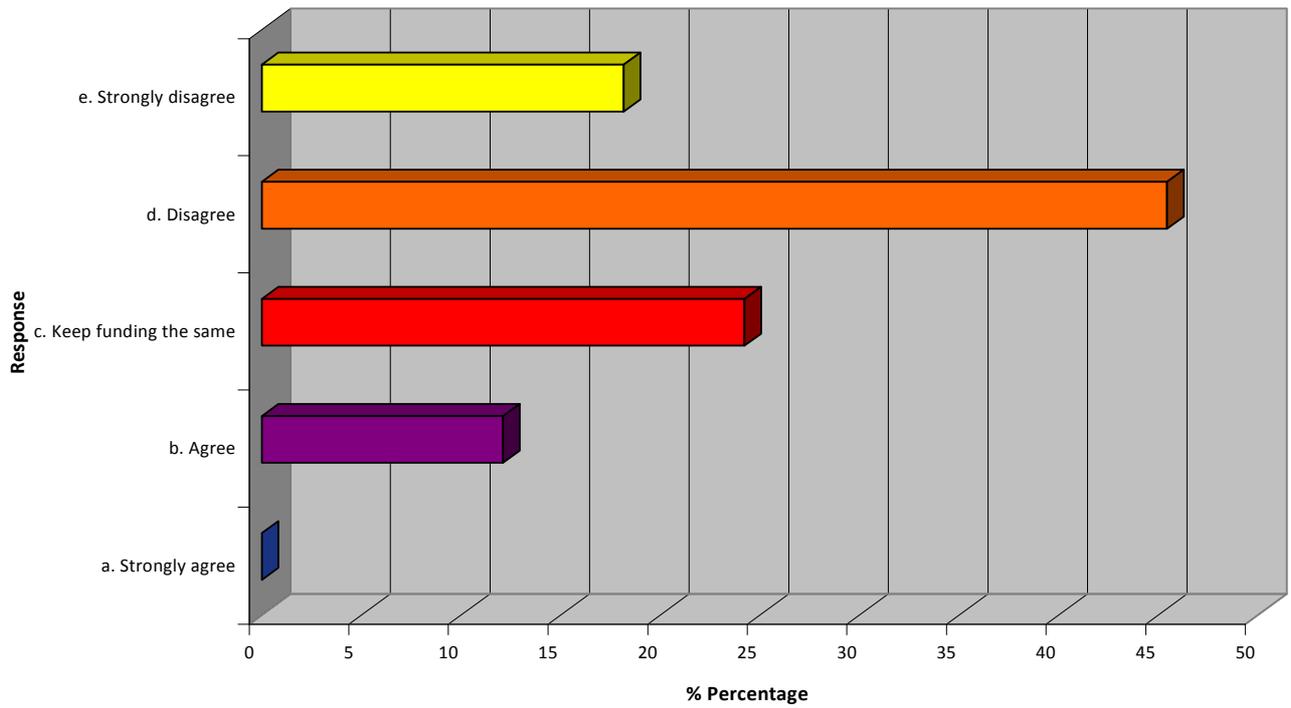
**22. Would you like to see the business community contribute less funding to events orgnaized by the Special Events Coordinator?**



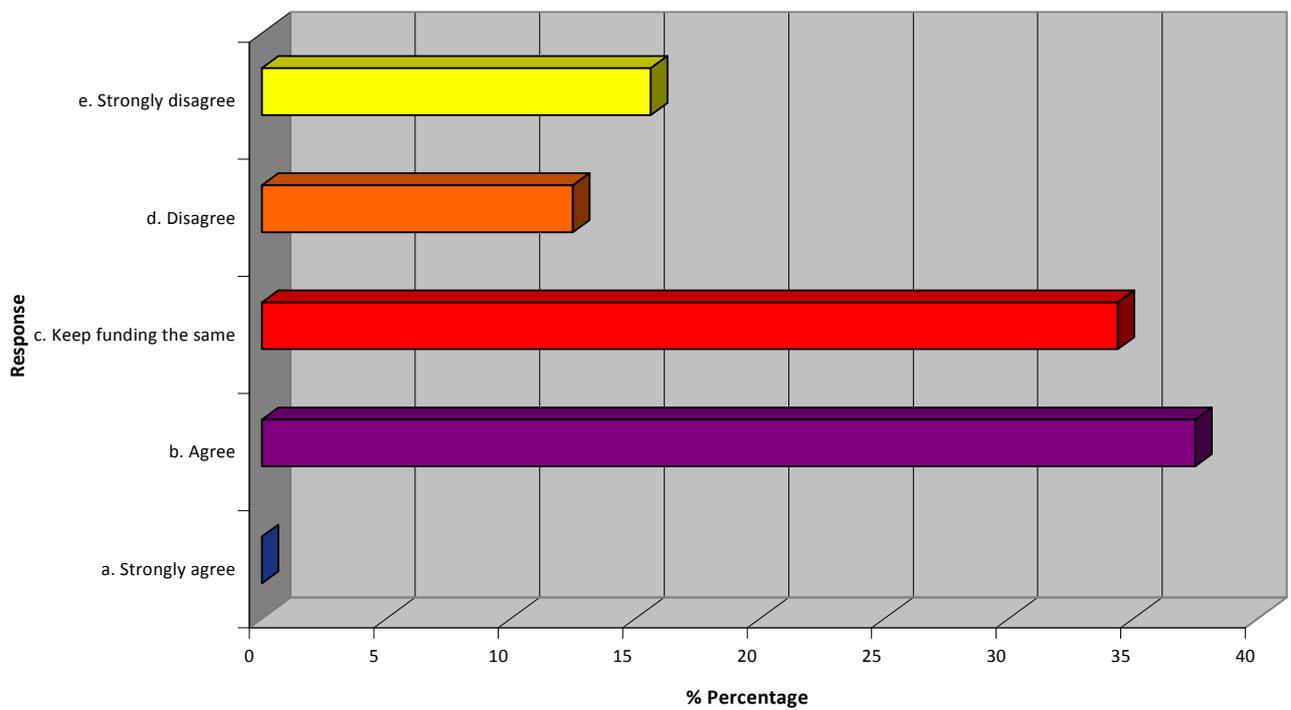
**23. Would you like to see the Town contribute more funding to externally organized events?**



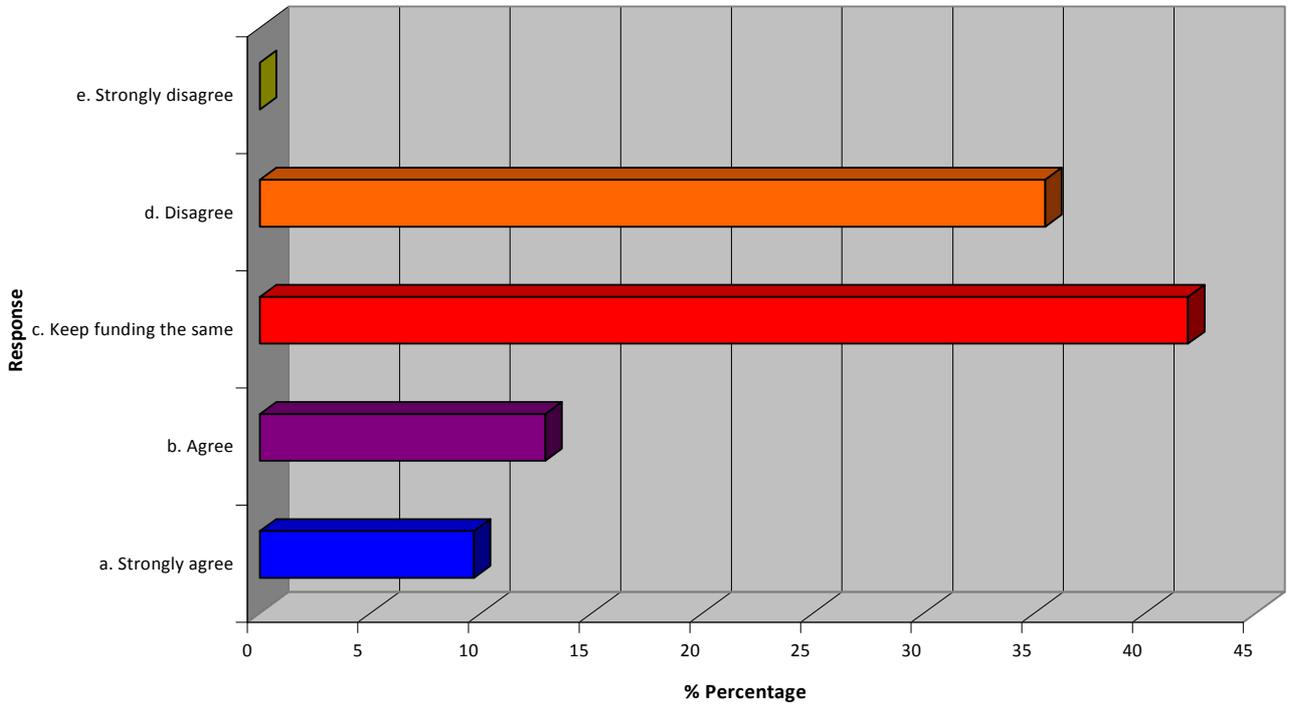
**24. Would you like to see the Town contribute less funding to externally organized events?**



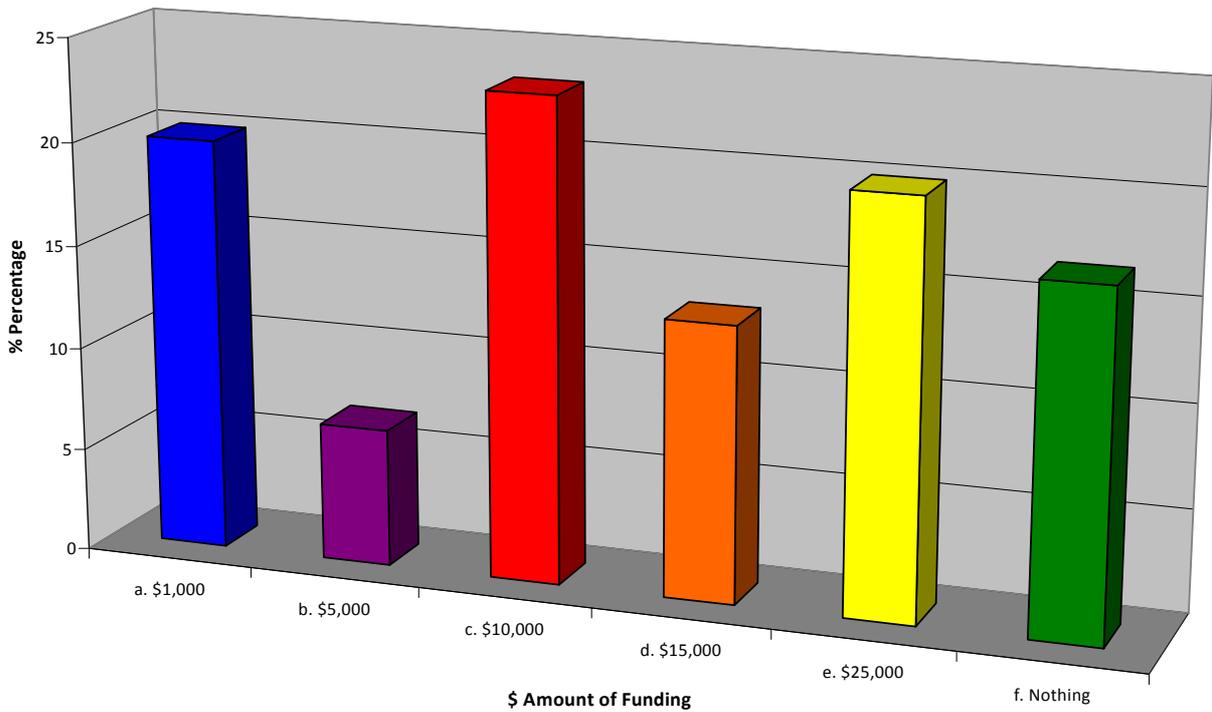
**25. Would you like to see the business community contribute more funding to externally organized events?**



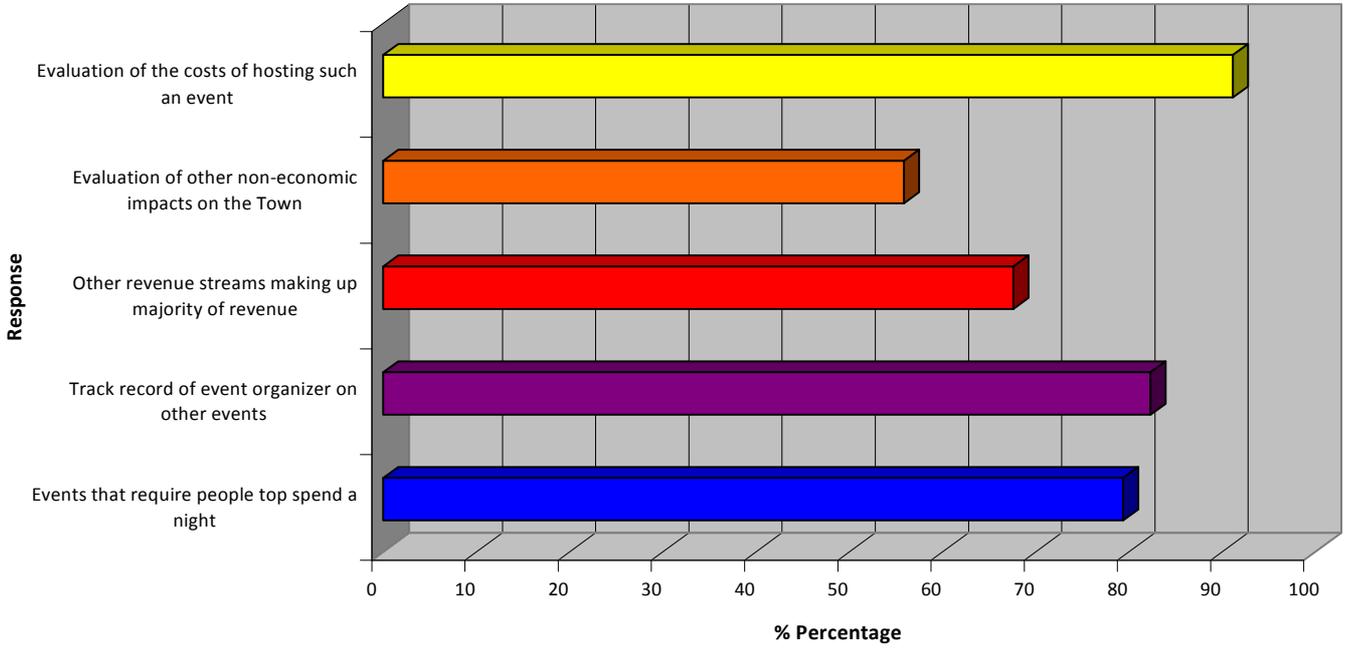
**26. Would you like to see the business community contribute less funding to externally organized events?**



**27. How much funding would you support the Town contributing to a large scale event that would attract 1,500+ visitors?**

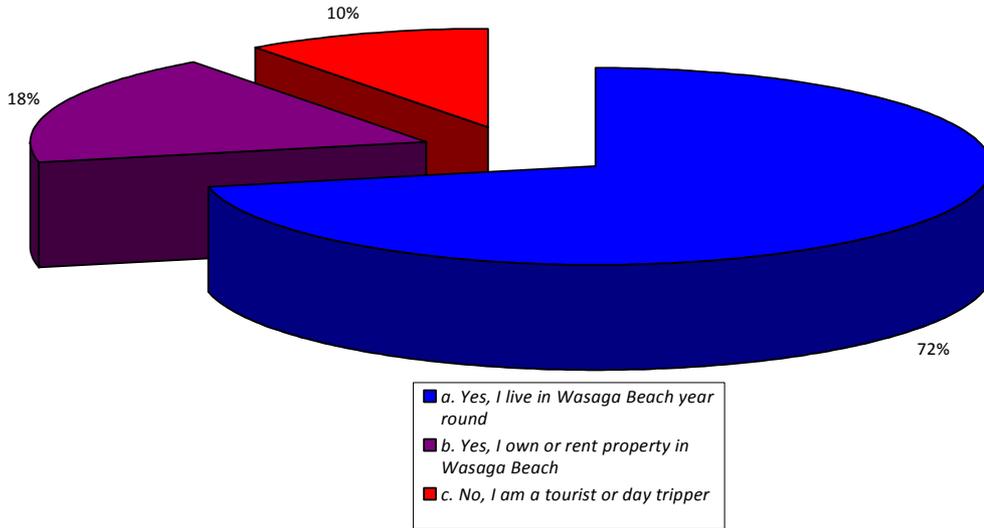


**28. What criteria do you think the Town should use to determine if funding is to be provided to host a large scale event in town?**

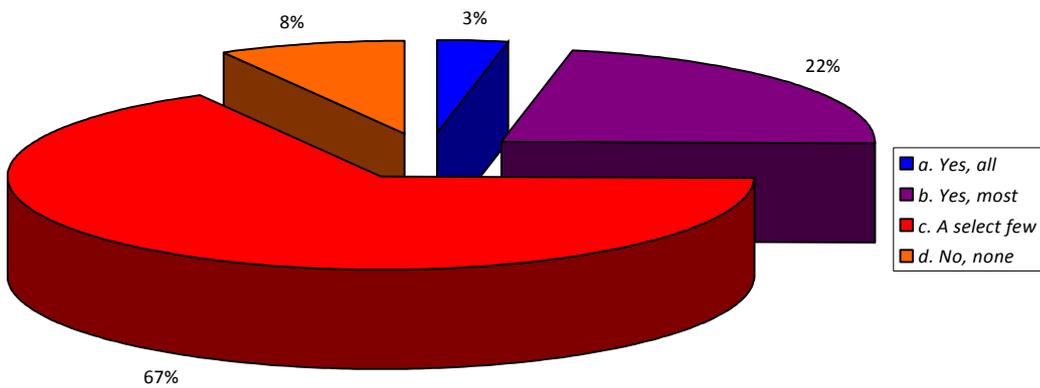


# Residents & Tourists Survey Results

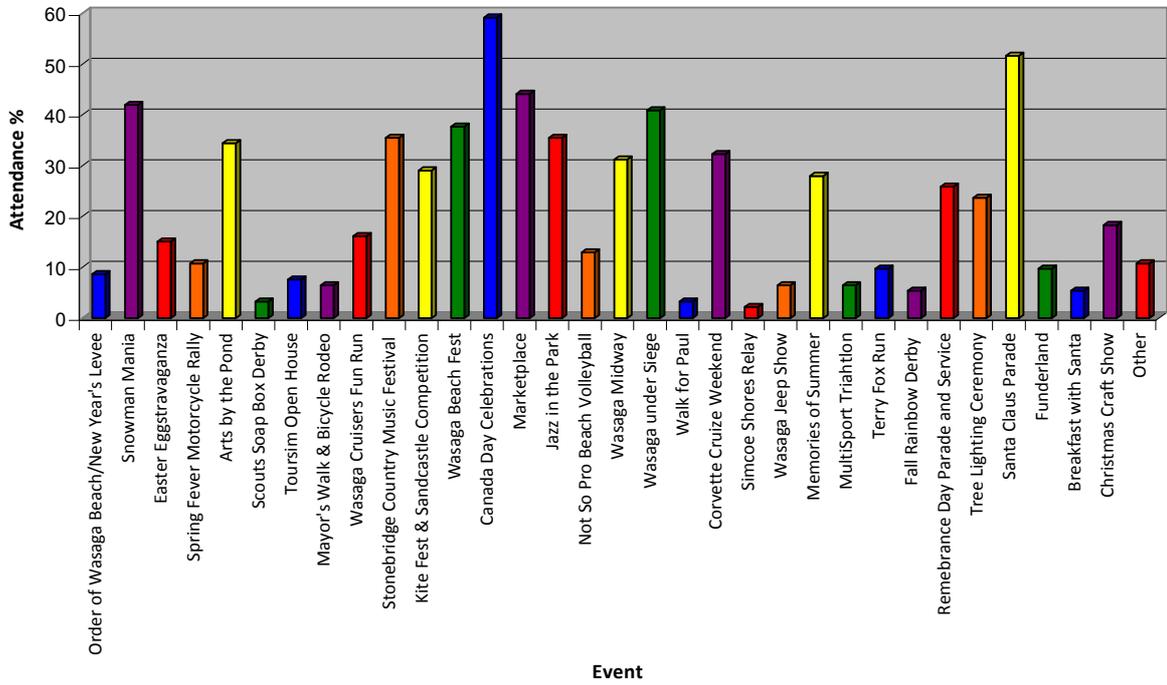
## 1. Are you a Wasaga Beach Resident?



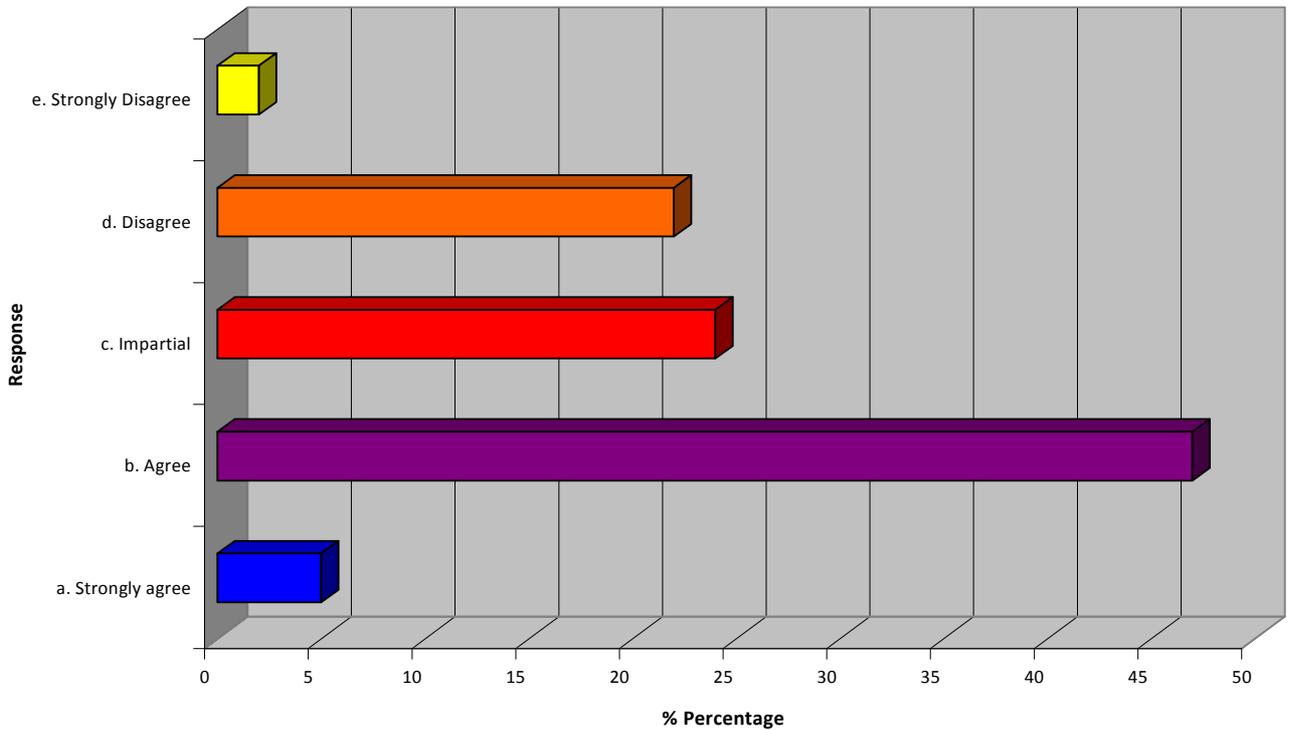
## 2. Do you attend any current Special Events held within the Town of Wasaga Beach?



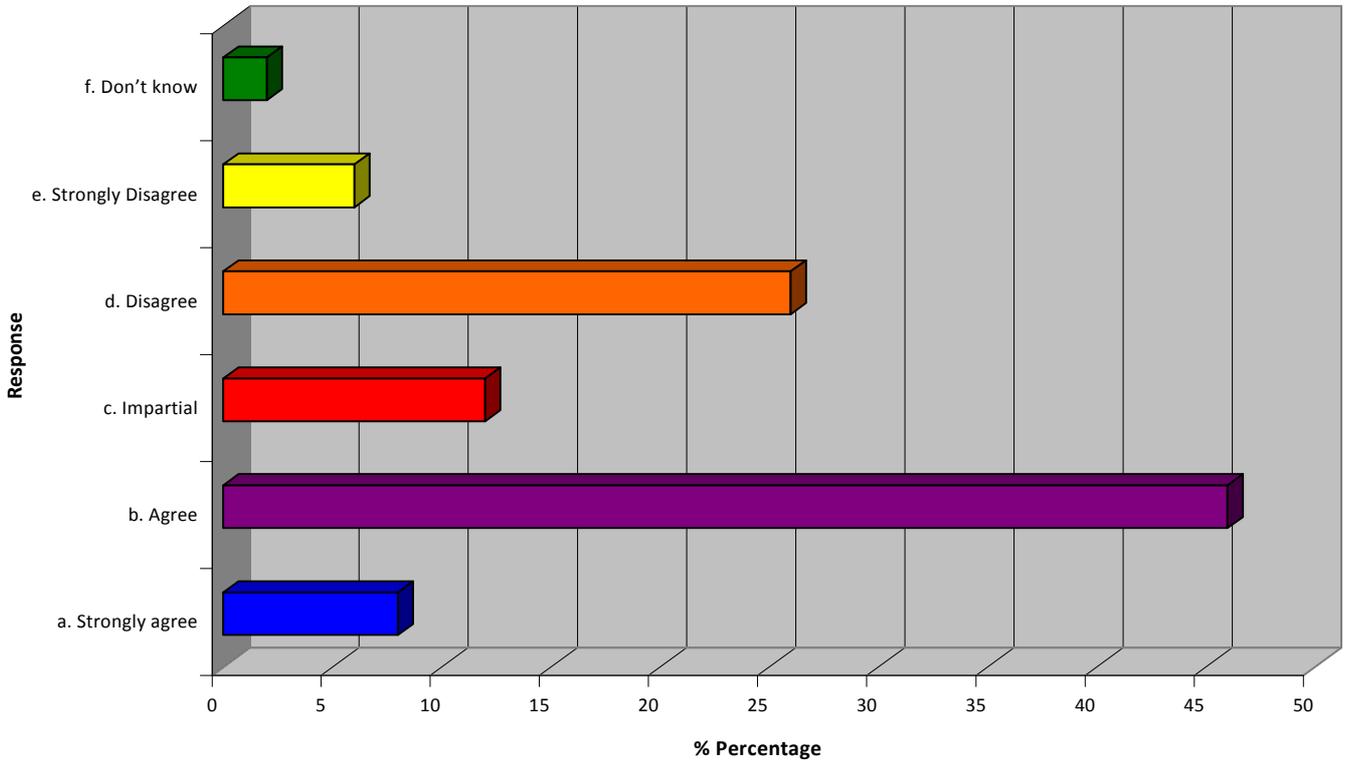
### 3. Special Events attended in the last 12 months



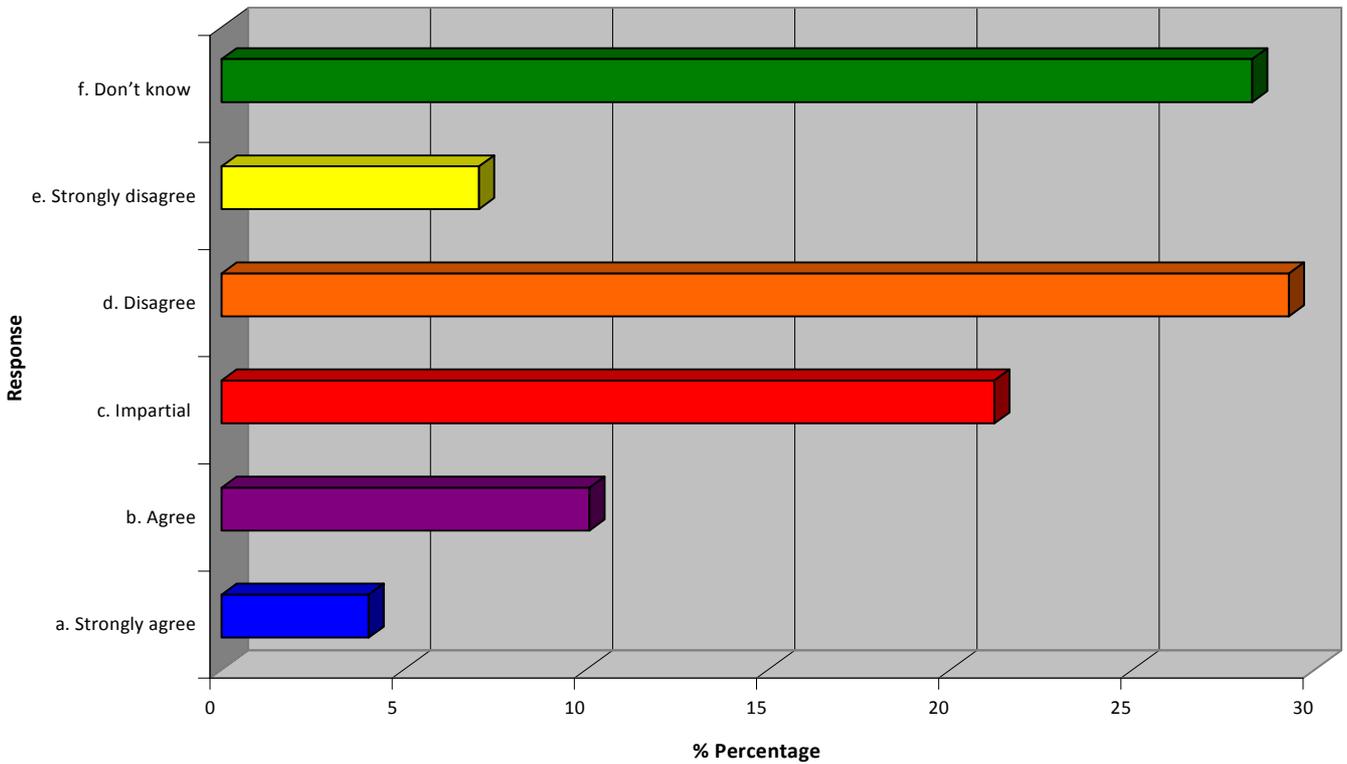
### 4. Do the current special events meet the needs of the community?



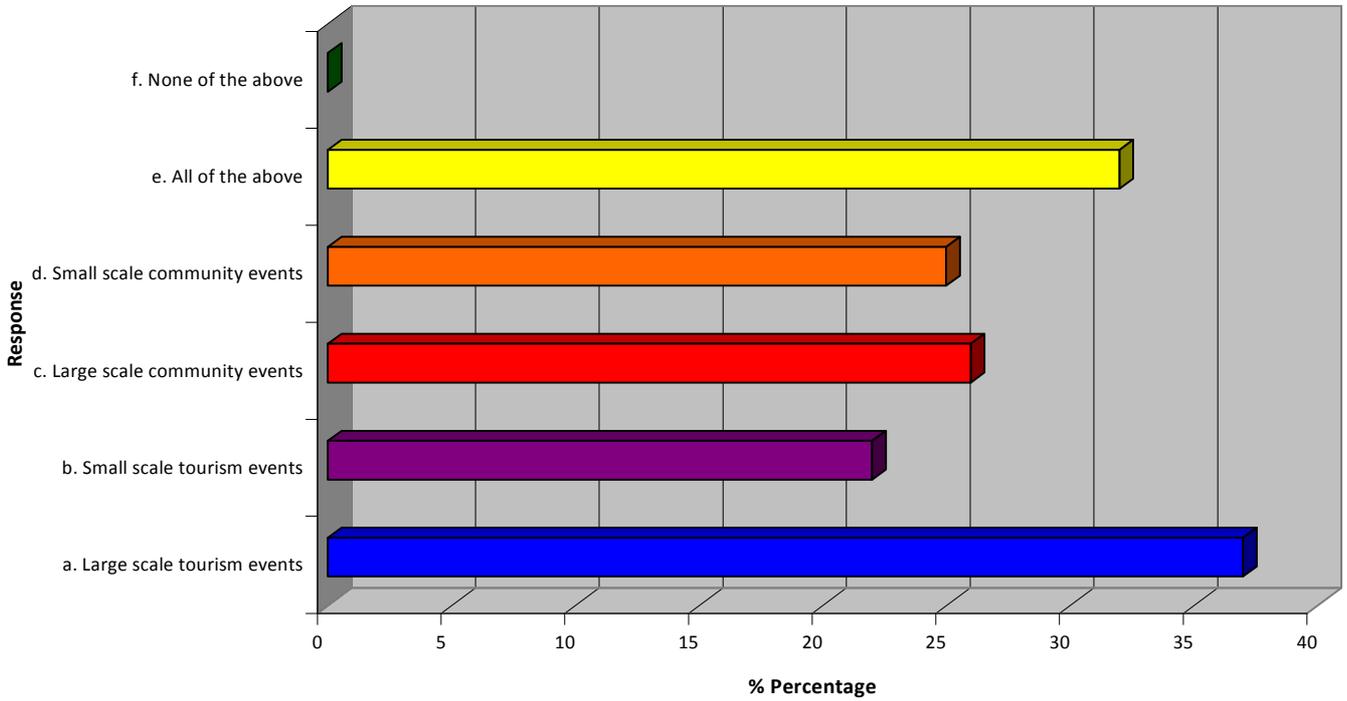
5. Are the current events promoted well within the Town?



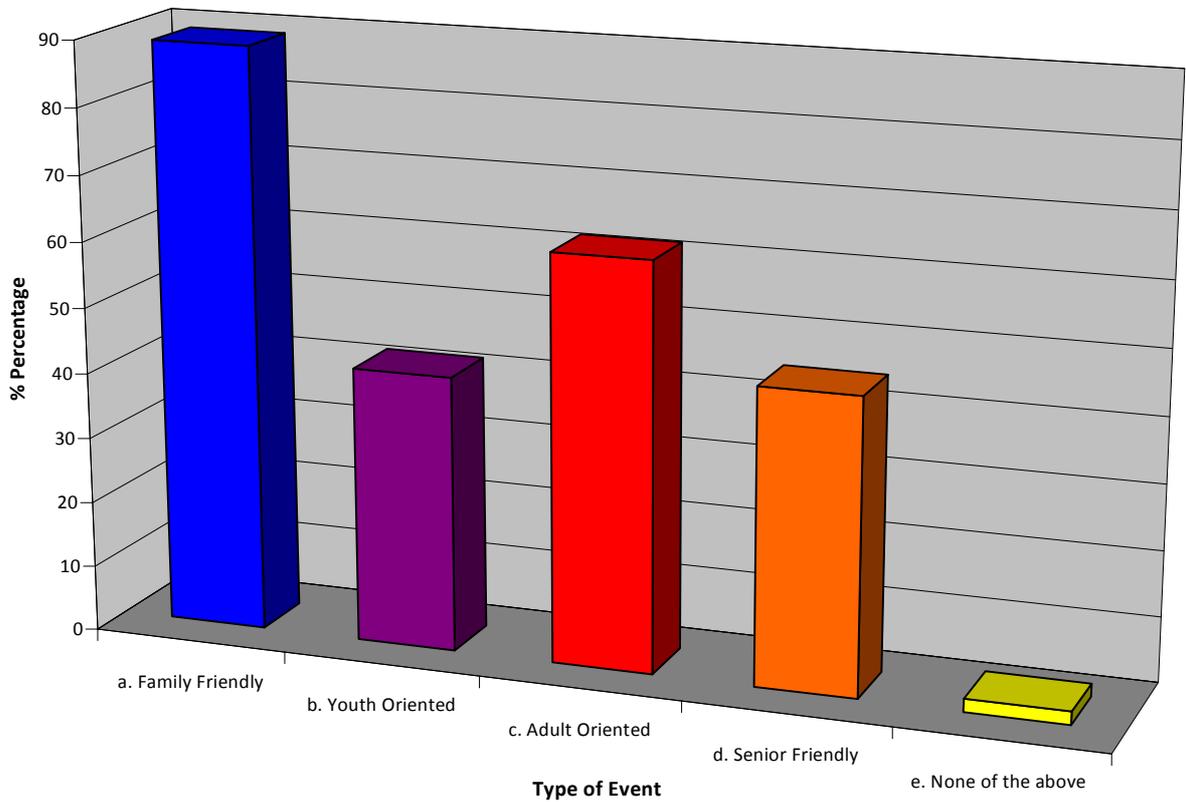
6. Are current events promoted well in neighbouring communities?



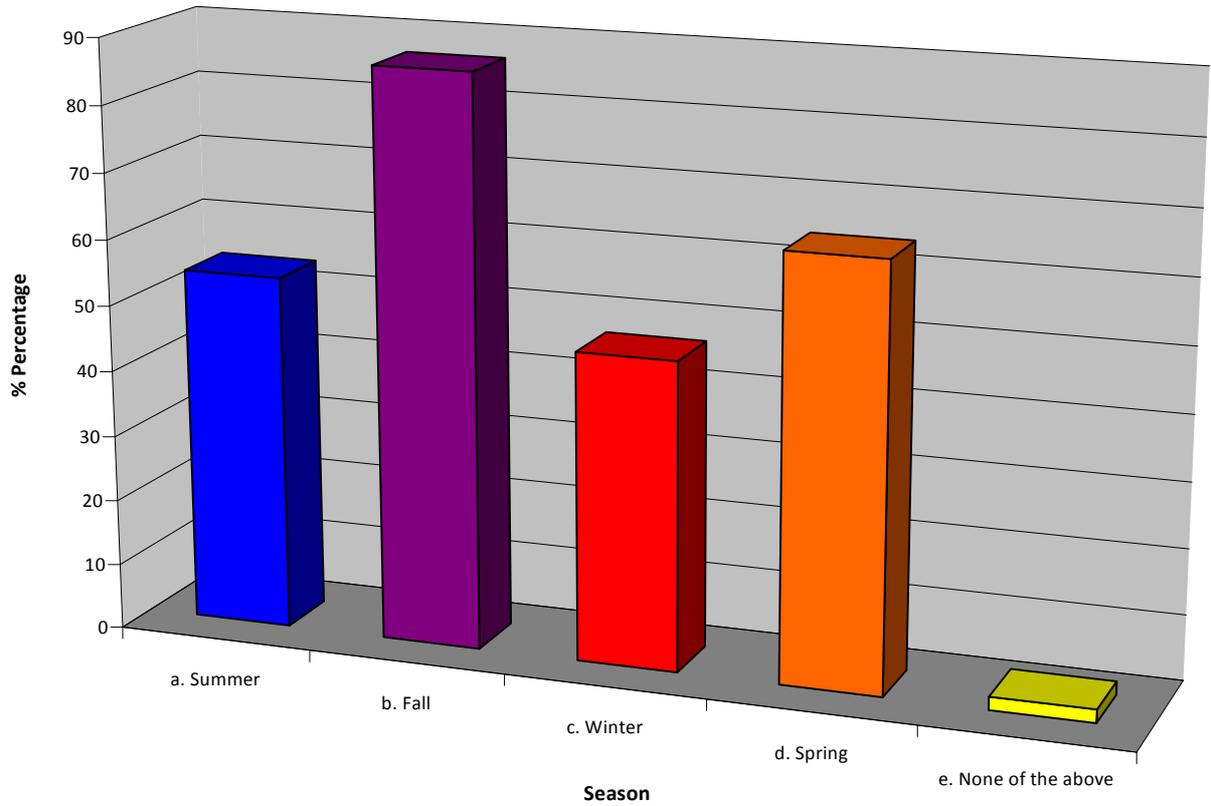
**7. What size special events would you like to see in Wasaga Beach**



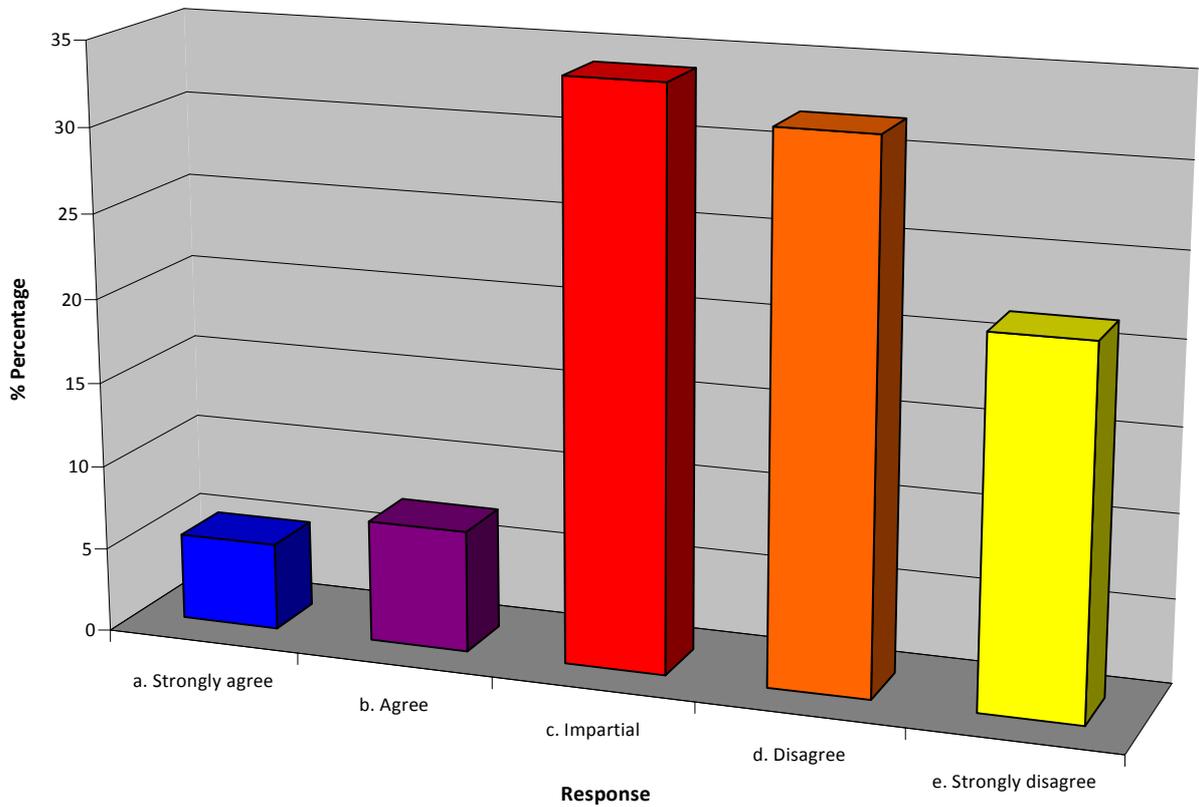
**8. What audience attracting events would you like to see in Wasaga Beach?**



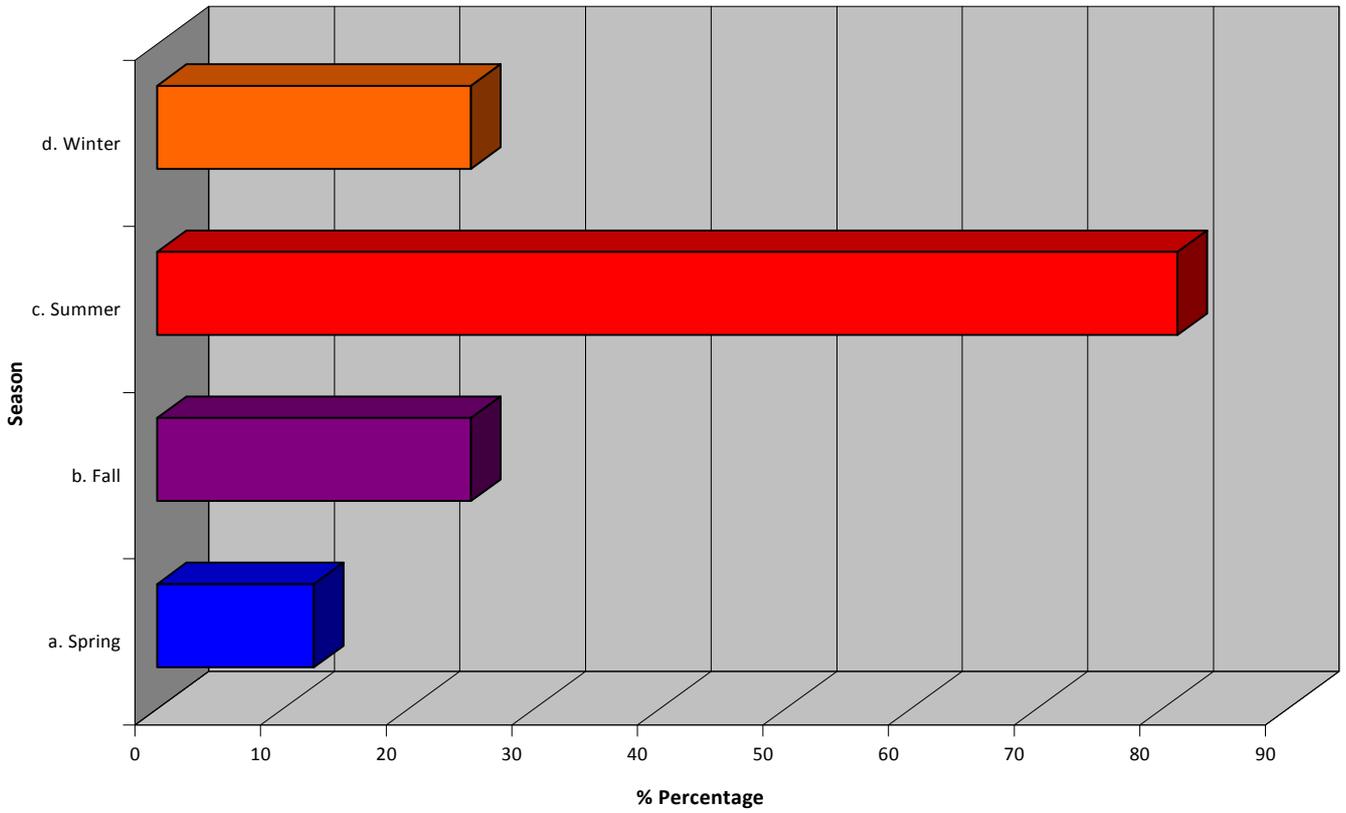
**9. What time of year would you like to see more events?**



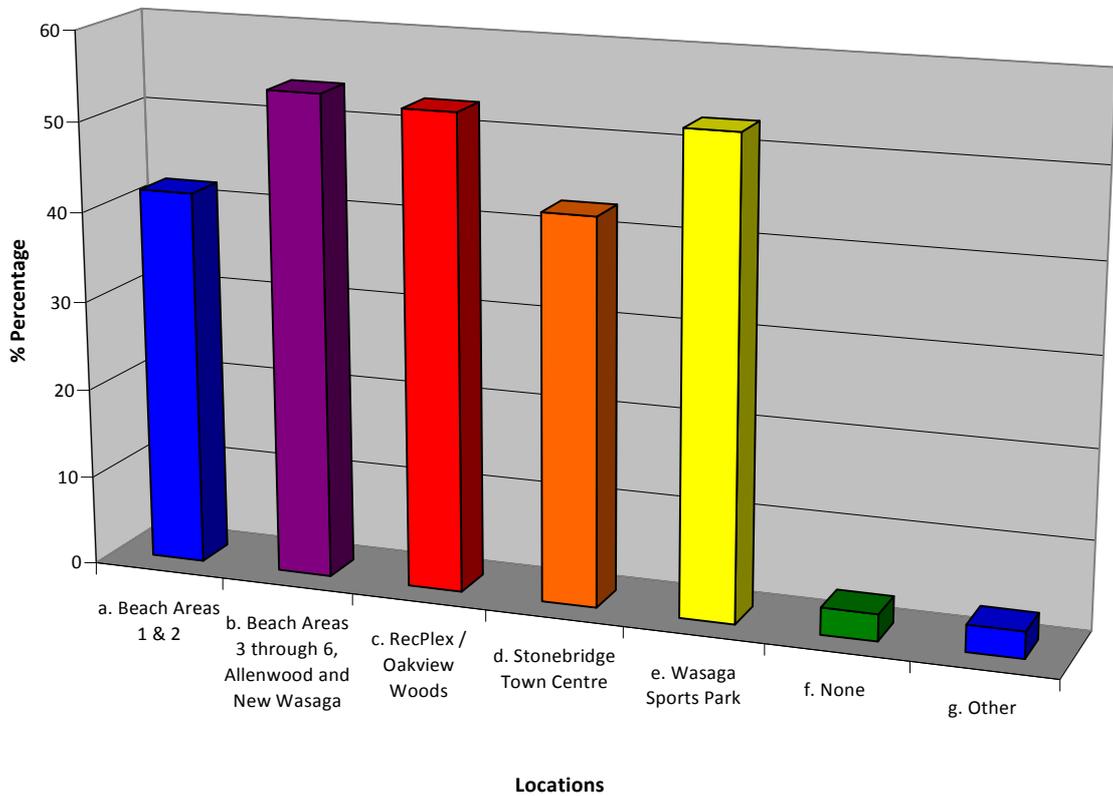
**10. Would you like to see fewer events at any point during the year?**



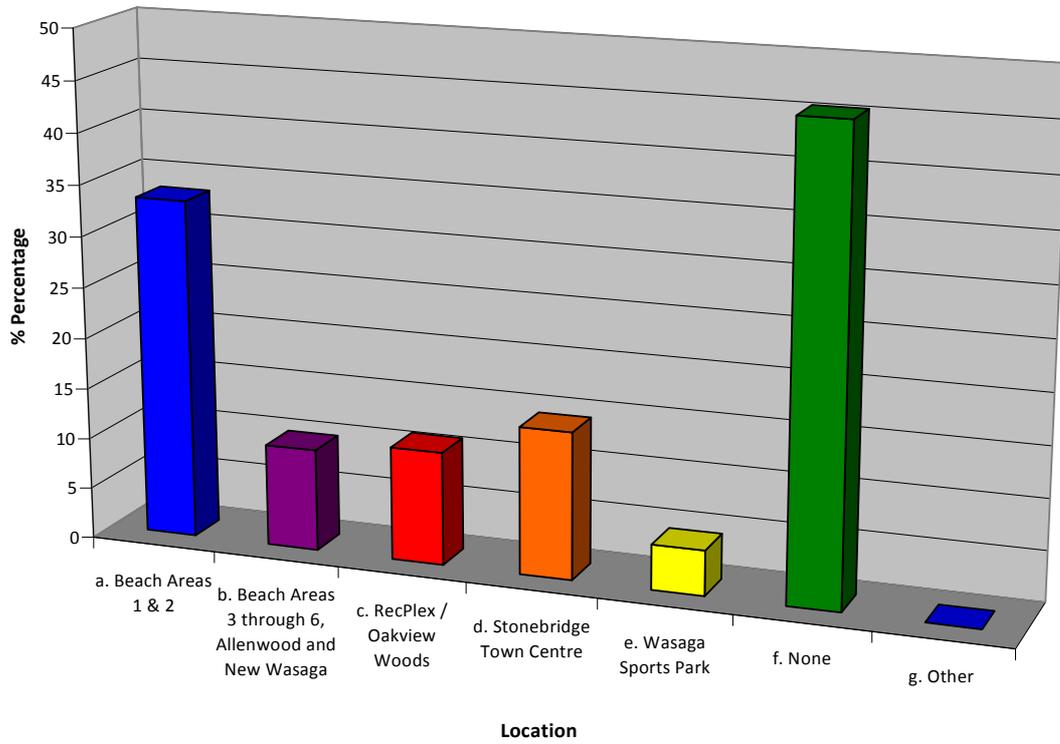
**11. If you would like to see fewer events, what time of year?**



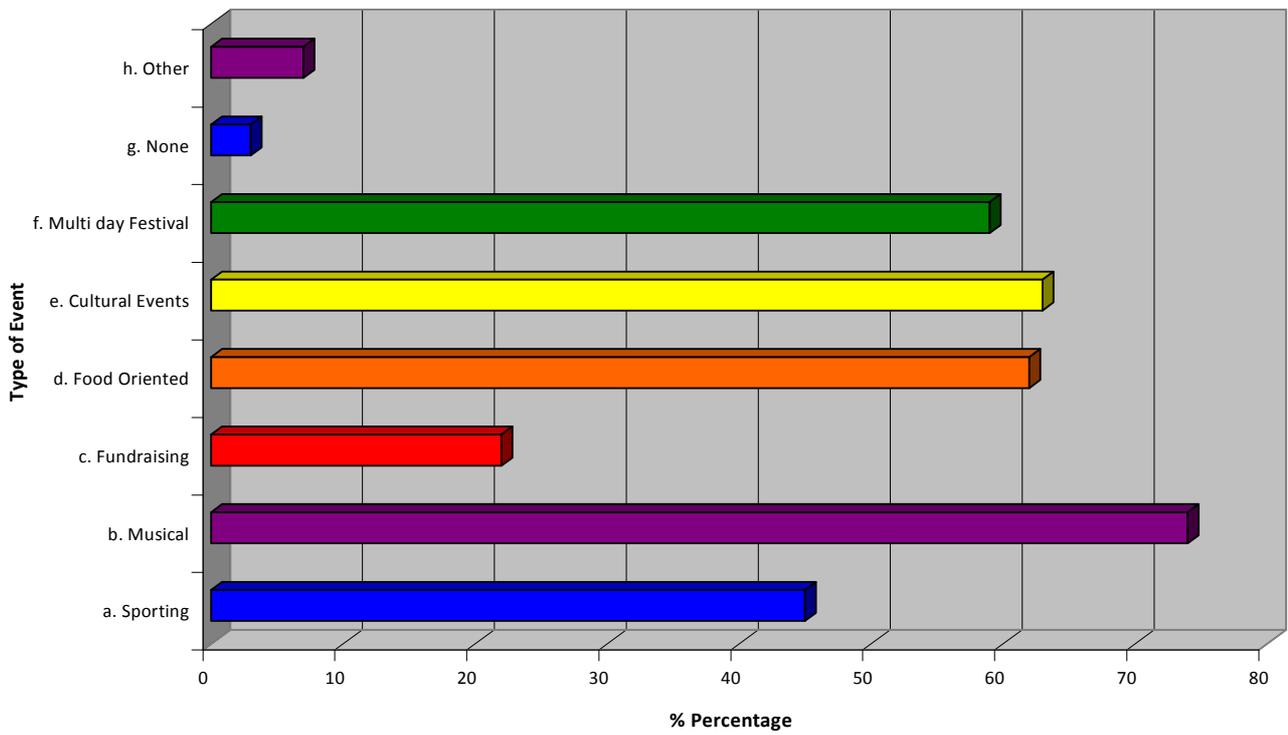
**12. What are of Wasaga Beach would you like to see more events?**



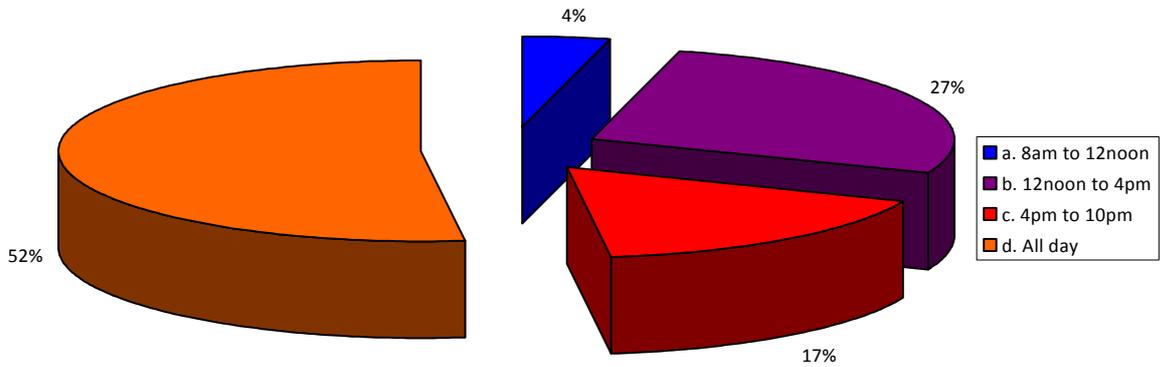
**13. What area would you like to see fewer events?**



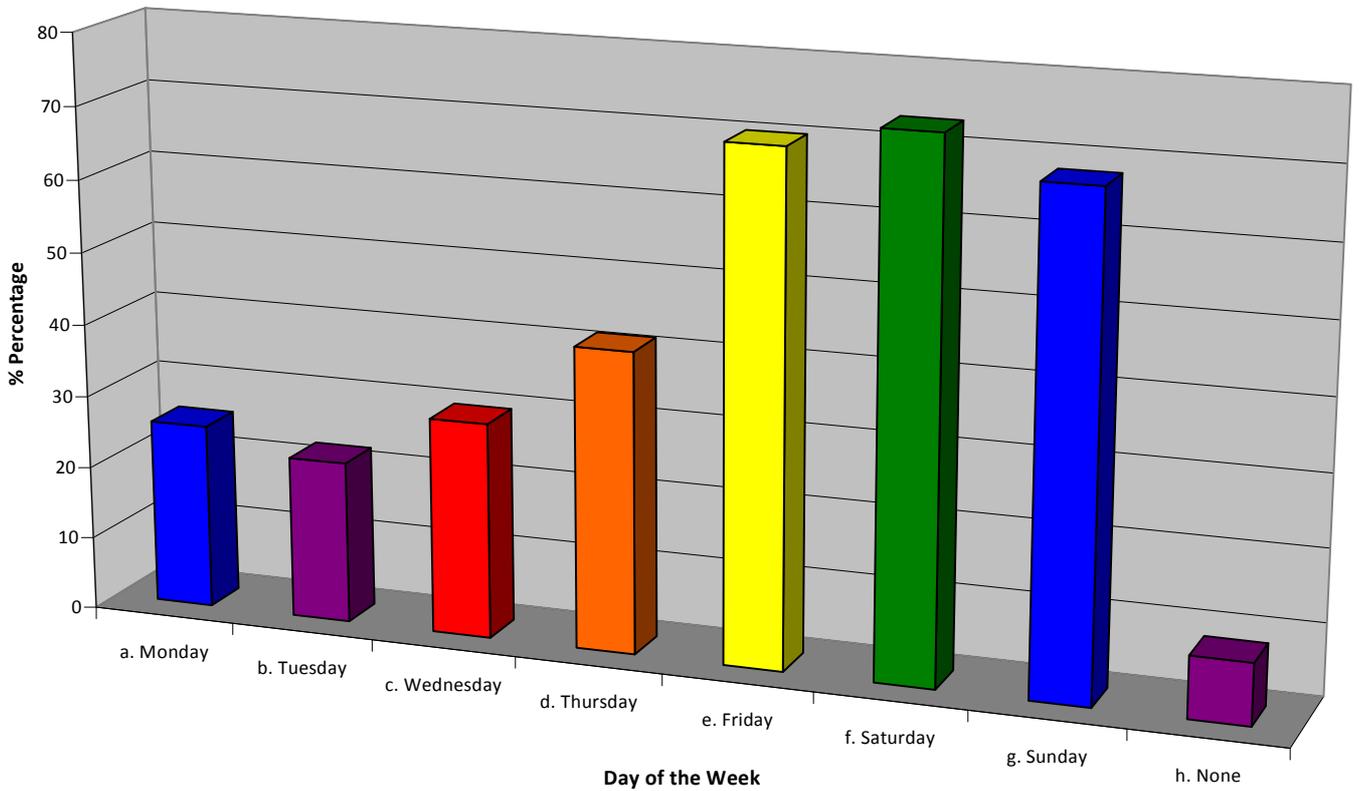
**14. What type of events would you like to see more of in Wasaga Beach?**



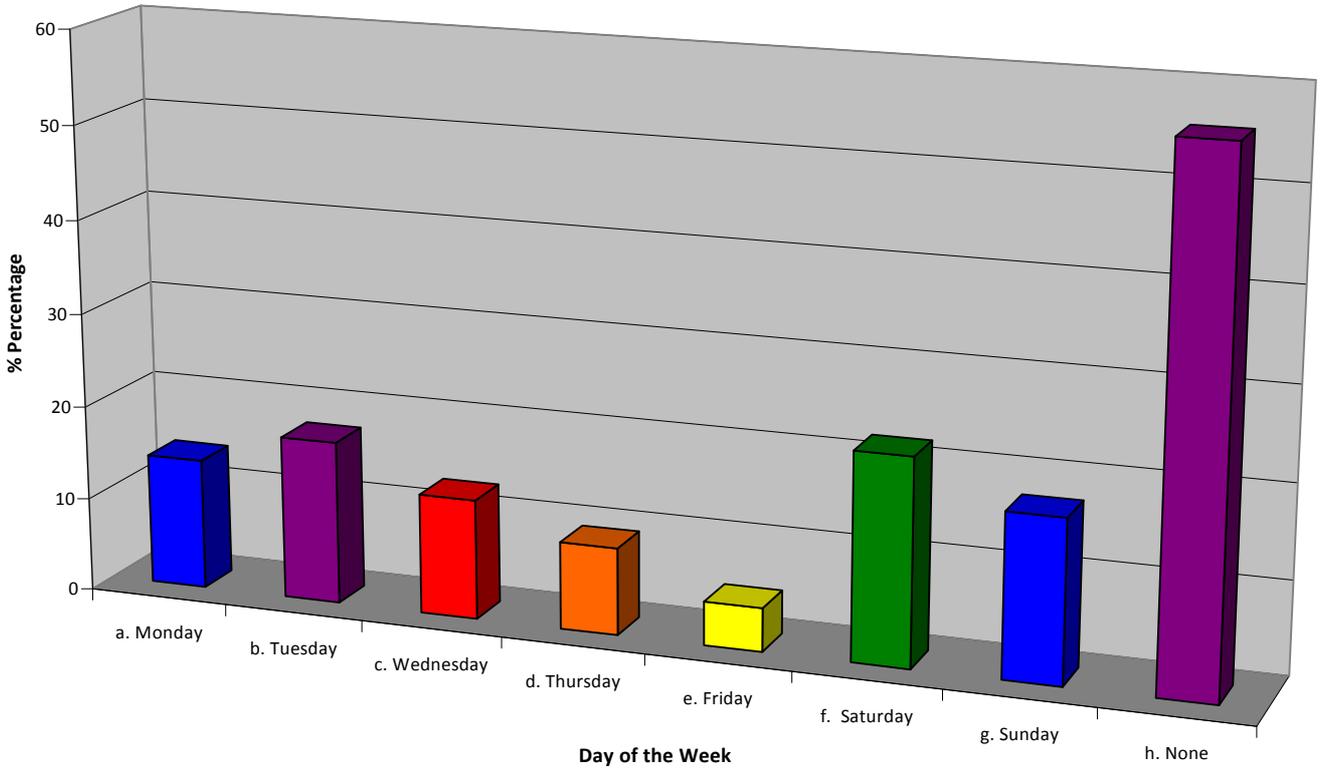
15. What is your ideal time from for events?



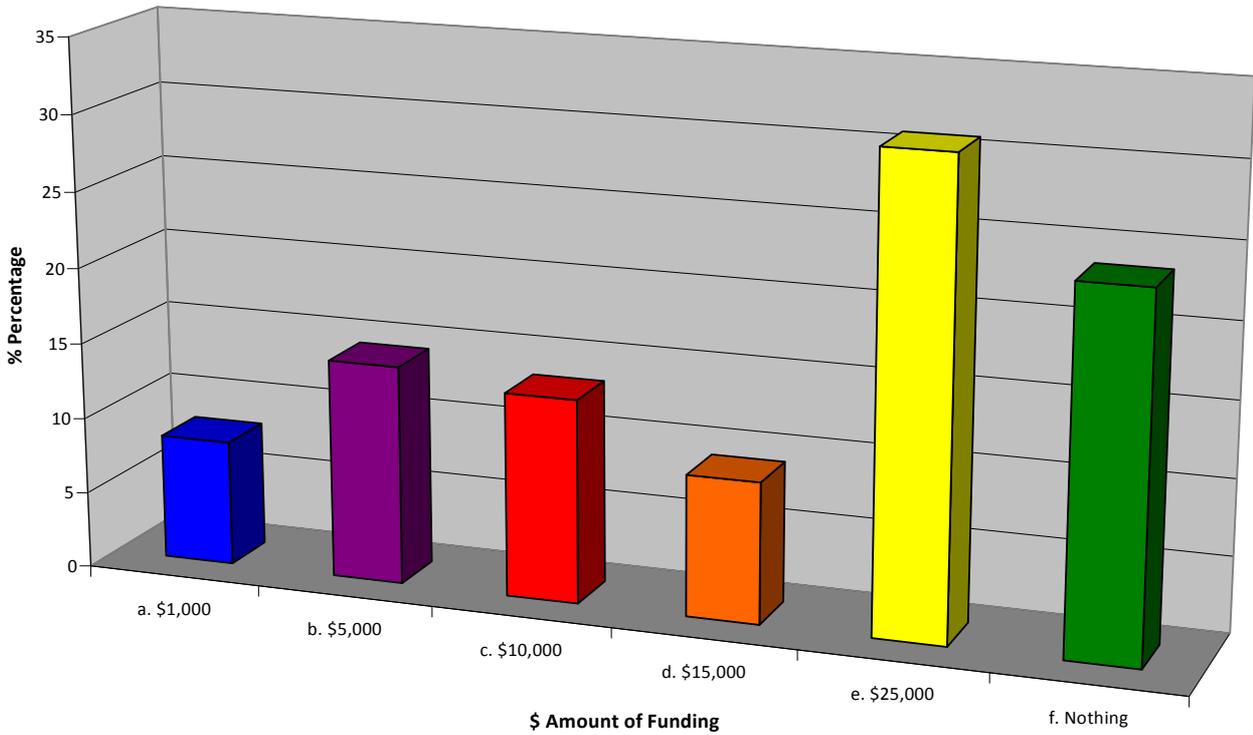
16. What day of the week would like to see more events?



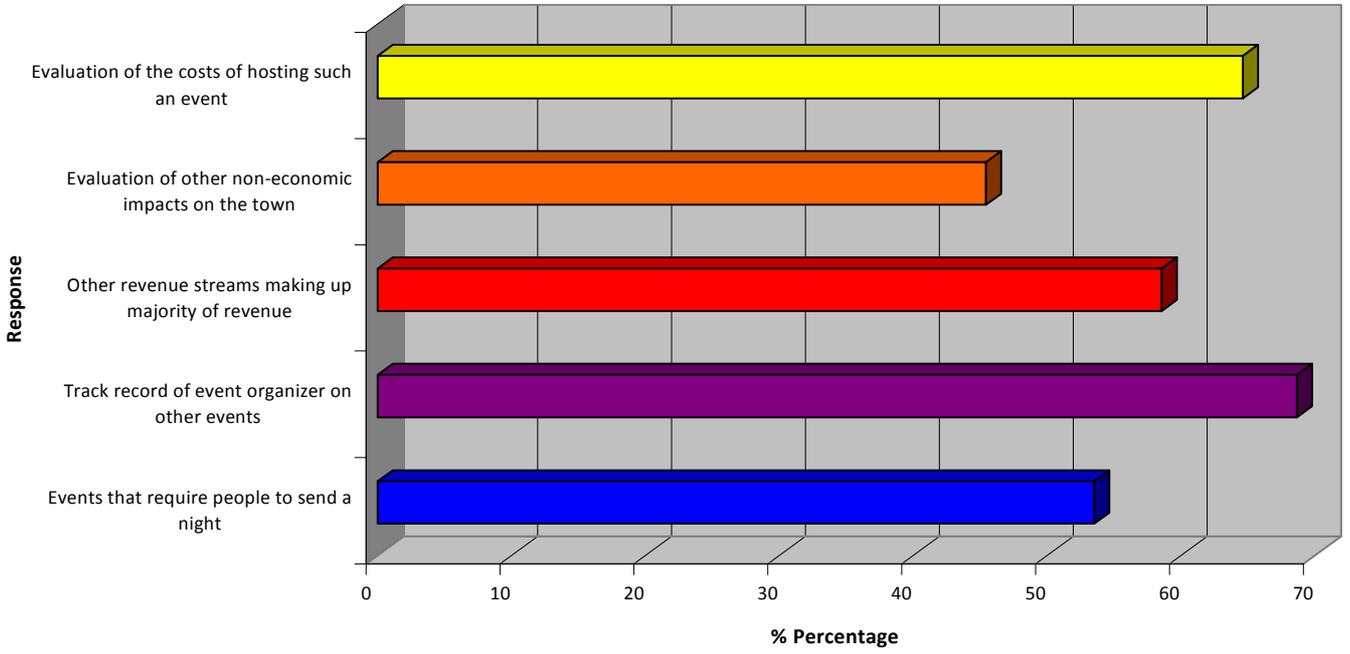
17. What day of the week would you like to see fewer events?



18. How much money would you support the Town contributing to a large scale event that would attract 1,500+ visitors and fill all the accommodations that is available in Town?



**19. What criteria do you think the Town should use to determine if funding is to be provided to put on a large scale event in town?**



***D. Goals & Objectives***

Event	Goals
<i>Town of Wasaga Beach – Special Event Coordinator Events</i>	
New Year’s Levee & Order of Wasaga Beach	- To recognize citizens who have contributed significantly to the community by means of volunteering
Snowman Mania	<ul style="list-style-type: none"> <li>- To work collaboratively with the Chamber of Commerce, a volunteer committee and community groups to improve and expand</li> <li>- Provide an opportunity for all schools to be involved and promote school spirit</li> <li>- Give residents and tourists the opportunity to participate in a shoulder season event</li> <li>- Promote Wasaga beach as a winter tourism destination</li> <li>- Provide businesses with an economic spin off during the off season</li> </ul>
Easter Eggstravaganza	<ul style="list-style-type: none"> <li>- Give residents and tourists the opportunity to participate in a shoulder season event</li> <li>- Give families the opportunity to come together for a fun and active day</li> <li>- Showcase Wasaga Beach as a family destination</li> </ul>
Arts by the Pond	<ul style="list-style-type: none"> <li>- Give residents and tourists an event featuring a variety of musical entertainment during the week, starting in the shoulder season</li> <li>- Provide neighbouring businesses with an economic spin off</li> </ul>
Canada Day	- Provide residents and tourists with a community event for families to celebrate the birth of Canada
Marketplace	<ul style="list-style-type: none"> <li>- Showcase and promote local vendors</li> <li>- Provide residents and tourists with weekday marketplace</li> </ul>
Jazz in the Park	<ul style="list-style-type: none"> <li>- Provide residents and tourists with weekday musical entertainment featuring a variety of Jazz artists</li> <li>- Provide neighbouring businesses and Marketplace with an economic spin off</li> </ul>
Memories of Summer	<ul style="list-style-type: none"> <li>- To give residents a celebration of the summer past with a fireworks display on the beach</li> <li>- To give tourists a fireworks display as an end of the official beach season</li> </ul>
Funderland	<ul style="list-style-type: none"> <li>- To give residents and tourists a Holiday themed event for young families</li> <li>- Original goal was to raise funds to renovate and build the RecPlex</li> </ul>
Christmas Craft Show	<ul style="list-style-type: none"> <li>- To encourage shopping locally</li> <li>- To endorse the holiday season and events</li> <li>- To showcase Wasaga Beach as a potential area for businesses, even during the winter months</li> <li>- To showcase local artisans</li> </ul>
Mayor & Council Christmas Reception	- To give the Mayor and members of Council a chance to say thank you to those involved in various committees and achievements throughout the year

<b>Event</b>	<b>Goals</b>
<i>Town of Wasaga Beach – Parks &amp; Recreation Events</i>	
Recreation Recognition Day	- To recognize the citizens who are involved in minor sports and volunteering with the recreation department
Maple Leaf Day	- To raise awareness about the environment and promote the benefits of trees in the community
National Youth Week	- To promote youth friendly activities - To provide youth with activities in which to participate
Mayor's Walk, & Bicycle Rodeo	- To raise funds for a local charity
Mayor's Challenge Golf Scramble	- To raise funds for a local charity
<i>Town of Wasaga Beach – Deputy Clerk Events</i>	
Remembrance Day Parade & Service	- To pay respect to those who have fought for our country in any war - To remember those soldiers who gave their lives for our country and freedom - To educate citizens on the past wars
<i>Other Organization Events</i>	
WBWBA Business Show	- To showcase local businesses - To attract business to Wasaga Beach
Business Awards Ceremony	- To recognize businesses in the community for outstanding service and welcome new businesses
Spring Fever Motorcycle Rally	- To raise funds for a the Georgian Triangle Humane Society - To provide a shoulder season event for residents and tourists - To showcase Wasaga Beach as a place to visit in the shoulder season
Scouts Soap Box Derby	- To create a fun environment for scouts to learn about kinetics and physics
Stonebridge Music Festivals	- To provide mid season and shoulder season events for residents and tourists to enjoy - To provide an economic spin off for local businesses
Kite Fest	- To give kilters a safe area on the beach to demonstrate the art of flying kites
Sandcastle Competition	- To engage children and their parents in a fun and educational competition, utilizing natural resources
Wasaga Cruisers Fun Run	- To raise funds for the Wasaga Cruisers which ultimately returns to the community through various neighbourhood projects and sponsorships - To provide car enthusiasts an event to showcase classic cars

Event	Goals
<i>Other Organizations Events Cont'd</i>	
Wasaga Beach Fest	<ul style="list-style-type: none"> <li>- To provide a free two day family and musical event in Wasaga Beach filled with buskers, music, children's activities, great food and much more!</li> <li>- To create promotional exposure and public awareness of the local media throughout the Town</li> <li>- To provide an opportunity for top level Canadian performers and acts to be exposed and heard in Wasaga Beach in an outdoor setting</li> <li>- To promote a family festive collaboration amongst residents, businesses and visitors to the Wasaga Beach area</li> <li>- To foster a sense of community in the Wasaga Beach area</li> <li>- To promote the Town of Wasaga Beach as a thriving and unique commercial centre of Ontario</li> <li>- To provide a vehicle for family-oriented entertainment</li> </ul>
Party in the park	- to provide neighbourhood residents with a safe and fun event for the whole family
Not So Pro Beach Volleyball	<ul style="list-style-type: none"> <li>- To provide a fun and exciting tournament for volleyball players of all skill levels</li> <li>- To promote the Town of Wasaga Beach as a thriving and unique commercial centre of Ontario</li> </ul>
Wasaga under Siege	<ul style="list-style-type: none"> <li>- To provide a historic re-enactment of the events that went on during the War of 1812 in Wasaga Beach</li> <li>- To educate the community on the impact Wasaga Beach had during the War of 1812</li> </ul>
Wasaga Midway	- To provide an exciting atmosphere near the beach for residents and tourists alike
Walk with Paul	- To raise fund for local charities in memory of a member of the community
Summer Splash Challenge	<ul style="list-style-type: none"> <li>- To showcase a new and up coming water sport</li> <li>- To provide a fun and challenging experience for participants to learn and experience stand up paddle boarding</li> </ul>
Corvette Cruize Weekend	<ul style="list-style-type: none"> <li>- To raise funds for the Wasaga Beach Corvette Club which will ultimately come back to the community via various projects</li> <li>- To showcase a line up of corvette cars to involve corvette enthusiasts</li> </ul>
MultiSport Simcoe Shores Relay	- To provide a challenging experience for relay runners through a 245 kilometre run
Promote Wasaga Golf Tournament	- To raise funding to help promote Wasaga Beach year round
Wasaga Beach Jeep Show <i>(Cancelled in 2011)</i>	- To raise funds for a local charity while promoting the off road community

Event	Goals
<i>Other Organizations Events Cont'd</i>	
MultiSport Triathlon	<ul style="list-style-type: none"> <li>- To provide a challenging experience for tri-athletes</li> <li>- To provide an experience for beginner tri-athletes in a competitive but less challenging way</li> <li>- To host an event utilizing the Town's existing natural resources while encouraging a healthy lifestyle</li> </ul>
Terry Fox Run	<ul style="list-style-type: none"> <li>- To raise funds for cancer research in memory of Terry Fox who attempted to run across Canada</li> </ul>
Annual Fall Rainbow Trout Derby <i>(Cancelled in 2011)</i>	<ul style="list-style-type: none"> <li>- To raise funds for the Wasaga Beach Fish and Game Club which will ultimately come back to the community through various projects and events</li> <li>- To provide a shoulder season event for people who enjoy fishing in a competitive nature</li> </ul>
Tree Lighting Ceremony	<ul style="list-style-type: none"> <li>- To give residents a small ceremony to kick off the winter season</li> <li>- To promote the holiday season and decorating</li> </ul>
Santa Claus Parade	<ul style="list-style-type: none"> <li>- To express Christmas spirit in a fun way for children and families to enjoy</li> </ul>
Breakfast with Santa	<ul style="list-style-type: none"> <li>- To give children a chance to meet with Santa in a new and exciting way</li> <li>- To raise funds for the Lions club which will ultimately come back to the community through various programs</li> </ul>

***E. Current Special Events Budget Analysis***

2011 Special Events Budget Analysis

Town of Wasaga Beach Funding (Estimate)	Revenue/Sponsorship Funding (Estimate)	TOTAL Cost of Event/Item (Estimate)	Event/Item
\$9,000	\$1,000	\$10,000	Canada Day Celebrations
\$1,000	\$2,000	\$3,000	Christmas Craft Show
\$7,000	\$1,000	\$8,000	Easter Eggstravaganza
\$8,000	\$12,000	\$20,000	Snowman Mania
\$11,000	\$2,000	\$13,000	Jazz in the Park
\$15,000	\$12,000	\$27,000	Fireworks – Major sponsorship from Hamount Investments
\$3,000	\$0	\$3,000	Funderland
\$0	\$5,000	\$5,000	Marketplace
\$0	\$13,000	\$13,000	Arts by the Pond – Major sponsorship from Hamount Investments
\$500	\$0	\$500	Town Crier
\$12,000	\$0	\$12,000	Wasaga Under Siege Sponsorship
\$7,000	\$0	\$7,000	General Event Sponsorships (Snowmobile Club, Fall Rainbow Derby, etc...)
\$5,000	\$0	\$5,000	Corvette Club Sponsorship
\$15,000	\$0	\$15,000	Beach Fest Sponsorship (actual sponsorship amount was \$7,500)
\$0	\$25,000 (From Reserves)	\$25,000	Event Strategy
\$74,000	\$0	\$74,000	Wages and Benefits
\$2,000	\$0	\$2,000	Advertisements
\$9,500	\$0	\$9,500	Miscellaneous, Office Supplies, Hydro, Telephone, Memberships, Travel, Professional Development
<b>\$179,000</b>	<b>\$73,000</b>	<b>\$252,000</b>	<b>TOTAL</b>

Tax Levy Amount	Tax Levy Group
\$136,049	Residential
\$9,388	Commercial
\$465	Industrial
<b>\$145,902</b>	<b>TOTAL</b>

Event/Item	Town Funding (\$) Estimate	Commercial/Industry Levy (\$) Estimate	Resident Levy (\$) Estimate
Canada Day Celebrations	\$9,000	\$4,500 (50%)	\$4,500 (50%)
Christmas Craft Show	\$1,000	\$0	\$1,000
Easter Eggstravaganza	\$7,000	\$0	\$7,000
Snowman Mania	\$8,000	\$4,000 (50%)	\$4,000 (50%)
Jazz in the Park	\$11,000	\$0	\$11,000
Fireworks (Memories of Summer & Snowman Mania, Receive sponsorship for Canada Day)	\$15,000	\$5,000 (33.334%)	\$10,000 (66.667%)
Funderland	\$3,000	\$0	\$3,000
Marketplace	\$0	\$0	\$0
Arts by the Pond	\$0	\$0	\$0
Town Crier	\$500	\$100 (20%)	\$400 (80%)
Wasaga Under Siege	\$12,000	\$6,000 (50%)	\$6,000 (50%)
General Event Sponsorships (Snowmobile Club, Fall Rainbow Derby, etc.)	\$7,000	\$1,750 (25%)	\$5,250 (75%)
Corvette Club Sponsorship	\$5,000	\$2,500 (50%)	\$2,500 (50%)
Beach Fest Sponsorship	\$15,000	\$7,500 (50%)	\$7,500 (50%)
Event Strategy	\$0 (\$25,000 Transferred from reserves)	\$0	\$0
Wages and Benefits	\$74,000	\$11,100 (15%)	\$62,900 (85%)
Advertisements	\$2,000	\$500 (25%)	\$1,500 (75%)
Miscellaneous, Office Supplies, Hydro, Telephone, Memberships, Travel, Professional Development	\$9,500	\$2,375 (25%)	\$7,125 (75%)
<b>TOTAL</b>	<b>\$179,000</b>	<b>\$45,325</b>	<b>\$133,675</b>
<b>Tax Levy Totals</b>	<b>\$145,902</b>	<b>\$9,388 + \$465 = \$9,853</b>	<b>\$136,049</b>
<b>Difference</b>	<b>- \$33,098</b>	<b>- \$35,472</b>	<b>\$2,374</b>

***F. Special Event Department's Roles in Festivals and Events***

Events	Town of Wasaga Beach Staff Roles
<i>Town of Wasaga Beach – Special Event Coordinator Events</i>	
New Year’s Levee & Order of Wasaga Beach	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities, Caterer and all members of council</li> <li>- Write and send out all correspondence</li> <li>- Seek out nominations</li> <li>- Review all Order of Wasaga Beach Submissions</li> <li>- Order food and beverage</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 3 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4hours</i></li> <li>• <i>Planning &amp; Administration ~ 22hours</i></li> <li>• <i>Biographies ~ 11 hours</i></li> <li>• <i>Total = ~ 40 hours</i></li> </ul>
Snowman Mania	<ul style="list-style-type: none"> <li>- Chair of volunteer committee, committee consists of Businesses and service clubs</li> <li>- Run all committee meetings</li> <li>- Handle all budgeting for events</li> <li>- Contact for all marketing materials</li> <li>- Plan, organize and execute all aspects of “Events Mania”, “Opening Ceremonies”, and Fireworks display</li> <li>- Oversee and attend all other events</li> <li>- Coordinate town requirements for all other events within Snowman Mania</li> <li>- Write or approve all correspondence</li> <li>- Seek out sponsorships</li> <li>- Hire and train volunteers</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 60 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 30 hours</i></li> <li>• <i>Meetings ~ 40 hours</i></li> <li>• <i>Planning &amp; Administration ~ 220 hours</i></li> <li>• <i>Total = ~ 350 hours</i></li> </ul>
Easter Eggstravaganza	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities, rental companies, hired entertainment, etc...</li> <li>- Ensure budget is followed</li> <li>- Write all correspondence</li> <li>- Seek out sponsorships</li> <li>- Hire and train all volunteers</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 6 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 6 hours</i></li> <li>• <i>Planning &amp; Administration ~ 78 hours</i></li> <li>• <i>Total = ~ 90 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Town of Wasaga Beach – Special Event Coordinator Events Continued</i>	
Arts by the Pond	<ul style="list-style-type: none"> <li>- Book all entertainment</li> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities, hired entertainment and merchants at Stonebridge</li> <li>- Ensure budget is followed</li> <li>- Write all correspondence</li> <li>- Seek out sponsorships</li> <li>- Assist with set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 2 hours x 14 weeks = ~ 28 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours x 14 weeks = ~56 hours</i></li> <li>• <i>Meetings ~ 10 hours</i></li> <li>• <i>Planning and Administration = ~ 96 hours</i></li> <li>• <i>Total = ~ 190 hours</i></li> </ul>
Marketplace	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of the entire event</li> <li>- Book and coordinate with all vendors</li> <li>- Write all correspondence</li> <li>- Seek out vendors</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 6 hours x 9 weeks = 54 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours x 9 weeks = ~36 hours</i></li> <li>• <i>Planning &amp; Administration ~ 50 hours</i></li> <li>• <i>Total = ~ 140 hours</i></li> </ul>
Jazz in the Park	<ul style="list-style-type: none"> <li>- Book all entertainment</li> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities, hired entertainment and sponsors</li> <li>- Ensure budget is followed</li> <li>- Write all correspondence</li> <li>- Seek out sponsorships</li> <li>- Assist with set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 2 hours x 9 weeks = ~ 18 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours x 9 weeks = ~ 36 hours</i></li> <li>• <i>Planning &amp; Administration ~ 106 hours</i></li> <li>• <i>Total = ~ 160 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Town of Wasaga Beach – Special Event Coordinator Events Continued</i>	
Canada Day	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities, hired entertainment, sponsors, vendors, Stonebridge merchants, Fire Department, and fireworks company</li> <li>- Write all correspondence</li> <li>- Seek out sponsorships</li> <li>- Hire and train all volunteers</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 10 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 10 hours</i></li> <li>• <i>Meetings ~ 15 hours</i></li> <li>• <i>Planning &amp; Administration ~ 115 hours</i></li> <li>• <i>Total = ~ 150 hours</i></li> </ul>
Memories of Summer Fireworks	<ul style="list-style-type: none"> <li>- Write all correspondence</li> <li>- Coordinate with Parks &amp; Facilities, Fire Department, Fireworks Company, Ontario Parks, Ontario Provincial Police</li> <li>- Market event</li> <li>- Attend event to ensure all standards are met</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 1 hour</i></li> <li>• <i>Set Up &amp; Take Down ~ 10 hours</i></li> <li>• <i>Meetings ~ 5 hours</i></li> <li>• <i>Planning &amp; Administration ~ 29 hours</i></li> <li>• <i>Total = ~ 45 hours</i></li> </ul>
Funderland	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities and hired entertainment</li> <li>- Write all correspondence</li> <li>- Hire and train volunteers</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 6 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 6 hours</i></li> <li>• <i>Planning &amp; Administration ~ 78 hours</i></li> <li>• <i>Total = ~ 90 hours</i></li> </ul>
Christmas Craft Show	<ul style="list-style-type: none"> <li>- Plan, organize, market, execute all aspects of entire event</li> <li>- Coordinate with Parks &amp; Facilities</li> <li>- Seek and Book all vendors</li> <li>- Write all correspondence</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 7 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 6 hours</i></li> <li>• <i>Planning &amp; Administration ~ 62 hours</i></li> <li>• <i>Total = ~ 75 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Town of Wasaga Beach – Special Event Coordinator Events Continued</i>	
Mayor & Council Christmas Reception	<ul style="list-style-type: none"> <li>- Plan, organize, execute all aspects of entire event</li> <li>- Write and send out all correspondence</li> <li>- Coordinate with Parks &amp; facilities, caterer and all members of council</li> <li>- Set up and take down</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 3 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours</i></li> <li>• <i>Meetings ~ 15 hours</i></li> <li>• <i>Planning &amp; Administration ~ 28 hours</i></li> <li>• <i>Total = ~ 50 hours</i></li> </ul>
<i>Town of Wasaga Beach – Parks &amp; Recreation Events</i>	
Recreation Recognition Day	<ul style="list-style-type: none"> <li>- Be aware of event</li> </ul> <p><i>Hours spent on event per year: Admin ~ 2</i></p>
Maple Leaf Day	<ul style="list-style-type: none"> <li>- Be aware of event</li> </ul> <p><i>Hours spent on event per year: Admin ~ 2</i></p>
National Youth Week	<ul style="list-style-type: none"> <li>- Be aware of events</li> </ul> <p><i>Hours spent on event per year: Admin ~ 2</i></p>
Mayor’s Walk, Bicycle Rodeo & BBQ	<ul style="list-style-type: none"> <li>- Be aware of event</li> </ul> <p><i>Hours spent on event per year: Admin ~ 2</i></p>
Mayor’s Challenge Golf Scramble	<ul style="list-style-type: none"> <li>- Be aware of event</li> </ul> <p><i>Hours spent on event per year: Admin ~ 2</i></p>
<i>Town of Wasaga Beach – Deputy Clerk Events</i>	
Remembrance Day Parade and Service	<ul style="list-style-type: none"> <li>- Fill in as day of event coordinator, if needed ... includes set up and take down and ensure all payments are made</li> </ul> <p><i>Hours spent on event per year: up to 10*When covering for Deputy Clerk*</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 2 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 3 hours</i></li> <li>• <i>Administration ~ 5 hours</i></li> </ul>
<i>Other Organizations Events</i>	
WBWBA Business Awards	<ul style="list-style-type: none"> <li>- Be aware of event</li> <li>- Assist Economic Development with booth, if necessary</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Attending Event ~ 5 hours</i></li> </ul>
Chamber of Commerce Business Awards	<ul style="list-style-type: none"> <li>- Attend event</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Attending Event ~ 5 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizations Events Continued</i>	
Spring Fever Motorcycle Rally	<ul style="list-style-type: none"> <li>- Receive and review application</li> <li>- Write event report for Council</li> <li>- Post event on Town's website and Facebook page</li> <li>- Assist with day of preparations</li> <li>- Coordinate with other departments regarding items required (i.e. Town's Stage, Event tents, etc...)</li> <li>- Attend event, assist with job duties as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 8 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 5 hours</i></li> <li>• <i>Meetings ~ 15 hours</i></li> <li>• <i>Administration ~ 17 hours</i></li> <li>• <i>Total = ~ 45 hours</i></li> </ul>
Scouts Soap Box Derby	<ul style="list-style-type: none"> <li>- Receive and review application</li> <li>- Write event report for Council</li> <li>- Post event on Town's website and Facebook page</li> <li>- Coordinate with other departments regarding items required (i.e. Road Closures)</li> <li>- Attend event, assist with job duties as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 5 hours</i></li> <li>• <i>Set up &amp; Take Down ~ 4 hours</i></li> <li>• <i>Administration ~ 11 hours</i></li> <li>• <i>Total = ~ 20 hours</i></li> </ul>
Stonebridge Music Festival	<ul style="list-style-type: none"> <li>- Receive and review application</li> <li>- Write event report for Council</li> <li>- Post event on Town's website and Facebook page</li> <li>- Coordinate with other departments regarding items required (i.e. Event Tent, Tables, Chairs, etc...)</li> <li>- Attend event, assist with job duties as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Events ~ 3 hours x 3 days = ~ 9 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 10 hours x 3 days = ~ 30 hours</i></li> <li>• <i>Meetings ~ 21 hours</i></li> <li>• <i>Administration ~ 40 hours</i></li> <li>• <i>Total = ~ 100 hours</i></li> </ul>
Kite Fest & Sandcastle Competition	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook page</li> <li>- Attend event and assist with day of preparations, as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 7 hours x 2 days = ~ 14 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 3 hours x 2 days = ~ 6 hours</i></li> <li>• <i>Administration ~ 20 hours</i></li> <li>• <i>Total = ~ 40 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizations Events Continued</i>	
Wasaga Cruisers Fun Run	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook page</li> <li>- Host meeting with OPP, bylaw and event organizers</li> <li>- Coordinate with other departments regarding items needed for event (i.e. Road Closure)</li> <li>- Attend event, assist with day of preparations, hand out awards as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 10 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 20 hours</i></li> <li>• <i>Administration ~ 20 hours</i></li> <li>• <i>Total = ~ 50 hours</i></li> </ul>
Wasaga Beach Fest	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook Page</li> <li>- Host meeting with OPP, Bylaw, Parks &amp; Facilities, Public Works and event organizers</li> <li>- Coordinate with other departments regarding items required (i.e. Road Closure, Cement Blocks, etc...)</li> <li>- Coordinate Paid Duty Police with OPP and Event Organizers, receive payment and distribute payment</li> <li>- Process request for funding</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 16 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 25 hours</i></li> <li>• <i>Meetings ~ 25 hours</i></li> <li>• <i>Administration ~ 44 hours</i></li> <li>• <i>Total = ~ 110 hours</i></li> </ul>
Party in the Park	<ul style="list-style-type: none"> <li>- Be aware of event</li> <li>- Post event dates on Town's website and Facebook Page</li> </ul> <p><i>Hours spent on event per year: 2</i></p>
Not So Pro Beach Volleyball	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook page</li> <li>- Host meeting with OPP, Bylaw, Parks &amp; Facilities, Ontario Parks and event organizers</li> <li>- Coordinate with other departments regarding items needed for event (i.e. event fencing)</li> <li>- Coordinate with Ontario Parks and OPP</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~22 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 30 hours</i></li> <li>• <i>Meetings ~ 8 hours</i></li> <li>• <i>Administration ~ 35 hours</i></li> <li>• <i>Total = ~ 95 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizations Events Continued</i>	
Wasaga Midway	<ul style="list-style-type: none"> <li>- Receive, review and distribute business license information</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook Page</li> <li>- Coordinate with other departments regarding items needed for event (i.e. Power, Water, Parking)</li> <li>- Ensure policies and procedures are being followed</li> <li>- Attend event regularly</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 7 hours x 18 days</i></li> <li>• <i>Set Up &amp; Take Down ~ 8 hours x 4 days</i></li> <li>• <i>Administration ~ 20 hours</i></li> <li>• <i>Total = ~ 90 hours</i></li> </ul>
Wasaga under Siege	<ul style="list-style-type: none"> <li>- Attend planning meetings</li> <li>- Distribute posters and other marketing materials</li> <li>- Post on Town's website and Facebook Page</li> <li>- Coordinate with other departments regarding items required for event (i.e. Tables, Chairs, Stage, etc..)</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 27 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 35 hours</i></li> <li>• <i>Meetings ~ 10 hours</i></li> <li>• <i>Administration ~ 43 hours</i></li> <li>• <i>Total ~ 115 hours</i></li> </ul>
Walk with Paul	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook Page</li> <li>- Coordinate with other departments regarding items required for event (i.e. Table and Chairs)</li> <li>- Attend event and assist with day of preparations as needed</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 5 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 3 hours</i></li> <li>• <i>Meetings ~ 2 hours</i></li> <li>• <i>Administration ~ 10 hours</i></li> <li>• <i>Total = ~ 20 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizations Events Continued</i>	
Summer Splash Challenge	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Host meeting with OPP, Bylaw, Ontario Parks, and event organizers</li> <li>- Coordinate with Ontario Parks</li> <li>- Post on Town's website and Facebook page</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 6 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours</i></li> <li>• <i>Meetings ~ 3 hours</i></li> <li>• <i>Administration ~ 12 hours</i></li> <li>• <i>Total = ~ 25 hours</i></li> </ul>
Corvette Cruize Weekend	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for council</li> <li>- Host meeting with OPP, Bylaw, Public Works, Parks &amp; Facilities and event organizers</li> <li>- Coordinate with other departments regarding items required for event (i.e. Event Stage, Road Closures, etc...)</li> <li>- Post on Town's website and Facebook page</li> <li>- Process request for funding</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 20 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 25 hours</i></li> <li>• <i>Meetings ~ 10 hours</i></li> <li>• <i>Administration ~ 30 hours</i></li> <li>• <i>Total = ~ 85 hours</i></li> </ul>
MultiSport Simcoe Shores Relay	<ul style="list-style-type: none"> <li>- Receive, review and distribute applications</li> <li>- Write event report for council</li> <li>- Host meeting with OPP, bylaw, Parks &amp; Facilities and event organizers</li> <li>- Coordinate with other departments regarding items required for event</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 6 hours</i></li> <li>• <i>Meetings ~ 2 hours</i></li> <li>• <i>Administration ~ 13 hours</i></li> <li>• <i>Total = ~ 15 hours</i></li> </ul>
Wasaga Beach Jeep Show ( <i>Cancelled in 2011</i> )	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook Page</li> <li>- Coordinate with other departments regarding items required (i.e. pylons)</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Meetings ~ 2 hours</i></li> <li>• <i>Administration ~ 13 hours</i></li> <li>• <i>Total = ~ 15 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizers Events Continued</i>	
MultiSport Triathlon, Try-a-Tri & Marathon	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Host meeting with Ontario Parks, OPP, bylaw and event organizers</li> <li>- Post on Town's Website and Facebook Page</li> <li>- Coordinate with other departments regarding items required for event (i.e. Road Closures, pylons, etc...)</li> <li>- Coordinate with Ontario Parks &amp; OPP regarding use of the beach and river</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 17 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 25 hours</i></li> <li>• <i>Meetings ~ 5 hours</i></li> <li>• <i>Administration ~ 28 hours</i></li> <li>• <i>Total = ~ 75 hours</i></li> </ul>
Terry Fox Run	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Post on Town's Website and Facebook page</li> <li>- Coordinate with other departments regarding items required for event (i.e. Tables and chairs)</li> <li>- Attend event and assist with day of preparations</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 5 hours</i></li> <li>• <i>Set Up &amp; Take Down ~ 4 hours</i></li> <li>• <i>Administration ~ 16 hours</i></li> <li>• <i>Total = ~ 25 hours</i></li> </ul>
Annual Fall Rainbow Trout Derby <i>(Cancelled in 2011)</i>	<ul style="list-style-type: none"> <li>- Write event report for Council</li> <li>- Post on Town's website and Facebook page</li> <li>- Process request for funding</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Meetings ~ 2 hours</i></li> <li>• <i>Administration ~ 13 hours</i></li> <li>• <i>Total = ~ 15 hours</i></li> </ul>
Tree Lighting Ceremony	<ul style="list-style-type: none"> <li>- Post on Town's website and Facebook page</li> <li>- Attend event and assist with day of preparations</li> <li>- Coordinate to have Saga Sam in attendance</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 3 hours</i></li> <li>• <i>Administration ~ 12 hours</i></li> <li>• <i>Total = ~ 15 hours</i></li> </ul>

Events	Town of Wasaga Beach Staff Roles
<i>Other Organizations Events Continued</i>	
Santa Claus Parade	<ul style="list-style-type: none"> <li>- Receive, review and distribute application</li> <li>- Write event report for Council</li> <li>- Host meeting with OPP, bylaw and event organizers</li> <li>- Post on Town's Website and Facebook Page</li> <li>- Coordinate with other departments regarding items required for event (i.e. Road Closures, pylons, etc...)</li> <li>- Attend event and assist with day of preparations</li> <li>- Post on Town's website and Facebook page</li> <li>- Coordinate to have Saga Sam in attendance</li> </ul> <p><i>Hours spent on event per year:</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 3 hours</i></li> <li>• <i>Administration ~ 12 hours</i></li> <li>• <i>Total = ~ 15 hours</i></li> </ul>
Breakfast with Santa	<ul style="list-style-type: none"> <li>- Post on Town's website and Facebook page</li> <li>- Partner with Funderland event</li> </ul> <p><i>Hours spent on event per year: 20 in conjunction with FUNderland</i></p> <ul style="list-style-type: none"> <li>• <i>Event ~ 4 hours</i></li> <li>• <i>Administration ~ 16 hours</i></li> <li>• <i>Total = ~ 20 hours</i></li> </ul>

*Total hours spent on events per year: 2,402*

***G. Roles and Responsibilities for all other agencies and departments***

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b><i>New Year's Levee &amp; Order of Wasaga Beach</i></b>	<ul style="list-style-type: none"> <li>- Receive report for approval</li> <li>- Attend event</li> <li>- Present awards to Order of Wasaga Beach recipients</li> </ul>	<ul style="list-style-type: none"> <li>- Set up and take down various items = 3 hrs, 1 staff</li> <li>- Ensure parking lot and entrances are cleared of ice and snow</li> <li>- Present for event = 3 hrs, 1 staff</li> </ul>	<ul style="list-style-type: none"> <li>- Provide snow removal assistance, if required</li> </ul>	<ul style="list-style-type: none"> <li>- Aware of event</li> </ul>	NA	<ul style="list-style-type: none"> <li>- Aware of event</li> </ul>	NA
<b><i>Snowman Mania</i></b>	<ul style="list-style-type: none"> <li>- Receive report for approval</li> <li>- Attend all possible events</li> </ul>	<ul style="list-style-type: none"> <li>- Opening Ceremonies, Set up and take down = 2 hrs, 2 staff</li> <li>- Silent Auction, Dance &amp; Chili Cook off = 16 hrs, divided between 2 staff</li> <li>- Event Mania Set up &amp; Take down = 2 hrs, 2 staff</li> <li>- Outdoor Skating = 32 hrs, 1 or 2 staff for each 8 hrs</li> <li>- Arena Family Skate = 3 hrs, 2 staff</li> <li>- Plow all park lots, removal snow in various areas identified</li> <li>- Youth Centre, 10 hrs preparation, 17 hrs for events, divided between 3 staff</li> </ul>	<ul style="list-style-type: none"> <li>- Build bonfire pit = 8 hrs x 3 or 4 staff</li> <li>- Provide wood for bonfire = 24 hrs x 2 staff</li> <li>- Assist with snow removal, if necessary</li> </ul>	<ul style="list-style-type: none"> <li>- Set up &amp; take down road closures = 8 hrs x 1 or 2 staff</li> </ul>	<ul style="list-style-type: none"> <li>- Coordinate with Chili Cook Off organizers</li> </ul>	<ul style="list-style-type: none"> <li>- Be aware of event</li> <li>- Attend fireworks</li> </ul>	<ul style="list-style-type: none"> <li>- Host various events throughout the parks</li> </ul>

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b>Recognition Day</b>	- Attend Event - Present Awards to recipients	- Plan, organize and set up event = 80 hrs, - Day of Staff = 8 hrs, 1 staff	- Aware of event	- Aware of event	NA	- Aware of event	NA
<b>Easter Eggstravaganza</b>	- Receive report for approval - Attend event	- Set up and take down various items = 3 hrs, 1 staff	NA	- Close and reopen parking lot = 1 hr x 1 staff	NA	- Be aware of event	NA
<b>WBWBA Business Show</b>	- Attend event	- Supply room - Set up and take down and presence for the day, 8 hours, 1 staff	NA	- Attend event, set up booth = 5 hrs x 1 staff	NA	-Attend event	- Attend event
<b>Maple Leaf Day</b>	- Attend and participate in event	- Plan, organize, set up event = 40 hrs, 4 staff	- Aware of event	- Aware of event	NA	- Aware of Event	- Aware of event - Participate in event if occurring in Provincial Park Land
<b>Business Awards Ceremony</b>	- Attend event	NA	NA	NA	NA	NA	NA
<b>National Youth Week</b>	- Attend events	- Plan & organize = 20 hrs - Events = 53 hrs, up to 2 staff	- Aware of event	- Aware of events	NA	- Aware of event	NA
<b>Spring Fever Motorcycle Rally</b>	- Receive report for approval - Attend event	- Assist with set up = 4 hrs, 3 staff	NA	- Aware of event	NA	- Aware of event - Provide escort from Barrie	NA
<b>Arts by the Pond</b>	- Receive report for approval - Attend all possible events	- Set up and take down various items = 3 hrs x 14 weeks, 2 staff	NA	- Aware of event	NA	NA	NA
<b>Scouts Soap Box Derby</b>	- Receive report for approval - Attend event - Judge participants	- Aware of event	- Aware of event	- Set up and take down road closures = 2 hrs, up to 2 staff	NA	- Aware of event Assist with Road closures, if necessary	NA

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b>Mayor's Walk, &amp; Bicycle Rodeo</b>	- Attend and participate in event	- Plan, organize and set up events = 24 hrs - Run BBQ = 4 hrs, 1 staff	- Aware of event	- Aware of event	- Involved depending on items served at BBQ	- Aware of event	- Aware of event, if taking place along Provincial Park Trails
<b>Stonebridge Music Festival</b>	- Receive report for approval - Attend event	- Set up and take down various items = 3 hrs x 3 days, 2 staff	- Aware of event	- Aware of event	NA	- Aware of event	NA
<b>Kite Fest &amp; Sandcastle Competition</b>	- Receive report for approval - Attend event - Judge sandcastle competition	NA	NA	- Aware of event - Provide parking passes for event organizers = 30 mins x 1 staff	NA	- Aware of the event	- Approve use of Beach area for event - Rake beach prior to set up
<b>Wasaga Cruisers Fun Run</b>	- Receive report for approval - Attend event - Present awards	- Aware of event - set up required items = 1 hr, 1 staff	- Sweep road and parking lot prior to set up = 4 hrs x 1 staff	- Provide parking lot for use - Set up and take down road closures = 4 hrs x 2 staff	NA	- Aware of event - Provide intersection assistance, if required	- Aware of event
<b>Wasaga Beach Fest</b>	- Receive report for approval - Attend event	- Set up and take down various items = 5 hrs, 2 staff - Attend meeting = 1 hr, 1 staff	- Garbage, install cans and remove = 5 hrs x 1 staff - Move curbs = 4 hrs x 2 staff - Road Sweeping = 8 hrs x 1 staff - Meeting = 1 hrs x 1 staff - Install Stage weights = 8 hrs x 2 staff	- Set up and take down road closures = 2 hrs - Provide parking passes for organizers = 30 minutes - Meeting = 1 hr	NA	- Paid duty officers stationed at each road closures	- Aware of event
<b>Mayor's Challenge and Golf Scramble</b>	- Attend and participate in event	- Plan, organize, set up event = 80 hrs, 1 staff	- Aware of event	- Aware of event	- Involved through club house	- Aware of event	NA

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b>Canada Day</b>	- Receive report for approval - Attend event	- Set up and take down various items = 10 hrs, 3 staff	- Aware of event	- Set up and take down road closures = 3 hrs x 1 or 2 staff	NA	- Aware of event - Present during Fireworks	NA
<b>Marketplace</b>	- Receive report for approval - Attend all possible events	- Set up and take down various items, when requested = 2 hrs x 9 weeks, 1 staff	NA	- Be aware of event	- Vendors who are selling edible goods must be in contact with public health	- Be aware of event	NA
<b>Jazz in the Park</b>	- Receive report for approval - Attend all possible events	- Set up and take down various items = 2 hrs x 9 weeks, 1 staff	NA	- Be aware of event	NA	- Be aware of event	NA
<b>Party in the Park</b>	- Receive report for approval	- Provide space, Admin = 1 hr, 1 staff	NA	NA	NA	NA	NA
<b>Not So Pro Beach Volleyball</b>	- Receive report for approval - Attend event	- Drop off and pick up required items = 2hrs - Meeting = 1 hrs, 1 staff	- Sweeping & Removal of Curbs = 2 hrs x 1 staff - Meeting = 1 hr x 1 staff	- Provide parking passes for event organizers = 30 mins x 1 staff - Meeting 1 hr x 1 staff	- Aware of event, as it has a food tent	- Paid duty officers stationed at Beer garden	- Approve beach use - Remove standard volleyball poles - Rake beach prior to set up
<b>Wasaga Midway</b>	- Receive report for approval	- Aware of event - Provide space for sleeping quarter and storage area, - Set up and take down fencing = 2 hrs, 2 staff	- Aware of event - Provide water connection = 2 hrs - Sweeping of lot = 6hrs x 1 staff - Garbage, install and removal of cans = 2 hrs x 1 staff Garbage disposal = 20 mins x 21 days = 7 hrs x 1 staff	- Aware of event - Provide business license, when completed application is received - Provide Parking lot for set up = 3 hrs x 1 staff - Receive payment for use of parking lot	NA	- Aware of event	- Aware of event

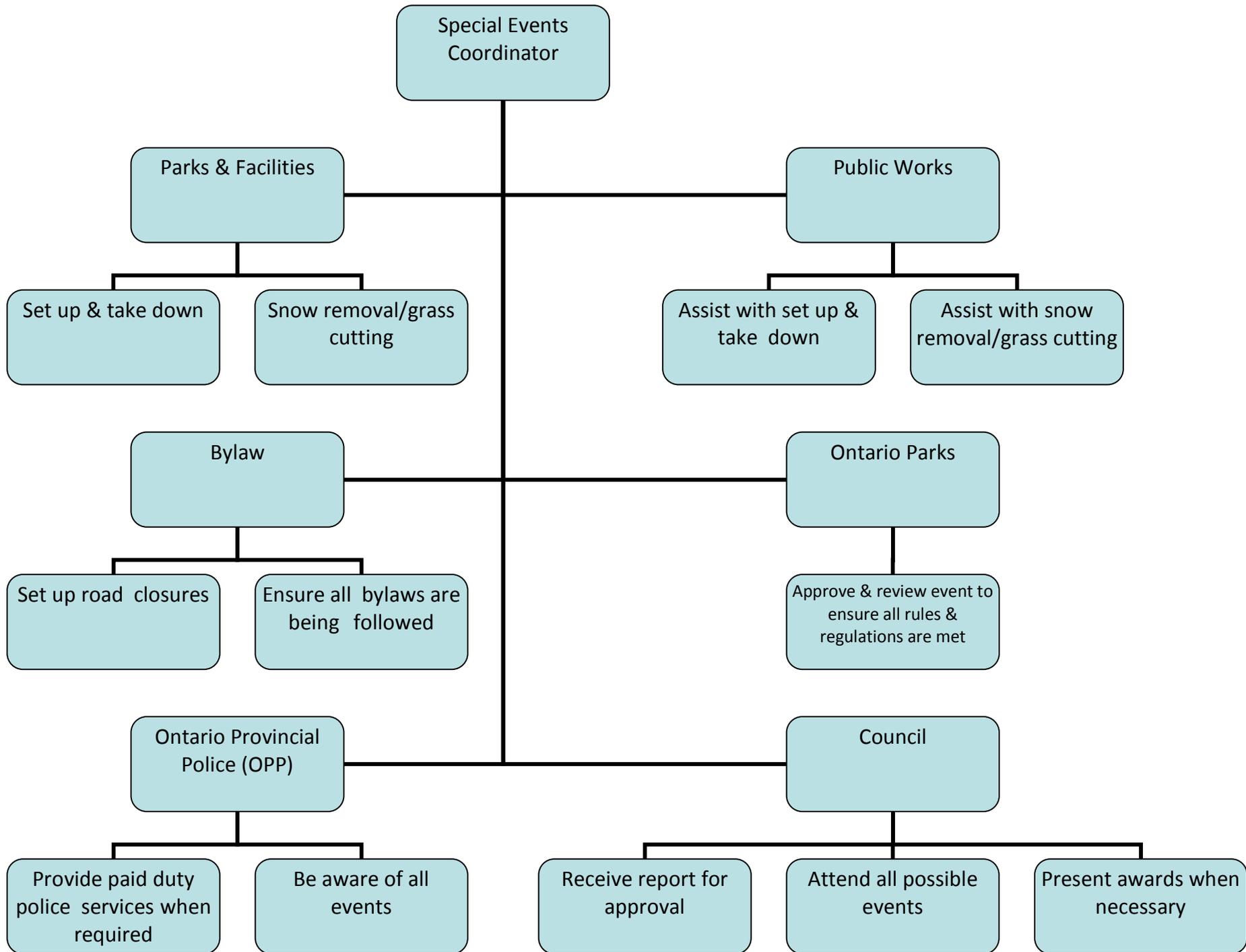
<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b><i>Wasaga under Siege</i></b>	- Receive report for approval - Attend event	- Set up and take down various items = 7 hrs x 3 staff	- Aware of event	- Aware of event	- Aware of event, through caterer	- Aware of event	- Complete involvement in event
<b><i>Walk wit Paul</i></b>	- Receive report for approval - Attend event	- Set up and take down various items = 1 hr, 1 staff	- Aware of event	- Aware of event - Provide space in parking lot for BBQ - Provide pylons	- Aware of event, for BBQ	- Aware of event	- Provide space on beach for event - Rake beach prior to set up
<b><i>Summer Splash Challenge</i></b>	- Receive report for approval - Attend event	NA	NA	NA	NA	NA	- Provide space on beach for event - Rake beach prior to set up
<b><i>Corvette Cruize Weekend</i></b>	- Receive report for approval - Attend event	- Set up and take down various items = 10 hrs, 3 staff - Meeting = 1 hr, 1 staff	- Sweep lot and road prior to set up = 4 hrs x 1 staff x 3 days (Depending on wind conditions, may require more equipment and staff) - Meeting = 1 hr x 1 staff	- Provide parking lot for set up of event - Set up road closures = 4 hrs x 1 staff - Meeting = 1 hr x 1 staff	NA	- Provide intersection control during Cruiser portion of event	- Aware of event
<b><i>MultiSport Simcoe Shores Relay</i></b>	- Receive report for approval	- Provide Sports Park as a rest station - Set up and take down tables and chairs = 1 hr, 1 staff - Meeting = 1 hr, 1 staff	- Aware of event	- Aware of event	NA	- Aware of event	NA
<b><i>Promote Wasaga Golf Tournament</i></b>	- Attend event	NA	NA	NA	NA	NA	NA
<b><i>Wasaga Beach Jeep Show (Cancelled in 2011)</i></b>	- Receive report for approval - Attend event	- Set up and take down various items	- Aware of event	- Aware of event	NA	- Aware of event	NA

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b>Memories of Summer</b>	- Receive report for approval - Attend event	- Set up and take down security fencing = 4 hrs, 2 staff	- Be aware of event - on call during weekend in case fencing should need to be adjusted - Use of a back ho to bury firework launch = 8 hrs x 1 staff	- Be aware of event - Road closures, if applicable during Fireworks display = 2 hrs x 1 staff	NA	- Aware of event - Present during Fireworks	- Provide space along beach for Fireworks Set up
<b>MultiSport Triathlon</b>	- Receive report for approval - Attend event	- Set up and take down various items = 2 hrs, 2 staff - Meeting = 1 hr, 1 staff	- Sweep lot and roads prior to set up = 10 hrs x 1 staff - Curb removal = 4 hrs x 2 staff - Meeting = 1 hr x 1 staff	- Provide parking lot for participant set up - Set up and Take down road closures = 1 hrs x 1 staff - Meeting = 1 hr x 1 staff	NA	- Aware of event - Boat in water to provide support - Provide safe crossing, if applicable	- Rake beach prior to event - Provide area along beach for event - Provide area in river and in bay for event
<b>Terry Fox Run</b>	- Receive report for approval - Attend event	- Drop off and Pick up items for use during event = 1 hr, 1 staff	- Sweep lot and route prior to set up	- Aware of event - Provide parking passes for event organizers = 30 mins - Partial lot closures = 30 mins	NA	- Aware of event and provide safe crossing, if applicable	- Aware of event
<b>Annual Fall Rainbow Trout Derby</b> <i>(Cancelled in 2011)</i>	- Receive report for approval	- Provide area for banquet	- Aware of event	- Aware of event	NA	- Aware of event	- Aware of event
<b>Remembrance Day Parade &amp; Services</b>	- Attend event	- Aware of event - Drop off and pick up required items = 1 hr, 1 staff - Arena Banquet Staff = 8 hrs, 1 staff	- Aware of event	- Aware of event - Visitor parking closure (7 to 8 spots) = 30 mins x 1 staff	NA	- Aware of event - OPP Auxiliary participation	- Aware of event

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b><i>Tree Lighting Ceremony</i></b>	- Attend event	- Provide space for event - Set up lights on trees for ceremony = 8 hrs, 2 or 3 staff - Set up and take down various items for event = 2 hrs, 2 or 3 staff - Ensure parking lot and entrances are clear of snow and ice	- Assist with snow removal, if required	- Aware of event	NA	- Aware of event	NA
<b><i>Santa Claus Parade</i></b>	- Attend event and ride in various floats	- Provide floats for various groups = 10 hrs for creation, 4 hrs during event, 3 staff - Provide space for end of parade gathering = 8 hrs, 1 staff	- Provide floats for various groups - Assist with floats as needed - Float preparation = 16 hrs x 2 staff	- Aware of event - Set up road closures = 4.5 hrs x 1 staff	NA	- Aware of event - enter a float - provide an escort, if necessary	- Provide assembly area
<b><i>Funderland</i></b>	- Receive report for approval - Attend event	- Set up and take down = 4 hrs, 1 staff - Presence for event, 6 hrs, 1 staff - Ensure parking lot and entrances are cleared of ice and snow	- Provide snow removal assistance, if require	NA	NA	- Be aware of event	NA

<u>Event</u>	<u>Council</u>	<u>Parks &amp; Facilities</u>	<u>Public Works</u>	<u>Bylaw</u>	<u>Public Health</u>	<u>Ontario Provincial Police</u>	<u>Ontario Parks</u>
<b><i>Breakfast with Santa</i></b>	- Attend event	- Provide space for event - Ensure parking lot and entrances are cleared of snow	- Assist with snow removal, if required	- Aware of event	- Aware of event	- Aware of event	NA
<b><i>Christmas Craft Show</i></b>	- Receive report for approval - Attend event, if possible	- Set up and take down various items = 3 hrs - Ensure parking lot and entrances are cleared of ice and snow - Present for event = 7 hrs - Youth Centre Booth Prep = 8 hrs, 1 or 2 staff - Youth Centre Booth = 9 hrs	- Provide snow removal assistance, if required	- Aware of event	NA	- Aware of event	NA
<b><i>Mayor &amp; Council Christmas Reception</i></b>	- Receive report for approval - Attend event - Provide guest list	- Set up and take down various items = 5 hrs - Ensure parking lot and entrances are cleared of ice and snow - Present during event = 3 hrs	- Provide snow removal assistance, if required	- Aware of event	- Aware of event, through means of the caterer	- Aware of event	NA

***H. Flow Chart***



***I. Special Events Tool Kit***

*The Beach is Just the Beginning...*



**Special Events Tool Kit**  
**Checklist**

- Event Application Form Complete?
- Route Map/Site Map Attached?
- Signed Copy of Municipal Alcohol Policy Application Attached?
- Copy of Liquor License Attached?
- Business License Application Form Attached?
- Copy of Food Permit Attached?
- Safety Plan Attached?
- Certified Certificate of Insurance Attached?
  - Town of Wasaga Beach listed as additional insured?
  - Ministry of Natural Resources listed as additional insured?
- Description of Event Attached?
- Copy of Poster or other Marketing Materials Attached?
- Application Fee Attached?

*The Beach is Just the Beginning...*



**Special Event  
Application Form  
2012**

## **Special Event Application Process and Required Forms**

The information requested by the Special Events Application will be used to determine your eligibility for the permit requested. Special Event Permits are required in accordance with bylaw No. 2006-27.

Please answer all questions, indicate N/A if the question does not apply to your event.

All forms must be completed and returned to the Special Events Office at least 180 calendar days prior to the proposed event date (for events longer than one day) and 60 calendar days prior to the proposed event date (for event one day in length), along with the associated fees\*to be determined\*

Approved permits must be posted at the event site for the entire duration of the event. Events not compliant with this may be subject to fines and/or removal of event materials at organizers cost.

If your organization would like to apply for event funding through a Town of Wasaga Beach grant, please contact the undersigned. Please note grant applications must be provided by August 31<sup>st</sup> of the year prior to the event.

For more information or assistance in completing the form, please contact:

Holly Haire-Ellis

Special Events

30 Lewis St.

Wasaga Beach, ON

L9Z 1A1

705.429.3844 x 2287

[events@wasagabeach.com](mailto:events@wasagabeach.com)

**Event Basics**

Event: \_\_\_\_\_

Run by: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Rain Date(s): \_\_\_\_\_

Event Start Time: \_\_\_\_\_ Event End Time: \_\_\_\_\_

Event Locations: \_\_\_\_\_

**Organizational Information**

Organization Name: \_\_\_\_\_

Is your organization registered as Not for Profit?

YES

NO

If NO, please list the recipient(s) of any proceeds \_\_\_\_\_

If YES, please provide number \_\_\_\_\_

Organization Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_

Organization Contact Person: \_\_\_\_\_

(For internal office use only)

Organization Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Organization Day of Event Contact Person: \_\_\_\_\_

Organization Day of Event Contact Cell: \_\_\_\_\_ Email: \_\_\_\_\_

**Event at a glance**

The event is a (please check all that apply):

PARADE/RUN/WALK/BIKE OR AUTO

BEACH EVENT

PROCESSION\*

WEDDING/RECEPTION/DANCE

FESTIVAL

SHOW/EXHIBITION

BLOCK/STREET PARTY

OTHER \_\_\_\_\_

SPORTING EVENT

The event is:

Private (invitation only)

Ticketed

Open to the General Public

Will you need special arrangements/invitations for dignitaries?

YES

NO

**Event at a glance continued...**

Anticipated number of attendees (including spectators and participants) \_\_\_\_\_

How many times has this event been hosted in Wasaga Beach? \_\_\_\_\_

How many times has this event been hosted elsewhere? \_\_\_\_\_

Where will the event be hosted?

<b>Facilities</b>	<b>Notes</b>	<b>Required Date(s)</b>	<b>Required Time(s)</b>
Beach Area 1	Ontario Parks Permission Required		
Beach Area 2	Ontario Parks Permission Required		
Beach Area 3	Ontario Parks Permission Required		
Beach Area 4	Ontario Parks Permission Required		
Beach Area 5	Ontario Parks Permission Required		
Beach Area 6	Ontario Parks Permission Required		
New Wasaga Beach	Ontario Parks Permission Required		
Allenwood Beach	Ontario Parks Permission Required		
RecPlex – Full Hall 1	Facility Agreement Required		
RecPlex – Half Hall 1A	Facility Agreement Required		
RecPlex – Half Hall 1B	Facility Agreement Required		
RecPlex – Oakview Hall	Facility Agreement Required		
RecPlex – Parking Lot	Facility Agreement Required		
RecPlex – Bandshell	Facility Agreement Required		
Oakview Woods Park	Facility Agreement Required		
Wasaga Stars Area – Ice	Facility Agreement Required		
Wasaga Stars Area – Hall	Facility Agreement Required		
Wasaga Sports Park	5 full size ball diamonds		
Wasaga Sports Park	4 full size soccer pitches		
Wasaga Sports Park	6 mini soccer pitches		
Stonebridge Town Centre			
Privately Owned Public Location			
Private Location			
Other			

**Event at a glance continued...**

\* Parade/Run/Walk/Bike or Auto Procession (complete the following and attach map of route)

Assembly area/time: \_\_\_\_\_

Disassembly area/time: \_\_\_\_\_

Please indicate the various event activities: Note, License & other permits may be required:

- |                            |                                |
|----------------------------|--------------------------------|
| ALCOHOL **                 | STAGING                        |
| BLEACHERS                  | TENTS                          |
| MECHANICAL RIDES/DEVICES   | VENDORS (NON FOOD/BEVERAGE)*** |
| BANNERS/SIGNS              | ROAD CLOSURE ****              |
| FOOD VENDING/SAMPLING***** | PARKING LOT                    |
| SHUTTLES/SATELLITE PARKING | FUNDRAISING                    |
| BEACH ACTIVITY             | FIREWORKS                      |
| LIVE MUSIC/BANDS *****     | OTHER _____                    |

Please describe in detail the entertainment that will be at the event, please include artists, if possible: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*\* ALCOHOL ... The Town of Wasaga Beach will not apply for a Special Occasion Permit (SOP) on behalf of any event organizer. SOP applications can be obtained at the LCBO. Please review the Municipal Alcohol Policy with a Town representative. All indoor and outdoor events with alcohol service must comply. This document is available from the Special Events office or the Recreation Department. Servers and events organizers must comply with the Municipal Alcohol Policy.

Alcohol being served is (please check all that apply):

- |              |        |
|--------------|--------|
| DRAFT BEER   | WINE   |
| CANNED BEER  | LIQUOR |
| BOTTLED BEER |        |

Will it be sold?

- |     |    |
|-----|----|
| YES | NO |
|-----|----|

Size of service area is: \_\_\_\_\_

Liquor will be provided on the following:

Date(s): \_\_\_\_\_

Time(s): \_\_\_\_\_

**Event at a glance continued...**

\*\*\*VENDORS...A vendor is anyone who is serving, selling or sampling food, beverages or merchandise. A municipal business license may apply, please check with the Special Events Office.

Non Food Vendors' onsite are:

SELLING MERCHANDISE

GIVING OUT FREE SAMPLES

SELLING EVENT BRANDED MERCHANDISE

Please provide as much information as possible regarding the number, type etc. of vendors that will be in attendance at the event. \_\_\_\_\_

\*\*\*ROAD CLOSURE...Please provide specific details regarding which roads, lanes need to be closed including dates and timelines. \_\_\_\_\_

\*\*\*\*\*FOOD...Please check with the Simcoe Muskoka District Health Unit (SMDH) regarding requirements for operating a temporary food premises in accordance with the Ontario Food Premises Regulations for indoor and outdoor food service events. Health Unit Special Event Food Permit applications are available through SMDH or through the Community Development Office. We advise calling the Health Unit for assistance and clarification with the application.

Food will be:

SOLD

SERVED COLD

CATERED

PREPARED, COOKED OR REHEATED

SERVED HOT

OUTDOORS

\*\*\*\*\*SOCAN FEES... The Society of Composers, authors & music publishers of Canada under federal license area authorized to charge a fee under tariff 8 for using pre-recorded music. SOCAN fees will be charged where applicable. For more information, please contact the Recreation department.

**Please provide a description of your event, including how it will benefit our community. Please make reference to your marketing strategies, i.e. print, TV, radio, etc..., list of sponsors and if any revenue is anticipated to be generated by the activity, note the individuals or entity that will benefit. Use additional pages as necessary.** \_\_\_\_\_

## Parking and Transportation

How will people get to/from the event?

SHUTTLES

PERSONAL VEHICLES

OTHER, PLEASE EXPLAIN: \_\_\_\_\_

Where will the event attendees/participants park? \_\_\_\_\_

Do you require special parking permission?

YES

NO

If YES, please explain and provide number of passes required \_\_\_\_\_

## Town Equipment Requirements \*building permits may be required

Item	Size	Quantity Available	Notes	Costs	Office use only*Associated Hours*
Stage*	16 x 32	1	On flatbed trailer, not covered	\$60 per day	
PA System		1	Includes 1 mic and 1 speaker	\$25 per day	
Fencing	6ft pieces	TBD	Steel fencing	\$5 each panel	
Fencing	??	TBD	Orange snow fencing	\$5 each 6ft panel	
Tent*	40x60	1	Blue and White tent, includes sides and set up	\$1,200	
Tent	10x10	4	White pop up tents	\$20 each	
Tables	Round	5	Plastic, include umbrella	\$5 each	
Tables	6' or 8'	TBD	Rectangular	\$6.50 each	
Plastic Chairs		200	White	\$2 each	
Plastic Chairs		200	Green	\$2 each	
Garbage Cans		TBD		\$2.75 each	
Recycling bins		TBD		\$3 each	
Traffic Barrels		TBD	Large, orange and black construction cones	\$9 each	
Barricades		TBD	Sawhorse wooden barricades	\$9 each	
Pylons		TBD	Small orange pylons	\$2 each	
Street Cleaning				\$TBD	
Parking Lot Cleaning				\$TBD	
ONTARIO PARKS Beach Cleaning				\$TBD	

NOISE BYLAW EXEMPTION \*Letter required for council approval

VENDORS \*may require municipal business license

LOTTERY LICENSE \* only by pre-licensed groups

FIREWORKS BYLAW EXEMPTION \* Letter required for Council approval

**Equipment Requirements** \*building permits may be required

**STAGING\***

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**BLEACHERS**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**EVENT TENT(S)\***

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**TABLES:**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**CHAIRS:**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**GARBAGE CANS**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**RECYCLING BINS**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**EVENT FENCING:**

- Name of supplier \_\_\_\_\_
- Size \_\_\_\_\_
- Quantity \_\_\_\_\_

**Emergency Services**

Security is often required for large-scale events and specifically when alcohol is being served/sold. It is often required when materials/equipment is left overnight and when live entertainment is provided. We suggest consulting with the Huronia West Detachment of the Ontario Provincial Police (OPP) to find out if paid duty officers are needed for your event. Event applications are often dependant on OPP approval. For more information, please contact the Staff Sergeant at 705.429.3575.

Please describe you security and public safety plan, continue on separate sheet, if necessary: \_\_\_\_\_

Uniformed presence provided by:

POLICE

PRIVATE SECURITY

Time frame of uniformed presence: \_\_\_\_\_

Please note: OPP paid duty officer cost must be paid to the Town of Wasaga Beach 30 days prior to event.

Will you require Paramedic Services onsite?

YES

NO

**Emergency Services continued...**

Will you require Fire Personnel onsite?

YES

NO

Will you have a lost child/emergency station?

YES

NO

Please attach a copy of your Emergency Plan and 24hour Emergency Contact Numbers to this application. All events must have an Emergency Plan submitted to the Town of Wasaga Beach at least 30 days prior to event.

**Site Diagrams**

Please request the site diagrams templates pertaining to the municipal locations you will be utilizing. Use these to create your own event specific site diagrams. Include all physical components of your event and aim to provide this diagram "to scale".

Site diagram(s) attached:

YES

NO

**Restrooms & Waste Disposal**

Additional facilities should be provided where local knowledge of event attendance deems it necessary.

Will you require portable restrooms?

YES

NO

If YES, have be you in contact with a company?

YES

NO

If YES, please provide the following information:

Name of Company: \_\_\_\_\_

Delivery date: \_\_\_\_\_

Please list the number and location of portable restrooms:

Number	Location
_____	_____
_____	_____

**Restrooms & Waste Disposal continued...**

Please indicate the number of trash receptacles you require: \_\_\_\_\_

Please note: Event organizers are require to arrange their own garbage removal after the event is completed.

**Accessibility Issues**

Will you have any of the following?

RAMPS/WALKWAYS ON THE BEACH

DESIGNATED VIEWING AREAS

ACCESSIBLE SHUTTLES

ACCESSIBLE TOILETS

**Insurance/Liability**

Insurance for all events in mandatory, the municipality must receive a copy of insurance with the Town named as an additional insured. If your event takes place on Ministry of Natural Resources property, they too must be named as additional insured. This must be submitted 30 days prior to event

Non-Alcohol event or Alcohol at event with  
less than 500 people (\$2,000,000 liability)

Alcohol at event (\$5,000,000 liability)

**Public Contact & Marketing Information**

The Town would like to be able to provide the public with contact information regarding the event. This information will be used to market your event.

Do you wish to have your event included in FREE marketing opportunities with the Town?

YES

NO

Public Contact Name: \_\_\_\_\_

Public Contact Phone: \_\_\_\_\_

Public Contact Email: \_\_\_\_\_

Event Website: \_\_\_\_\_

Social Media Information: Facebook: \_\_\_\_\_

Social Media Information: Twitter: \_\_\_\_\_

Social Media Information: Other: \_\_\_\_\_

Please describe other advertising means, including posters, print media, etc. : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Description & Information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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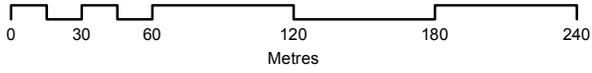
**Contact Numbers & Information**

<b>Name</b>	<b>Phone</b>	<b>Fax</b>	<b>Email</b>
Simcoe Muskoka District Health Unit	705.445.0804	705.445.6498	
Wasaga Beach Provincial Park (Ontario Parks)	705.429.2516	705.429.7983	John.fisher@ontario.ca
Simcoe County Ambulance	705.792.3841	705.739.4563	julie.currie@simcoe.ca
Huronian West OPP	705.429.3575	705.429.3616	Shawn.hewlett@ontario.ca
Fire Station #1	705.429.5281	705.429.0432	firechief@wasagabeach.com
Bylaw Department	705.429.2511	705.429.1151	mleo@wasagabeach.com
Public Works	705.429.2540	705.429.8226	gduni@wasagabeach.com
Recreation	705.429.3321	705.429.3327	hallbookings@wasagabeach.com
Parks & Facilities	705.429.0412	705.429.0413	parksforman@wasagabeach.com
Special Events Office	705.429.3844	705.429.7603	events@wasagabeach.com

**Thank you for your application. The Town of Wasaga Beach has the right to refuse an application or issue a permit.**

# Town of Wasaga Beach Event Strategy

## Beach Areas 1 and 2 Event Planning Area

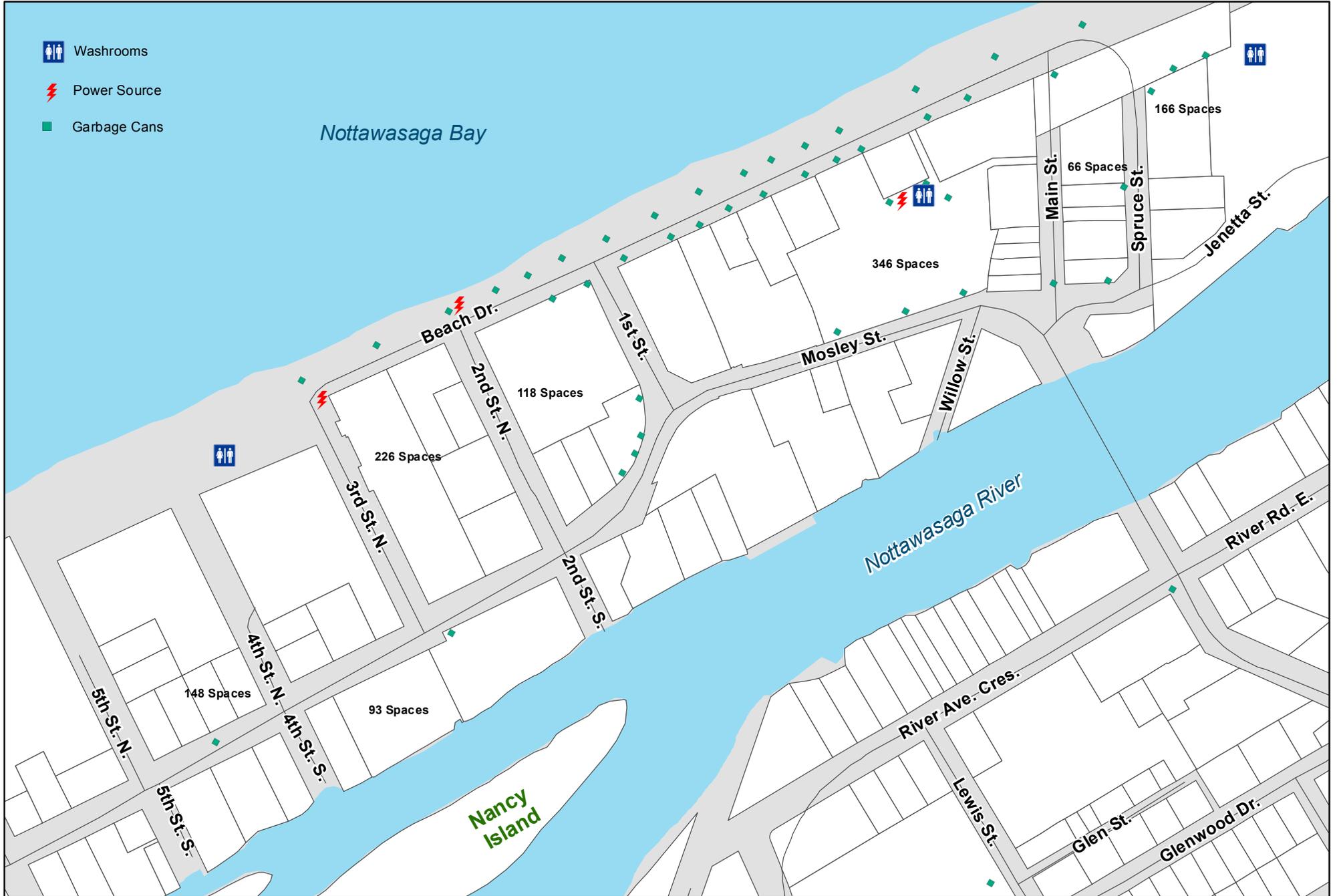
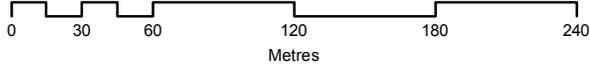


- Washrooms
- Power Source
- Garbage Cans



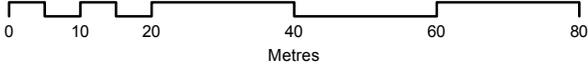
# Town of Wasaga Beach Event Strategy

## Beach Areas 1 and 2 Event Planning Area



# Town of Wasaga Beach Event Strategy

## Playland Parking Lot

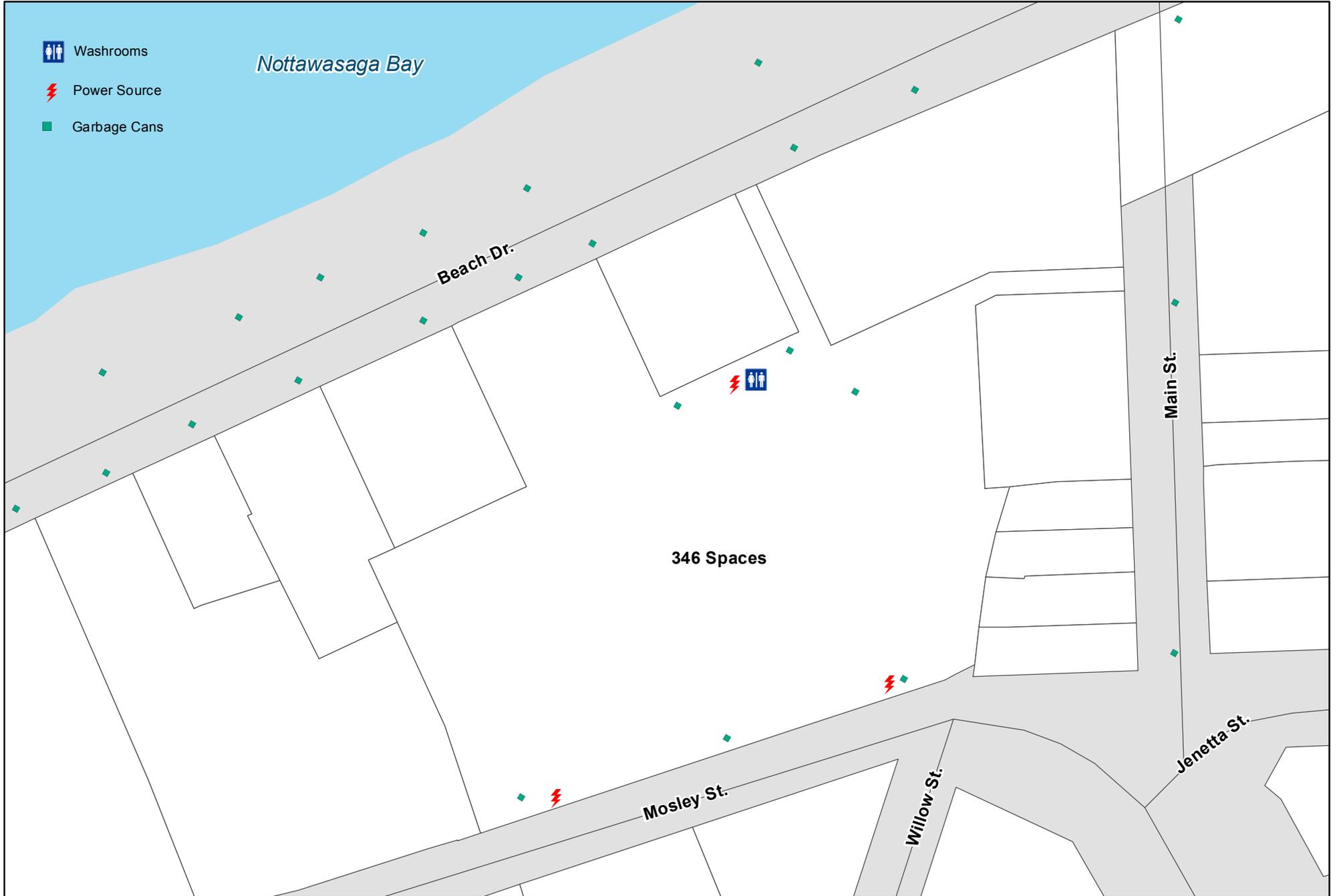
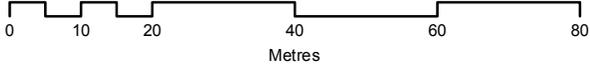


- Washrooms
- Power Source
- Garbage Cans



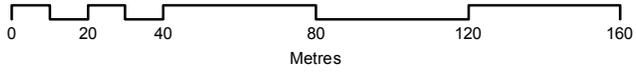
# Town of Wasaga Beach Event Strategy

## Playland Parking Lot



# Town of Wasaga Beach Event Strategy

*Wasaga RecPlex / Oakview Community Centre*

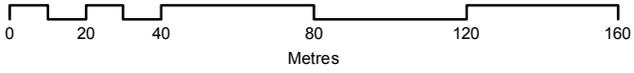


- Washrooms
- Power Source
- Garbage Cans

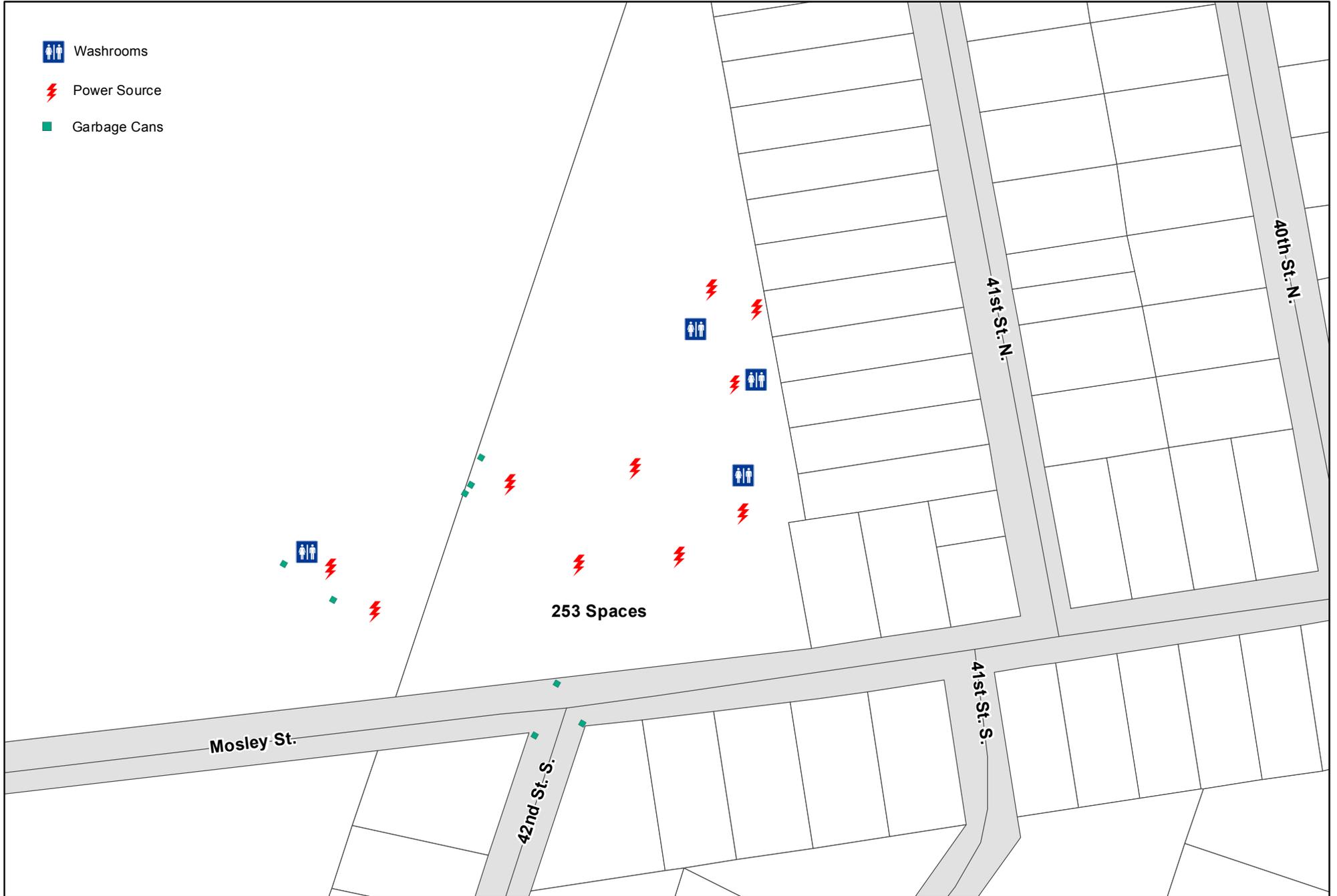


# Town of Wasaga Beach Event Strategy

*Wasaga RecPlex / Oakview Community Centre*

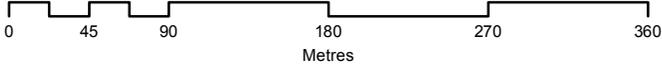


-  Washrooms
-  Power Source
-  Garbage Cans



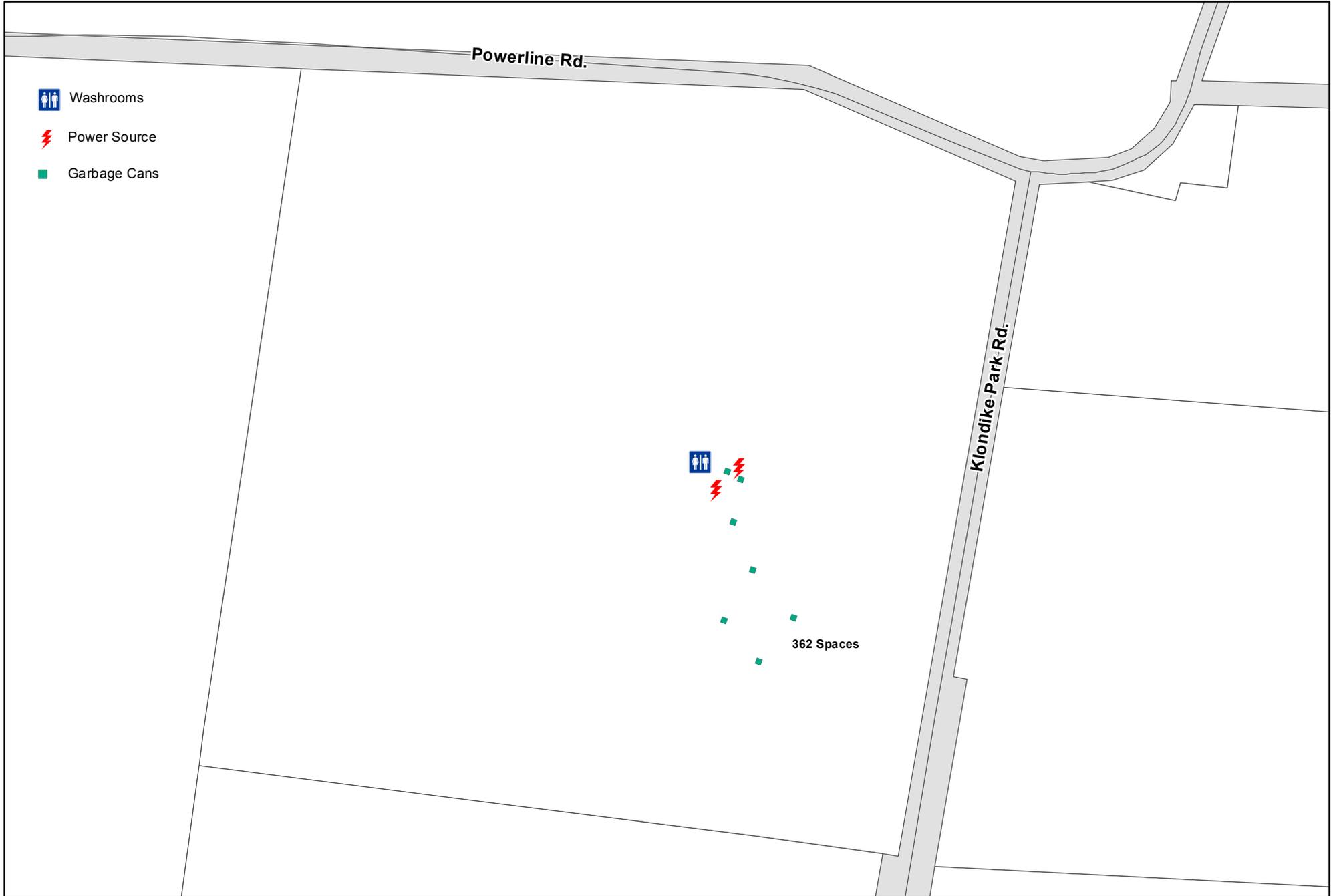
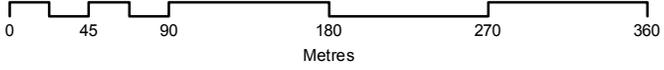
# Town of Wasaga Beach Event Strategy

## Wasaga Sports Park



# Town of Wasaga Beach Event Strategy

## Wasaga Sports Park



 Washrooms

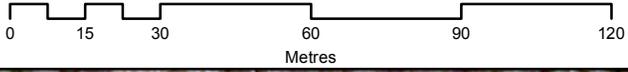
 Power Source

 Garbage Cans

362 Spaces

# Town of Wasaga Beach Event Strategy

## Stonebridge Towncentre

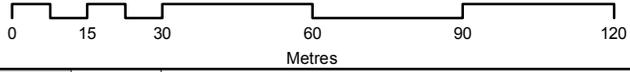


-  Gazebo
-  Power Source
-  Garbage Cans

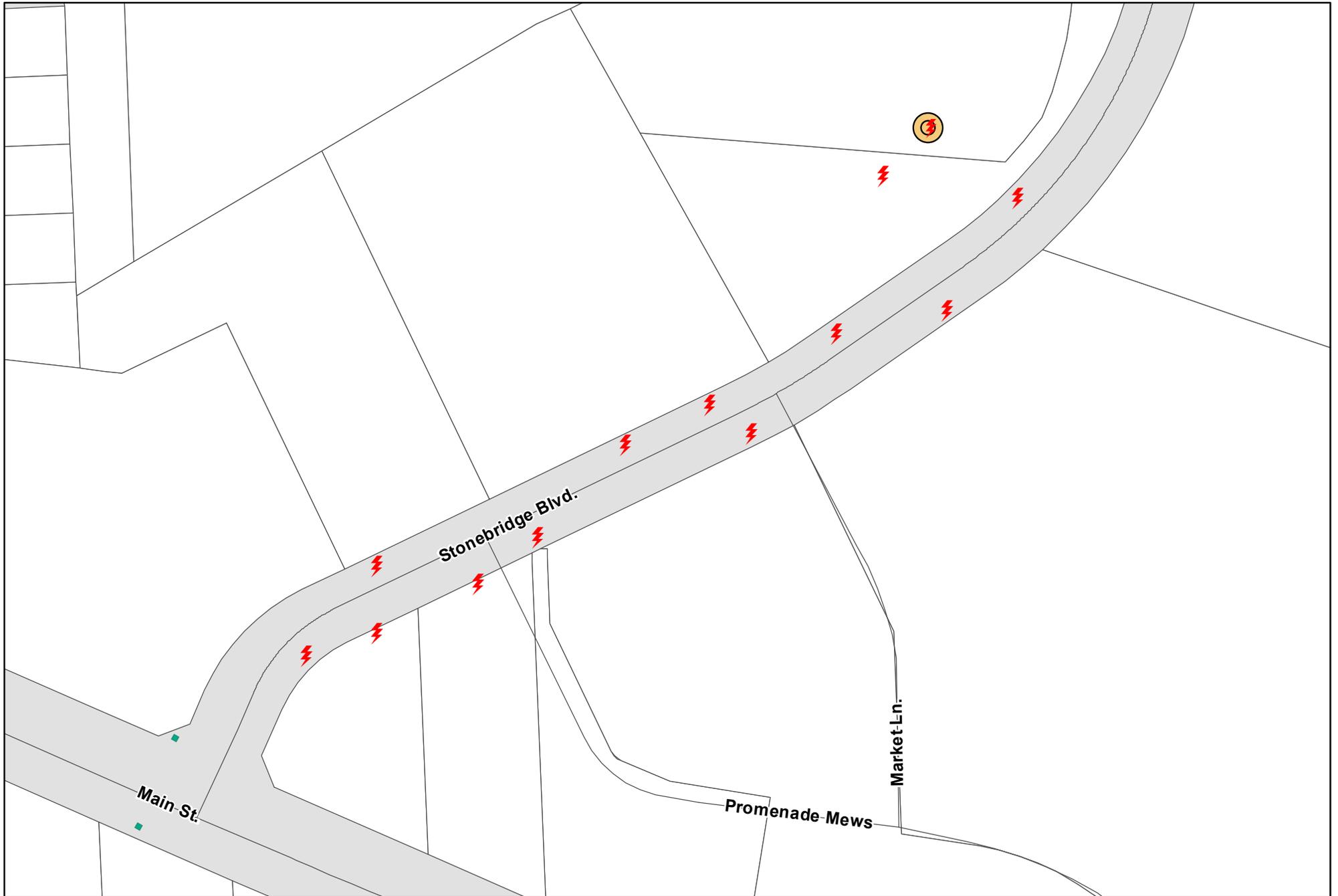


# Town of Wasaga Beach Event Strategy

*Stonebridge Towncentre*



-  Gazebo
-  Power Source
-  Garbage Cans



**Application for Special Event Permit**

Unique Identifier Number

This application can be submitted to any SMDHU office.  
Note: Must be submitted 10 days prior to event

**ANSWER ALL QUESTIONS ON THIS APPLICATION**

For Office Use Only	
Office	PHI Inspector:  Approved <input type="checkbox"/> Not Approved <input type="checkbox"/>
Date:	Risk Assessment  High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/>

Section A Applicant Information			
Name of Event			
Name of Applicant: (individual or organization)	Home Phone:	Business Phone:	Cell or E-mail address:
Applicant mailing Address: (number, street, town, city, municipality, po box, postal code)			
Name of Person responsible for <b>Food Safety</b> :	Home Phone:	Business Phone:	Cell or E-mail address:
<b>Food Safety</b> Co-ordinators Mailing Address: (number, street, town, city, municipality, po box, postal code)			
<b>Food Safety Co-ordinator:</b>		<b>Formal Food Safety Training Courses Taken:</b>	
Certified Food Handler	<input type="checkbox"/>	NSTP	<input type="checkbox"/>
Employed in the Food Industry	<input type="checkbox"/>	Proton	<input type="checkbox"/>
Community Food Advisor	<input type="checkbox"/>	In Good Hands	<input type="checkbox"/>
Homemaker	<input type="checkbox"/>	Other	<input type="checkbox"/>
Section B Event Information			
Name of premise/property where event is to be held:			
Address of event location:	Township:	Lot:	Concession:
Will alcohol be served or consumed?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Are Tickets to be sold to the public for event?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Is the event for invited guests only?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
<b>List the date(s), start and finish times, room(s)/ location and estimated attendance of event.</b>			
Date	Start and Finish Time (a.m/p/m)	Room/Area/Location	Estimated Attendance
Type of Event:			
Community Festival	<input type="checkbox"/>	Reception	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	Consumer Trade Show	<input type="checkbox"/>
		Tournament/Sports	<input type="checkbox"/>
		Diplomatic/Significant	<input type="checkbox"/>
<b>Note: The Temporary Food Premises permit must be posted during the event. The person responsible for the food Co-ordination must report any complaints of foodborne illness to the Simcoe Muskoka District Health Unit.</b>			

## Application for Special Event Permit

**Note:** Below, please record the foods, the source of food and the type of equipment to be used.

Section C Food and Equipment List				
Foods	Approved Sources	Cold Holding Equipment	Cooking Equipment	Hot Holding Equipment

**Note:** Please check mark yes or no to each item provided and provide additional details under comments if necessary

Section D Temporary Food Premises Checklist			
Item List	Yes	No	Item List Comments
Water Supply			<b>Source:</b>
Running hot & cold water			
Disposable gloves			
Handwashing facilities			
Sanitizer			<b>Type:</b>
Probe thermometer			
Refrigerators			
Freezers			
Cooking Equipment			
Hot holding equipment			
Utensil washing facilities			<b>Method:</b>
Garbage disposal			
Single service dishes			
Aprons			
Public Washrooms			
Portable Washrooms			
Booth floors			
Booth walls			
Booth ceiling			
Lighting			
Sanitizer test strips			
Signature of Applicant		Position held in Organization	Date

*Personal information on this form is collected under the authority of the Health Protection and Promotion Act (HPPA) for the purpose of processing an application made under Section 22.1 of the HPPA. Questions about the collection of personal information should be directed to the Director of Administrative Services, SMDHU, 15 Sperling Dr. Barrie ON L4M 6K9, telephone 705-721-7330.*

Please read these instructions carefully and retain this information

## What is a Special Event Permit?

Under the *Health Protection and Promotion Act in the Province of Ontario*, it is the duty of every Medical Officer of Health to inspect or cause the inspection of any food premises and any food and equipment thereon or therein.

Every person who operates a food premise shall maintain and operate the food premises in accordance with the Regulations.

Exemptions:

- 2.(1)(c) This Regulation applies to all food premises except, churches, services clubs and fraternal organizations that,
- i.) prepare and serve meals for special events for their members and personally invited guests, and
  - ii.) conduct bake sales

If the event is not exempt under the Regulations, then a Special Event Permit is required.

As these events are usually staged outside, all of the amenities are not readily available. It is important that the intent of the Regulations be upheld to prevent participants from becoming ill due to food poisoning.

Every person who intends to commence to operate a food premise shall give notice of the person's intention to the Medical Officer of Health of the Health Unit in which the food premise will be located.

The Special Event Permit allows an inspector to review your menu items to ensure that:

- a) someone with knowledge of safe food preparation is in charge and that,
- b) food safety procedures are being practiced

There are approximately 500,000 cases of food poisoning in Canada every year and the effects can result in lasting disabilities or even death.

A public health inspector under the Act may seize food when, in his or her opinion upon reasonable and probable grounds, that the condition of the food is a health hazard and he or she may destroy or dispose of the food or cause it to be destroyed or disposed of.

## Your Responsibilities

It is the responsibility of the organization/associations to have in place a person with sufficient skills and training to oversee the food preparation for the event. This person will be known as the Food Safety Co-ordinator for the event.

This person will ensure that safe food handling procedures are in place and the conditions of the permit are enforced.

The Food Safety Co-ordinator is to report any complaints of foodborne illness to the Health Unit upon notification.

Permit applications should be submitted to the Health Unit for review 10 days prior to the event taking place.

## Premise Guidelines

You must ensure that the location where the event is to take place is in compliance with fire, police, municipal and LLBO requirements. Obtain this information from the premises owner or manager along with confirmation that the building has been inspected by the proper authorities.

- The maximum capacity of the premises may be posted under LCBO or fire requirements and may not be exceeded during the event.

## Personal Hygiene

Those personnel involved in the preparation and serving of all food shall:

- a) not use tobacco while so engaged;
- b) be clean;
- c) wear clean outer garments;
- d) wash his or her hands before returning to work after each use of a sanitary facility or at any other time when possibly contaminating the hands, such as handling garbage, and especially after handling raw foods, and before serving cooked foods.

## Cleaning and Sanitizing

- a) Utensils such as bowls, tongs, spatulas, cutting boards, pots and pans etc., shall be washed, rinsed, and sanitized as often as necessary to maintain them in a clean and sanitary condition. Keep additional clean utensils available if due to temporary situation, proper cleaning and sanitizing cannot be carried out on-site.
- b) Multi-service articles such as forks, knives, spoons, glasses, cups, plates, etc., shall be washed, rinsed, and sanitized after each use. Disposable dishes are acceptable.
- c) Food preparation surfaces, counter-tops, and any food contact surface shall be washed, rinsed and sanitized as often as necessary to maintain them in a clean and sanitary condition.

## Cross Contamination

- a) Avoid Cross-Contamination between raw and cooked foods; keep utensils and equipment used for preparing raw food away from the handling and service area for cooked food. Wash hands after handling raw foods, before serving cooked foods.
- b) Keep all foods protected from contamination such as dust, dirt, flies and insects, sneezing, coughing, and touching by customers. For example all cold hazardous foods shall be stored at 4°C (40°F) either under mechanical refrigeration or coolers with ice. Not in open boxes at room temperature
- c) Provide adequate garbage containers and washroom facilities at your function

**Food Safety Review**

**Hazardous Food**

Hazardous foods are the focus of a food safety program. These foods support the growth of disease causing organisms (Pathogens). Some of these foods are poultry, meat, fish, gravy, rice, mixed salads, dairy products and cream-filled desserts.

**Critical Control Points**

CCP (critical control points) are stages in food preparation where proper food handling can reduce or eliminate pathogens or other contaminants.

**Danger Zone**

The danger zone is the temperature between 4°C (40°F) and 60°C (140°F). Keep hot foods hot and cold foods cold.

**Below are important Critical Control Points (CCP's) to monitor with Hazardous Food**

PRODUCT FLOW SOURCE	<ul style="list-style-type: none"> <li>Use Pasteurized dairy products</li> <li>Buy meat and poultry from federally and provincially inspected establishments</li> <li>Do not use cracked eggs</li> <li>Do not use spoiled food</li> </ul>
STORAGE	<ul style="list-style-type: none"> <li>Keep food at 4°C (40°F) or colder (keep all foods wrapped in storage)</li> <li>Freeze foods to -18°C (0°F) or colder</li> <li>Separate raw and cooked food</li> <li>Store cooked food above raw food</li> <li>Date and label stored food</li> </ul>
THAWING	<ul style="list-style-type: none"> <li>In a refrigerator unit at 4°C (40°F) or colder (store all foods min 6" – 15 cm above floor)</li> <li>Under cold running potable water, or</li> <li>In a microwave oven, only when the food will be cooked immediately</li> </ul>
FOOD PREPARATION	<ul style="list-style-type: none"> <li>Do not allow food to remain in the danger zone for more that a total of 2 hours</li> <li>Wash hands frequently, especially after using the washroom, after handling raw food and before handling ready-to-eat food.</li> <li>Wash and sanitize all surfaces, which food has touched, between each use</li> </ul>
MINIMUM INTERNAL FOOD COOKING TEMPERATURE	<ul style="list-style-type: none"> <li>Cook whole poultry and poultry stuffing to 82°C (180°F)</li> <li>Cook poultry products, ground poultry to 74°C (165°F)</li> <li>Cook pork to 71°C (160°F)</li> <li>Cook ground meats, other than ground poultry to 71°C (160°F) or hotter until grey or brown throughout or unit meat juices run clear</li> <li>Cook fish to 70°C (158°F)</li> <li>Cook all other hazardous foods to 74°C (165°F)</li> </ul>
HOLD FOR SERVICE	<ul style="list-style-type: none"> <li>Hold hot foods at 60°C (140°F) or hotter</li> <li>Hold cold food at 4°C (40°F) or colder</li> </ul>

Reheating Cooked\* Reheat cooked food quickly to 74°C (165°F) or hotter before serving (cook only what is required and avoid leftovers).

Notes:

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***J. Current Special Events Policy***

***DRAFT***

***J. Current Special Events Policy***

**THE CORPORATION OF THE  
TOWN OF WASAGA BEACH**

**BY-LAW # 2006- 27**

**A BY-LAW TO ESTABLISH POLICIES  
WITH RESPECT TO THE ISSUANCE OF  
SPECIAL EVENT PERMITS  
IN THE TOWN OF WASAGA BEACH**

**WHEREAS** Section 8, 9 and 11 of the Ontario Municipal Act, 2001 confirm broad powers on municipal Councils to govern their affairs as they deem appropriate;

**AND WHEREAS** Section 107(1) of the Ontario Municipal Act, 2001 provides Council with the authority to make grants for any purpose that Council considers to be in the interest of the municipality;

**AND WHEREAS** the Council of the Corporation of the Town of Wasaga Beach wishes to encourage the holding of special events in the Town of Wasaga Beach and deems it necessary and expedient to establish a policy to govern the holding of special events on public property and guidelines with respect to the provision of grants to assist with the holding special events;

**NOW THEREFORE** this Council of the Corporation of the Town of Wasaga Beach hereby enacts as follows:

1. That Council hereby adopts the “Town of Wasaga Beach Special Event Policy and Guidelines” attached hereto as Schedule “A”.
2. That this policy shall govern decisions with respect to the facilitating, organizing, hosting and participating in special events in the Town of Wasaga Beach.
3. That this by-law shall come into effect on the date of passage.

**THAT** this By-Law read a first, second and third time and finally passed this day of March 2006.

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MAYOR

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CLERK

**Schedule “A”  
to  
By-Law #2006-**

**Town of Wasaga Beach Special Event Policy and Guidelines**

**1. Introduction**

Council is interested in supporting special events in the Town of Wasaga Beach. To that end, it will assist where it can in organizing, facilitating, hosting and participating in special events at Town facilities and other public facilities. This policy and guideline has been developed to provide staff, Council and special event organizers with information so that they can make decisions on hosting or organizing a special event.

**2. Definitions**

- a) **“Council”** means the Council of the Corporation of the Town of Wasaga Beach;
- b) **“Special Event”** means an exhibition, event, or function held within the Municipality of the Town of Wasaga Beach that is defined in Section 3 of this By-Law;
- c) **“Municipality”, “Municipality” or “Municipal Corporation”** means the Corporation of the Town of Wasaga Beach;
- d) **“Permit”** shall mean any permit issued in accordance with the provision of this By-Law;
- e) **“Person”** shall include a corporation, business entity or group;
- f) **“OPP” shall** mean Ontario Provincial Police;
- g) **“MNR”** means the Ministry of Natural Resources.
- h) **“Town or Public Facility”** means road allowances, parks, property or buildings controlled by the Town or other government agencies.

### **3. Events for Which Permit Required**

No person or entity shall hold, organize or sponsor any of the following events or activities on Town property or other public facilities unless the Municipality has granted a permit for such event or activity. RecPlex, Oakview Woods, Wasaga Stars Arena and the Sportspark may not require event permits; this shall be at the discretion of the Manager of Parks and Facilities.

- a) Parades, processions, marathons, bicycle races and other events utilizing the sidewalks or vehicular travel portion of municipal streets, highways, parking lots or properties including facilities operated by the municipality or within the boundaries of the Wasaga Beach Provincial Park.
- b) Carnivals, bazaars and similar events which offer such activities as amusement rides or devices, games of skill, animal rides or exhibitions, food concessions or live entertainment.
- c) Outdoor festivals offering live or recorded music or entertainment for public or private audiences.
- d) Organized scheduled contests and exhibitions.
- e) Marine events, including any prescheduled organized concentration of watercraft, involving participants and/or spectators, of a competitive or non-competitive nature.
- f) Scheduled races, exhibitions or other events involving the operation of motorized vehicles of any type.
- g) Activities or events requiring a variance from the regulations of any municipal department.
- h) The showing of feature films, television commercials, documentaries, educational films, television films, television network programs, music videos and commercial still photography.

### **4. Application: Contents and Fee:**

An application for any permit required by this section shall be made to the Special Event Coordinator or an individual designated by Council, accompanied by a non-refundable Fifty Dollar (\$50.00) processing fee. If a special event grant is being requested, the amount is to be included along with a detailed budget showing how the grant money will be spent and the benefit to the Town of Wasaga Beach.

The application for an event lasting more than one (1) day shall be filed not less than 90 days before the first date of the proposed event. The application

can be obtained from the Economic Development/Special Event Office. The Municipality reserves the right to waive the processing fee.

## **5. Application: Submission and Processing Requirements:**

- a) A completed application shall be processed and either granted or denied within a reasonable time of receipt. The applicant may be required to attend a pre-scheduled meeting to discuss the event with the Community Services Committee. If the Committee recommends approving the event and the grant request, if required, it will proceed to Council for final approval. If an event is turned down, such decision will be in writing, setting forth the reasons for denial.
- b) If an application is submitted after the filing deadline set forth in Section 3 above, the Special Event Coordinator or the CAO, in his/her discretion, upon receipt of a written submission outlining the reasons why the said time limits could not be met, amend the time limits set out in Section 3 above.

## **6. Permit Approval Process.**

- a) Approval for an event may be granted upon receipt and review of an application for a permit if in the opinion of the Community Services Committee and Council that the following conditions have been met:
  - (i) There is a demonstrated benefit to the businesses, residents and visitors of the Town of Wasaga by approving the event.
  - (ii) Any proposed use of public property, right of way, or facilities will not unreasonably interfere with the normal use of the property, right of way or facility by the municipality or general public.
  - (iii) The proposed activity does not present a safety or health risk to participants, spectators or the public.
  - (iv) The proposed activity is compatible with the surrounding area or neighbourhood: giving consideration to acceptable increases in noise, traffic, crowd and other municipal concerns.
  - (v) The applicant can provide proof of liability insurance, in the amount of Two Million Dollars (\$2,000,000.00), for

the event. If the event involves the use and or sale of alcohol, the amount of insurance required is Five Million Dollars (\$5,000,000.00). This insurance will name the Town of Wasaga Beach as additional insured. Please refer to the Town's Alcohol Policy for details about the use/sale/consumption of alcohol on Town property and within Town operated facilities. The applicant will also agree to indemnify the municipality against any damages, suits, claims or losses that may arise as a result of the proposed activity.

- (vi) Municipal resources necessary to support the proposed activity are available.
- (vii) All comments/recommendations from pertinent municipal operating departments, the MNR – Wasaga Beach Provincial Park, Huronia West OPP, Simcoe County Paramedic Service, Simcoe Muskoka District Health Unit, have been received and are in favour of the event or any concerns of the above have been met to the satisfaction of the Community Services Committee or Council.

## **7. Permit Requirements:**

The Community Services Committee or Council may impose, as conditions to granting a permit, such further requirements and restrictions as will, in the sole discretion of the Community Services Committee, protect the public health, safety, and welfare. These decisions will be based on the recommendations of Town staff, Huronia West O.P.P, Simcoe County Paramedic Service, MNR - Wasaga Beach Provincial Park, Wasaga Beach Fire Department and Simcoe Muskoka District Health Unit. Such conditions may include, but are not limited to:

- a) The payment of a reasonable fee for the use or allocation of Town property and equipment not exceeding the actual costs incurred by the municipality in connection with the proposed activity; and the posting of a performance bond, a irrevocable letter of credit up to ninety (90) days after the conclusion of the event, or other surety securing payment of such fee.
- b) The provision of adequate crowd control and traffic control, security, fire protection, food handling, waste and refuse disposal, and noise restrictions.

- c) Permission to use land wholly or partly within the boundaries of the Wasaga Beach Provincial Park.
- d) Consenting to and/or supplying the Town with a Criminal record check.

## **8. Grant Requests**

Council shall establish a Special Event Grant budget as part of the Annual Operating Budget. Applications for grant dollars will be evaluated by the Community Services Committee and a recommendation made to Council. Factors that the Committee will use to evaluate requests include:

- Need
- Amount of the grant requested
- Economic spin-off to the Town from the event
- Reason given for the grant request
- Profit versus not-for-profit event
- Review of proposed budget for event
- If returning event, past performance of event including review of previous year's financial statement
- Potential for the event to become partially or fully self-sufficient

## **9. Staff Support**

The Special Event Coordinator will be the main contact for Special Events in Wasaga Beach. This position will provide support to Council sanctioned events to the degree authorized by Council and will coordinate the support of other Town Departments as approved by Council. Holders of permits involving property owned by the Ministry of Natural Resources will have to coordinate activities with Ministry staff, with the assistance of the Special Event Coordinator, if required.

## **10. Other Requirements:**

The granting of any permit required by this section shall not eliminate any requirement for any business license, any other permit(s) which may be prescribed by any other Municipal By-laws, rules and regulations or other governmental agencies.

## **11. Compliance and Refusal:**

- a) If an applicant fails to comply with any of the provisions of this By-law, and any provisions of the permit or any other by-laws of the municipality, the CAO, on the advice of the appropriate authority, may at any time revoke or suspend the special event permit without notice.
- b) If an application for a permit under this By-Law is denied, the application may be reconsidered at a subsequent occasion upon the applicant addressing, to the satisfaction of the Community Services Committee or Council, the reasons given for the initial denial of the application. Reconsideration may only be applied for once in a calendar year.

***K. Proposed Special Events Bylaw***

***K. Proposed Special Events Bylaw***

**THE CORPORATION OF THE  
TOWN OF WASAGA BEACH**

**BY-LAW # 2012-**

**A BY-LAW TO ESTABLISH POLICIES  
WITH RESPECT TO THE ISSUANCE OF  
SPECIAL EVENT PERMITS  
IN THE TOWN OF WASAGA BEACH**

**WHEREAS** Section 8, 9 and 11 of the Ontario Municipal Act, 2001 confirm broad powers on municipal Councils to govern their affairs as they deem appropriate;

**AND WHEREAS** Section 107(1) of the Ontario Municipal Act, 2001 provides Council with the authority to make grants for any purpose that Council considers to be in the interest of the municipality;

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3. That this by-law shall come into effect on the date of passage.

**THAT** this By-Law read a first, second and third time and finally passed this \_\_\_\_ day of \_\_\_\_\_ 2012

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CLERK

**Schedule “A”  
to  
By-Law #2012-**

**Town of Wasaga Beach Special Event Policy and Guidelines**

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- a) **“Council”** means the Council of the Corporation of the Town of Wasaga Beach;
- b) **“Special Event”** means an exhibition, event, or function held within the Municipality of the Town of Wasaga Beach that is defined in Section 3 of this By-Law;
- c) **“Municipal”, “Municipality”, or “Municipal Corporation”** means the Corporation of the Town of Wasaga Beach;
- d) **“Permit”** shall mean any permit issued in accordance with the provision of this By-Law;
- e) **“Person”** shall include a corporation, business entity or group;
- f) **“OPP” shall** mean Ontario Provincial Police;
- g) **“Town or Public Facility”** means road allowances, parks, property or buildings controlled by the Town or other government agencies.

### 3. Events for Which Permit Required

No person or entity shall hold, organize or sponsor any of the following events or activities on Town property or other public facilities unless the Municipality has granted a permit for such event or activity. RecPlex, Oakview Woods, Wasaga Stars Arena and the Sportspark may not require event permits; this shall be at the discretion of the Manager of Parks and Facilities.

- a) Parades, processions, marathons, bicycle races and other events utilizing the sidewalks or vehicular travel portion of municipal streets, highways, parking lots or properties including facilities operated by the municipality or within the boundaries of the Wasaga Beach Provincial Park.
- b) Carnivals, bazaars and similar events which offer such activities as amusement rides or devices, games of skill, animal rides or exhibitions, food concessions or live entertainment.
- c) Outdoor festivals offering live or recorded music or entertainment for public or private audiences.
- d) Organized scheduled contests and exhibitions.
- e) Marine events, including any prescheduled organized concentration of watercraft, involving participants and/or spectators, of a competitive or non-competitive nature.
- f) Scheduled races, exhibitions or other events involving the operation of motorized vehicles of any type.
- g) Activities or events requiring a variance from the regulations of any municipal department.
- h) The showing of feature films, television commercials, documentaries, educational films, television films, television network programs, music videos and commercial still photography.

### 4. Application: Contents and Fee:

An application for any permit required by this section shall be made to the Special Event Coordinator or an individual designated by Council, accompanied by a non-refundable processing fee. **Non-Profit organizations will be charged FIFTY Dollars (\$50), For-Profit organizations will be charged THREE HUNDRED for the first day and ONE HUNDRED and FIFTY for any day after (\$300+ \$150 for each additional day).** If a special event grant is being requested, the amount is to be included along with a detailed budget showing how the grant money will be spent and the benefit to the Town of Wasaga Beach. **(Grants must be requested by August 31<sup>st</sup> the year prior to the event)**

The application for an event lasting one (1) day shall be filed not less than 60 days before the proposed event. The application for an event lasting more than one (1) day shall be filed not less than 180 days before the first date of the proposed event. The application can be obtained from the Economic Development/Special Event Office. The Municipality reserves the right to waive the processing fee.

#### **5. Application: Submission and Processing Requirements:**

- a) A completed application shall be processed and either granted or denied within a reasonable time of receipt. The applicant may be required to attend a pre-scheduled meeting to discuss the event with the Community Services Committee. If the Committee recommends approving the event and the grant request, if required, it will proceed to Council for final approval. If an event is turned down, such decision will be in writing, setting forth the reasons for denial.
- b) If an application is submitted after the filing deadline set forth in Section 3 above, the Special Event Coordinator or the CAO, in his/her discretion, upon receipt of a written submission outlining the reasons why the said time limits could not be met, amend the time limits set out in Section 3 above.

#### **6. Permit Approval Process.**

- a) Approval for an event may be granted upon receipt and review of an application for a permit if in the opinion of the Community Services Committee and Council that the following conditions have been met:
  - (i) There is a demonstrated benefit to the businesses, residents and visitors of the Town of Wasaga by approving the event.
  - (ii) Any proposed use of public property, right of way, or facilities will not unreasonably interfere with the normal use of the property, right of way or facility by the municipality or general public.
  - (iii) The proposed activity does not present a safety or health risk to participants, spectators or the public.
  - (iv) The proposed activity is compatible with the surrounding area or neighbourhood: giving consideration to

acceptable increases in noise, traffic, crowd and other municipal concerns.

- (v) The applicant can provide proof of liability insurance, in the amount of Two Million Dollars (\$2,000,000.00), for the event. If the event involves the use and or sale of alcohol, the amount of insurance required is Five Million Dollars (\$5,000,000.00). This insurance will name the Town of Wasaga Beach as additional insured. Please refer to the Town's Alcohol Policy for details about the use/sale/consumption of alcohol on Town property and within Town operated facilities. The applicant will also agree to indemnify the municipality against any damages, suits, claims or losses that may arise as a result of the proposed activity.
- (vi) Municipal resources necessary to support the proposed activity are available.
- (vii) All comments/recommendations from pertinent municipal operating departments, the MNR – Wasaga Beach Provincial Park, Huronia West OPP, Simcoe County Paramedic Service, Simcoe Muskoka District Health Unit, have been received and are in favour of the event or any concerns of the above have been met to the satisfaction of the Community Services Committee or Council.

## **7. Permit Requirements:**

The Community Services Committee or Council may impose, as conditions to granting a permit, such further requirements and restrictions as will, in the sole discretion of the Community Services Committee, protect the public health, safety, and welfare. These decisions will be based on the recommendations of Town staff, Huronia West O.P.P, Simcoe County Paramedic Service, MNR - Wasaga Beach Provincial Park, Wasaga Beach Fire Department and Simcoe Muskoka District Health Unit. Such conditions may include, but are not limited to:

- a) The payment of a reasonable fee for the use or allocation of Town property and equipment not exceeding the actual costs incurred by the municipality in connection with the proposed activity; and the posting of a performance bond, a irrevocable letter of credit up to ninety (90) days after the conclusion of the event, or other surety securing payment of such fee.

- b) The provision of adequate crowd control and traffic control, security, fire protection, food handling, waste and refuse disposal, and noise restrictions.
- c) Permission to use land wholly or partly within the boundaries of the Wasaga Beach Provincial Park.
- d) Consenting to and/or supplying the Town with a Criminal record check.

## 8. Grant Requests

Council shall establish a Special Event Grant budget as part of the Annual Operating Budget. **Applications for grant dollars must be received by August 31<sup>st</sup> of the year prior to the event.** Applications will be evaluated by the Community Services Committee and a recommendation made to Council. Factors that the Committee will use to evaluate requests include:

- Need
- Amount of the grant requested
- Economic spin-off to the Town from the event
- Reason given for the grant request
- Profit versus not-for-profit event
- Review of proposed budget for event
- If returning event, past performance of event including review of previous year's financial statement
- Potential for the event to become partially or fully self-sufficient

## 9. Staff Support

The Special Event Coordinator will be the main contact for Special Events in Wasaga Beach. This position will provide support to Council sanctioned events to the degree authorized by Council and will coordinate the support of other Town Departments as approved by Council. Holders of permits involving property owned by **Ontario Parks** will have to coordinate activities with **Parks** staff, with the assistance of the Special Event Coordinator, if required.

## 10. Other Requirements:

The granting of any permit required by this section shall not eliminate any requirement for any business license, any other permit(s) which may be

prescribed by any other Municipal By-laws, rules and regulations or other governmental agencies.

### **11. Compliance and Refusal:**

- a) **If approved, the special event permit must be posted at the Event Headquarters for the duration of the event, including set up and take down.**
- b) If an applicant fails to comply with any of the provisions of this By-law, and any provisions of the permit or any other by-laws of the municipality, the CAO, on the advice of the appropriate authority, may at any time revoke or suspend the special event permit without notice.
- c) If an application for a permit under this By-Law is denied, the application may be reconsidered at a subsequent occasion upon the applicant addressing, to the satisfaction of the Community Services Committee or Council, the reasons given for the initial denial of the application. Reconsideration may only be applied for once in a calendar year.