
TO: GENERAL COMMITTEE

SUBJECT: SPECIAL EVENT POLICY EXEMPTION - BARRIE NATIVE FRIENDSHIP CENTRE POW WOW

WARD: 4

PREPARED BY AND KEY CONTACT: A. DONNELLY, COMMUNITY EVENTS COORDINATOR X4506

SUBMITTED BY: K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY

GENERAL MANAGER APPROVAL: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That exemptions from the following Sections of the Special Event Policy as part of the issuance of a Special Event Permit to the Barrie Native Friendship Centre, as required for the operation of the Annual Pow Wow Event being held at Sunnidale Park on June 1 and 2, 2019 be approved:
 - a) Section 6.1.5. "Full closure of Municipal Property or its amenities is not permitted. This includes but is not limited to beaches, playgrounds, concessions, washrooms, and splash pads."
 - b) Section 6.1.6. "A Special Event on Municipal Property shall not charge a general admission fee or solicit the general public for funds or membership."

PURPOSE & BACKGROUND

Report Overview

2. The purpose of this Staff Report is to present to City Council for its consideration a proposed exemption to the following items in the Special Event Policy:
 - a) 6.1.5. "Full closure of Municipal Property or its amenities is not permitted. This includes but is not limited to beaches, playgrounds, concessions, washrooms, and splash pads."
 - b) 6.1.6. "A Special Event on Municipal Property shall not charge a general admission fee or solicit the general public for funds or membership,"

to allow the Barrie Native Friendship Centre to install a barrier around the Pow Wow event site perimeter and have a suggested donation admission fee for attendees at Sunnidale Park on June 1st & 2nd, 2019.

Background

3. The 30th annual Pow Wow will take place at Sunnidale Park on Saturday June 1st and Sunday June 2nd.

4. The Indigenous community will start each day at 5am with a sunrise ceremony involving a hand drum and pipe ceremony. The Pow Wow hours are from 10am to 8pm Saturday and 10am to 4pm Sunday and will include Indigenous traditional dancing, drumming, singing, and a vendor market with traditional crafts and gifts. A sacred fire will be lit and maintained by a fire-keeper, and a feast will be held for all of the dancers, drummers, and volunteers.
5. Barrie Native Friendship Centre (BNFC) is requesting the ability to fence the event site with a short snow fence-style barrier for the safety and security of the vendors. They are proposing admission by a suggested donation of \$5 per person (children 5 and under and seniors 55 and up would be free) plus a food donation to Hunger to Hope Indigenous food security program.
6. The event will be held in partnership with the City of Barrie's Celebrate Barrie, which takes place on Saturday June 1st. On that day, a park & ride shuttle service will be offered between the two events to encourage off-site parking, alternative transportation methods, and visitation between the two events. The park & ride shuttle will also be offered between the Pow Wow, Transit Terminal, and off-site parking on Sunday June 2nd.
7. The BNFC is an important cultural charitable organization that has been present in the community for 31 years. The BNFC improves the quality of life for Indigenous people of Barrie and surrounding area by offering a gathering place that promotes unity and holistic healing through culturally based programs and services for children and youth, family, health and wellness, justice, training and employment, food security, and much more. Their goal is to promote a strong sense of identity and self-worth through cultural awareness and education while raising the consciousness of the whole community by bringing people together in the spirit of reconciliation and understanding.

ANALYSIS

8. In May of 2014 City Council approved the City of Barrie Special Event Policy to significantly improve the efficiencies in which staff process and oversee special events. The established standards and criteria in that document provide a foundation for approving and managing the events and festivals that provide benefit to the community.
9. One of the objectives of the Special Event Policy was to achieve a balance between use of Municipal Property for event programming and general public use with the intention being that public spaces would remain such and that events would be inclusive and accessible. In order to achieve this objective, section 6.1 of the Special Event Policy outlined 10 General Conditions for Approval including items 6.1.5 and 6.1.6 as outlined above.
10. Sections 6.1.5. and 6.1.6. were addressed in the policy because concerns had been received from the public and City Council about events restricting access to Waterfront parks in the past, specifically those that fenced and closed off access to Centennial Beach for a ticketed event during the summer months.
11. Since the approval of the Special Event Policy and the creation of Barrie's Event Action Team (BEAT), there have been several gated/ticketed events approved by Council.
12. In reference to section 6.1.5 of the Special Event Policy, there are no existing features at Sunnidale Park that would be restricted by the event site and it would not prevent public access to the playground, Arboretum, Dorian Parker Centre, or the park trail system.
13. The BNFC Pow Wow is a very significant event for the Indigenous community and a beautiful cultural event celebrating 30 years of tradition in Barrie. The event is open to everyone to attend and plays an important role in connecting the Indigenous community from Barrie and surrounding area while attracting drummers, dancers, and vendors from across Ontario.

14. Most, if not all, Pow Wows charge an admission fee. The funds raised through donations at the BNFC Pow Wow will fund the event, providing cultural programming for the community and ensuring the sustainability of the event. Food donations will improve Indigenous community food security through the Hunger to Hope food bank.
15. Indigenous Peoples have deep rooted culture on the very grounds of Sunnidale Park. Hosting traditional ceremony and cultural practices on soil that was originally the land the Indigenous Peoples of the Williams Treaty fosters awareness, understanding, and spirit of reconciliation in the community.
16. After many years at venues outside of Barrie, the BNFC Pow Wow returned to a site within the community in 2018 (Red Storey Field) and the event was held in partnership with Celebrate Barrie for the first time. The BNFC worked with staff in the Special Events Office to ensure that all permits and exemptions were in place and the event was very successful.
17. Organizers found that in returning to a venue in the core of the community, it improved accessibility and the event saw significant growth in attendance from 1,000 in 2017 to 4,000 in 2018.
18. The 2019 Pow Wow application was reviewed by BEAT and no significant concerns were raised other than parking and sound, which are standard flagged items for most festivals and did not present any issues when located at Red Storey Field in 2018.
19. The specific event site at Sunnidale Park is shown in Appendix "A" and was determined in consultation with BNFC organizers and Parks staff. The site was selected to provide optimal sound barrier between nearby residential areas and distance from the Dorian Parker Centre, while providing BNFC organizers with a suitable site close to off-site parking.
20. Amplified sound will be used during event hours (see #4), which are well inside the hours permitted in the Special Events Policy (10am to 10pm) and will be kept below the limit of 85db at 100 ft from the source.
21. The Special Events Office has met with organizers and staff in Parks and Transit to develop a parking plan that will encourage off-site parking and shuttle transportation.
22. Although there is a booking at the Dorian Parker Centre on the evening of Saturday June 1st, there is only a few hours of overlap between the two events and BNFC organizers will ensure that on-site parking is available for the guests.
23. The Sunnidale Park Master Plan allows for active and passive recreation programming while maintaining opportunities to schedule special events.
24. BNFC organizers will engage the surrounding community and invite them to join in the festivities.
25. It is anticipated that Sunnidale Park will be a temporary location as BNFC's ultimate goal is to locate the event at the future site of the ceremonial fire pit on the waterfront.
26. By exempting the BNFC from section 6.1.6. of the Special Events Policy, it will allow them to invest in providing valuable cultural programming at the Pow Wow and secure the future growth of a significant cultural event for the community.

ENVIRONMENTAL MATTERS

27. There are no environmental matters related to the recommendation.

ALTERNATIVES

28. The following alternative is available for consideration by General Committee:

Alternative #1

General Committee could direct staff not to authorize an exemption for the BNFC Pow Wow that would allow them to request a donation for admission.

This alternative is not recommended as it would directly impact the quality of the programming and future sustainability of the event, and would also reduce the level of unique cultural programming available in the community.

FINANCIAL

29. There are no financial implications for the Corporation resulting from the proposed recommendation.

LINKAGE TO 2018–2022 STRATEGIC PLAN

30. The recommendations included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:

- Growing Our Economy
- Fostering a Safe and Healthy City
- Building Strong Neighbourhoods

31. Barrie is host to a variety of festivals and events that are vital to our ongoing development as a vibrant community, promoting community connections and diversity, enhancing quality of life, increasing civic pride, and enriching shared public spaces. These events and festivals also contribute to growing our economy by encouraging tourism visitation and the related visitor spend.

32. The BNFC Pow Wow is a cultural event that contributes to these goals by providing unique cultural programming that is open to everyone, showcasing diversity and connecting community while fostering opportunities for shared experiences that increase cultural awareness and understanding.

Attachments: Appendix "A" – BNFC Site Plan (Event Area)

APPENDIX "A"

BNFC Pow Wow Site

Sunnidale Park

