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**TO:** GENERAL COMMITTEE

**SUBJECT:** CANADIAN SPORTS FISHING LEAGUE

**WARD:** ALL

**PREPARED BY AND KEY CONTACT:** L. BABCOCK, COMMUNITY EVENTS PROGRAMMER, EXT 4406

**SUBMITTED BY:** K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY DEPARTMENT

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

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

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### **RECOMMENDED MOTION**

1. That staff in the Creative Economy Department decline the requests for a Special Event Permit and for funding from the Canadian Pro Bass Tournament for the 2018 calendar year.

### **PURPOSE & BACKGROUND**

#### Report Overview

2. The purpose of this Staff Report is to present to City Council for its consideration the proposal put forward by the Competitive Sports Fishing League (CSFL) that Barrie become host to an annual professional fishing tournament in 2018, with the first inaugural event taking place from Thursday September 6 to Saturday September 8<sup>th</sup>, with a proposed rain date of Sunday September 9<sup>th</sup>, 2018.
3. Based on review by the Barrie Event Action Team (BEAT) and following criteria in the Special Events Policy, the Creative Economy Department recommends that no fee waivers be granted and that the request for a Special Event Permit for the event be declined in 2018.
4. The Special Events Office manages an annual ongoing calendar of events that use City property including but not limited to park lands, parking lots, and roadways. Currently, there are returning community events booked in Heritage Park on every Saturday in September of 2018 as shown in the September Event Calendar included as Appendix "A".
5. There is at least one significant or higher-impact event on every weekend in September in waterfront parks. The result of this level of intensity of programming is that there are fewer opportunities for passive park use by the general public.
6. The majority of third-party operated events are required to provide a minimum permit fee of \$72.04 to assist in covering the staff time required for administration and facilitation of the event, and are also required to provide a minimum security deposit of \$250.00. This amount is subject to increase for events that include high-risk activities such as vehicles driving into the parkland, on-water activity, midways, licensed areas and more. The security deposit is held by the Creative Economy Department and returned to the event organizer following the successful completion of the event. These funds are also used for cost recovery in cases where there is damage resulting from an event or event-related activities, and are used to pay for repairs, fines or any other required fees.

7. All third-party operated events and City of Barrie events organized by the Creative Economy Department (including Winterfest, Downtown Countdown, Canada Day and others) are required to pay for costs including paying for Shuttle Services, any applicable parking fees for parking lot closures, any and all building permit fees and any associated costs of operating the event.

## **ANALYSIS**

8. The proposed event would take place on the water in Kempenfelt Bay and in Heritage Park, with the final weigh-in ceremony of the tournament taking place at a location on private property. The event would begin on Thursday September 6<sup>th</sup>, and take place in Heritage Park through to Friday, September 7<sup>th</sup>. On Saturday, September 8<sup>th</sup>, boats would still require access to Kempenfelt Bay, but the weigh-in ceremony would be in an alternate location. Finally, Sunday, September 9<sup>th</sup> has been included in their request as a potential rain date.
9. The City of Barrie Special Events Policy outlines the following directives for the approval of new events :
  - 3.3.1 Applications for a Special Event of a similar theme or purpose to an event that already occurs may not be considered.  
  
And that
  - 3.3.4 At least one Waterfront Park per day each weekend shall remain without programming and available solely for general public use.
  - 3.3.5 No more than one Major Event shall be scheduled per day per weekend in the Waterfront Parks.
10. On Wednesday, November 15<sup>th</sup>, BEAT reviewed the application that was submitted by the CSFL to determine feasibility for the event and determine approval. The feedback from BEAT at that meeting was:
  - a) The application did not include several requested elements of information such as specific details on launch times, daily schedule and value to the community. This information had not been received from the event organizers prior to the BEAT meeting.
  - b) Another on-water event, the Paddlefit Games, has already been approved for the same weekend as the fishing tournament and there are concerns about safety of operations.
  - c) The Rotary Fall Fishing Festival starts only two weeks later, and do not receive fee waivers for their event.
  - d) The volume of boats required access to the waterfront may create significant traffic back-up on Lakeshore Drive.
11. Additionally, the CSFL were previously alerted by events staff that the "*Parkinsons' Superwalk*" is a returning event in good standing, and therefore has the right of first refusal on the use of Heritage Park on Saturday, September 8<sup>th</sup>, 2018 pending the submission of the 2018 Event Application by the "Returning Application Deadline" of Friday, December 15<sup>th</sup>, 2018.
12. Staff provided the organizer with alternative dates in October where there would be no conflict with existing events, however the CSFL did not wish to proceed with any of the alternative dates offered.

13. Should the event be approved, Events Staff would need to work with organizers from the Parkinsons Society to find an alternative location for their event. This may be possible, but would present a possible breach of the 2017 Special Event Agreement signed by representatives from both the Parkinsons Society and the Corporation, which states:  
  
 “The City will reserve the Site on *September 8<sup>th</sup>, 2018*, for Producer to operate the Event pending satisfactory performance of the 2017 *Parkinsons’ Superwalk* event. Satisfactory performance shall be determined solely by the City and is subject to the Producer meeting all of its obligations in this Agreement.”
14. In an e-mail communication provided to staff, the event organizers indicated that the event will draw approximately 400 people, a combination of approximately 200 anglers and 200 spectators to watch weigh-ins. Their set-up will include promotional booths and entertainment for spectators in Heritage Park during the day in lead-up to daily weigh-ins by the anglers.
15. The organizer indicated that there would be economic spin-off related to the event operation including spending in the downtown at restaurants and overnight hotel stays. These have not been quantified.
16. Further, the CSFL indicated in their email that the City of Barrie would receive the following benefits as the host location for the tournament:
  - a) City of Barrie would be included in all advertising for the event including social media, radio ads and print marketing, with provincial and national distribution.
  - b) There would also be specific advertising highlighting the City of Barrie as a fishing destination.
17. The CSFL has indicated that there is a negotiable cost to the City of approximately \$15,000 to host the event. This total includes an estimated \$4,500 as an in-kind exchange of City Services including boat launch/docking fees, parking fees, shuttle services, permit fees for park rentals and building permit costs for stages. Organizers further requested an estimated \$2,500 in hotel accommodations and \$5,000 in marketing costs to assist with promoting the event.
18. Based on previous experience hosting events, and similar requirements for City of Barrie organized events such as Downtown Countdown and Winterfest, Event Staff put together the following budget for the breakdown of the in-kind costs:

<b>Line Item</b>	<b>Approximate Costs</b>	<b>Comments</b>
Event Permit Fee	\$495.22	Based on 2017 fees, 2018 fee is subject to increase
Parking Lot Closure	\$462.00	Based on full closure of Heritage Park Lot
Right of Way Permit fee	\$150.00	
Building Permit Fees	\$927.00	Based on costs for New Year’s Eve building permit in 2017
Transient Boat Slip Rentals	\$900.00	Based on need 6 slips for 3 days
<b>Total:</b>	<b>\$2,934.22</b>	

19. The requested shuttle service is not included in the table above, as it is not an in-kind cost. Event shuttles are arranged through Barrie Transit, but are a service offered out the current Transit contract by MVT. The cost to provide this service depends on the number of shuttles and the amount of time that they are running. Roughly however this translates into \$65 per hour, and is paid directly to MVT. Staff estimate that this cost could range from \$1,000-\$1,500.
20. The Canadian Bass Pro Tournament that has been proposed by CSFL is a professional tournament where participants will be required to pay a fee to register. However, the event will remain open to the general public to attend as spectators for weigh-ins and results.
21. Each year, the Creative Economy Department receives several requests for sponsorship of events or fee waivers, including Special Event Permit fees, Right of Way Activity Permit fees and many other costs associated with hosting an event on City property. These requests often come from not-for-profit and charitable events whose organizational mandates require that all dollars raised are out towards the fundraising initiatives. With the exception of Downtown Barrie events, City organized events and partnered events, these requests have always been declined. Since the beginning of 2017 and inclusive of this request, Events Staff have received 3 requests for financial support or fee waivers from commercial event operators.
22. Currently the Creative Economy Department does not have a separate budget account that is available to cover fee waivers.
23. Given the potential economic impact of this and other events that could request fee waivers and funding/sponsorship, there may be instances in which such requests could be supported. For this to happen in a fair and consistent manner, a framework is needed that would allow staff to evaluate these events, their benefit to the community and the economy, and the associated funding/waiver requests based on defined and predetermined criteria. In addition, a source of funding would need to be identified so that the total net contribution can be easily tracked. To that end, the Creative Economy Department is in the initial stages of an Events Strategy which would include a recommended framework for evaluating events that make a request for funding and/or waivers. This strategy will also include a system for evaluating requests for commercial ticketed events on the waterfront which do not make a request for funding, but which limit access to the waterfront to those with tickets. This component of the framework is in response to Council motion 17-G-118.

## **ENVIRONMENTAL MATTERS**

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

## **ALTERNATIVES**

25. The following alternatives are available for consideration by General Committee:

### **Alternative #1**

General Committee could support the proposal put forward by the Competitive Sports Fishing League and agree to grant the CSFL a Special Event Permit and provide to the full value of in-kind services outlined in the table above.

This alternative is not recommended as there is currently no budget allocated to support these type of requests and will result in increased costs to a number of departments, including Creative Economy, Building and Engineering. Additionally, the waiver of these fees could set a precedent in regards to future commercial events wishing to operate on Barrie's waterfront. This alternative will also require that Events Staff work to relocate an existing community event out of Heritage Park. There would

still be operational concerns that need to be addressed as identified by BEAT. Lastly, as this is being proposed as an annual event, the waiving of fees would result in an ongoing loss of revenue each year the event takes place.

**Alternative #2**

General Committee could alter the proposed recommendation by agreeing to proceed with a Special Event Permit for the event but that only 50% of the fees as listed above be waived. This would result in only \$1,467.11 of lost revenue.

Although this alternative is available, as with Alternative #1, any agreement to waive fees would result in the same outcomes outlined above.

**Alternative #3**

General Committee could alter the proposed recommendation by agreeing to proceed with a Special Event Permit for the event but that no fees be waived.

Although this alternative is available, it is also not recommended as access and use of the Waterfront for events needs to be balanced against public and passive use. This alternative will still require the relocation of the Parkinsons' Superwalk, and the operational concerns identified by BEAT remain to be addressed.

**FINANCIAL**

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

**LINKAGE TO 2014-2018 STRATEGIC PLAN**

27. The recommendation included in this Staff Report support the following goal identified in the 2014-2018 Strategic Plan:

Responsible Spending

28. The Special Events Office currently permits a 115 events and event series including a variety of festivals and events that are vital to the Barrie's ongoing development as a vibrant community, promote community connections and enrich shared public spaces. These events represent a community festivals, commercial events, charitable fundraising events and many other different event types. Currently all of these events are required to pay a minimum permit fee as determined by their event type, event requirements, and anticipated attendance. Many of these events are also required to pay additional fees as determined by their needs including Right of Way Activity Permit fees, Building Permit fees, Parking fees, and many others. These fees allow the Creative Economy Department, and other Departments to ensure that Special Events are managed in a manner consistent with City by-laws and the Special Events Policy, and that every effort is made to ensure the safety of the public and the protection of municipal assets

Appendices: Appendix "A" – Calendar of September Events

APPENDIX "A"  
SEPTEMBER 2018

					Illuminate Barrie (Southshore, etc.)	1 Illuminate Barrie (Southshore, etc.)
2 Illuminate Barrie (Southshore, etc.)	3 <b>Labour Day</b> Labour Day Picnic (Sunnidale Park)	4	5 Lawn Chair Luminata - Cruise Night (Heritage Park)	6	7 Paddlefit Games (Centennial Park)	8 Paddlefit Games (Centennial Park) Superwalk for Parkinsons (Heritage Park)
9 Ovarian Cancer Walk of Hope (Southshore Centre and walking paths) Barrie Kidney Walk (St. Vincent Park) Paddlefit Games (Centennial Park)	10	11	12	13	14	15 Walk a Mile in Her Shoes (Heritage Park)
16 Terry Fox Marathon of Hope (Centennial Park) Barrie 2 Baycrest (Heritage Park meet up, then south)	17	18	19	20 Take Back the Night (City Hall Rotunda - Downtown Streets) Night Steps Barrie (Southshore Centre & Waterfront Trails)	21 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Franco-Ontarian Day Parade (City Hall Circle at the Centre and downtown streets)	22 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Scavenger Hunt in the Park (Hanmer Park) Superhero Stomp (Heritage Park)
23 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Friends for Life Walk-a-thon (Sunnidale Park)	24 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot)	25 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Franco-Ontarian Day Parade (City Hall Circle at the Centre and downtown streets)	26 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot)	27 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Barrie Centre Cross Country Meet (Sunnidale Park)	28 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot)	29 Fall Fishing Festival (Sea Cadet Building/Spirit Catcher Lot) Family Fun Day (Heritage Park)