



## AGENDA

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### MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**FRIDAY, NOVEMBER 23, 2012 – 8:00 A.M.**

COMMITTEE ROOM A, SECOND FLOOR  
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1  
[www.mississauga.ca](http://www.mississauga.ca)

Members:

Councillor Frank Dale, Ward 4 (Vice-Chair)

Councillor Ron Starr, Ward 6 (Vice-Chair)

Councillor Nando Iannicca, Ward 7

Councillor Pat Saito, Ward 9

Frank Giannone (Chair)

Bruce Kerr

Mario Carbone

Rafay Agha

Ron Duquette

Sonja Hidas

Margaret Jedlewska

Joe Saundercook

Claire Santamaria

Zeeshan Mahmood

Contact: Sacha Smith, Legislative Coordinator  
Office of the Clerk 905-615-3200 ext. 4516 Fax 905-615-4181  
[sacha.smith@mississauga.ca](mailto:sacha.smith@mississauga.ca)

City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Katie Brewda, Accounts Representative, Sponsorship Corporate  
Development

Rob Bowslaugh, Manager, Facilities Maintenance

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

CALL TO ORDER

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

APPROVAL OF THE AGENDA

DEPUTATIONS

CLOSED SESSION

(Pursuant to Subsection 239 (2) of the *Municipal Act, 2001*)

Advice that is subject to solicitor-client privilege, including communications necessary for that purpose - Applications for Events on Mississauga's Celebration Square

(This item will be distributed to members at the meeting)

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on September 17, 2012.

2. Approval of Event Applications for Mississauga Celebration Square Summer 2013

Corporate Report dated November 8, 2012 from the Commissioner of Community Services with respect to the event applications for Mississauga Celebration Square during Summer 2013.

RECOMMENDATION

That the Corporate Report dated November 8, 2012 from the Commissioner of Community Services entitled, "Approval of Event Applications for Mississauga Celebration Square (MCS) Summer 2013" be received for information.

3. Mississauga Celebration Square Proposed Fee Rates for 2013

Corporate Report dated November 5, 2012 from the Commissioner of Community Services with respect to the 2013 Mississauga Celebration Square Proposed Fee Rates.

RECOMMENDATION

That the revised fee rates proposed for Mississauga Celebration Square, as outlined in Appendix 1 of the Corporate Report entitled, "Mississauga Celebration Square Proposed Fee Rates for 2013", be approved.

OTHER BUSINESS

DATE OF NEXT MEETING – December 10, 2012

ADJOURNMENT



Mississauga Celebration Square  
Events Committee  
NOV 23 2012

Mississauga Celebration Square  
Events Committee  
NOV 19 2012

# MINUTES

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## MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, SEPTEMBER 17, 2012 – 4:36 P.M.

COMMITTEE ROOM A, SECOND FLOOR  
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1  
[www.mississauga.ca](http://www.mississauga.ca)

Members Present:

Councillor Ron Starr, Ward 6 (Vice-Chair)  
Councillor Nando Iannicca, Ward 7  
Councillor Pat Saito, Ward 9  
Frank Giannone (Chair)  
Bruce Kerr  
Ron Duquette  
Rafay Agha

Members Absent:

Councillor Frank Dale, Ward 4 (Vice-Chair)  
Mario Carbone  
Sonja Hidas  
Margaret Jedlewska  
Joe Saundercook  
Claire Santamaria

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City/Living Arts Staff:

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Diana Rusnov, Manager, Legislative Services and City Clerk

Sacha Smith, Legislative Coordinator

Draft

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CALL TO ORDER – 4:36 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Ron Duquette moved approval of the agenda, as presented. This motion was voted on and carried.

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on August 27, 2012.

Approved (Councillor R. Starr)

2. City Committees of Council Structure Review

Karen Spencer, Project Lead to provide information about the City Committees of Council Structure Review.

Ms. Spencer provided an overview of the City Committees of Council Structure Review. She noted that the Review would involve analysis of the current structure and make recommendations regarding committees of Council. She further noted that the Review would require 6 to 8 months commitment. As part of the review process an online survey would be issued to citizen members to provide feedback on their experience with the current structure.

Frank Giannone, Chair enquired about the ability to provide comments on the survey. Ms. Spencer advised that the survey was designed to accept comments.

3. Canada Day 2013 Event Recommendations

Corporate Report dated September 7, 2012 from the Commissioner of Community Services with respect to the Canada Day Event recommendations for 2013.

Paul Damaso, Manager, Mississauga Celebration Square noted that the recommendations in the report were discussed during the Canada Day debrief at the August Committee meeting. Councillor Ron Starr enquired about the attendance numbers at the Canada Day Event. Mr. Damaso advised that it was estimated at 130, 000 visitors throughout the day and the numbers were determined by time captions on the security cameras and estimates from the Peel Regional Police. Councillor Pat Saito noted that Canada Day attendance numbers were down in other municipalities because Canada Day was on a Sunday and people had the day off on the

following day. Mr. Damaso further noted that it was also the finals for the Euro Cup on Canada Day.

RECOMMENDATION

That the following recommendations outlined in the Corporate Report dated September 7, 2012 from the Commissioner of Community Services entitled Canada Day 2013 Event Recommendations be approved:

1. That the start time for the Canada Day Celebration be changed to 4:00 p.m. and schedule the Official Ceremony for between 4:00 p.m. and 7:00 p.m.
2. That the quantity of event surveys collected be increased.
3. That the garbage and recycling bin availability be increased.
4. That the Vendor Application and selection process be updated.
5. That the amount of directional and information signage be increased throughout the site.
6. That a partnership with a radio broadcast partner to simulcast the fireworks music be explored.
7. That secondary audio be placed in the Sponsor/V.I.P. area.

Approved (Councillor R. Starr)  
Recommendation MCSEC-0032-2012

4. Outdoor Events in the Civic District Policy Revisions

Corporate Report dated September 7, 2012 from the Commissioner of Community Services with respect to the revisions to the Outdoor Events in the Civic District Policy.

Paul Damaso, Manager, Mississauga Celebration Square noted that the draft version of the Policy revisions were presented at the June Committee meeting for discussion and feedback. He explained that the rationale of the revisions are due to changes in the organizational reporting structure and administrative changes after the first year of operation. He reviewed the proposed changes and noted the restriction of mechanical amusement rides in the Civic District. The Mosaic Festival and Ribfest usually include mechanical amusement rides as part of their events. Mr. Damaso noted that staff would review a one year exemption for these festivals to have the rides to give them the opportunity to find alternative activities to replace the revenue.

RECOMMENDATION

That the report from the Commissioner of Community Services dated September 7, 2012 with the revised draft Corporate Policy and Procedure – *Outdoor Events In The Civic District Policy* (Appendix 1) be approved.

Approved (Councillor N. Iannicca)  
Recommendation MCSEC-0033-2012

5. Mississauga Celebration Square Events Committee Representation to Review Event Applications

Mississauga Celebration Square Events Committee discussed representation to review and evaluate event applications for the Square.

Frank Giannone, Chair advised that Claire Santamaria indicated via email that she would be interested in reviewing the event applications on behalf of the Committee. Ron Duquette and Rafay Agha indicated that they would represent the Committee to review the applications.

RECOMMENDATION

That Claire Santamaria, Ron Duquette and Rafay Agha from the Mississauga Celebration Square Events Committee represent the committee to review and evaluate event applications for the Mississauga Celebration Square.

Approved (Councillor R. Starr)  
Recommendation MCSEC-0034-2012

6. Issues/Complaints at the Mississauga Celebration Square

Corporate Report dated September 14, 2012 from the Commissioner of Community Services with respect to issues/complaints at the Mississauga Celebration Square.  
(This item was distributed at the meeting)

Paul Damaso, Manager, Mississauga Celebration Square spoke to the report and noted that most of the issues were noise related. Councillor Pat Saito thanked staff for the report and suggested that an annual report providing an overview of the issues/complaints at the Square come forward to the Committee. If there are concerns or issues identified the Committee can look into it. Councillor Ron Starr spoke to the matter and noted the quality of sound in the Square.

RECOMMENDATION

1. That the report from the Commissioner of Community Services dated September 14, 2012 entitled "Mississauga Celebration Square Resident Complaints: May 24, 2011 to September 11, 2012" be received for information.
2. That staff provide an annual overview report regarding issues at the Mississauga Celebration Square to the Mississauga Celebration Square Events Committee.

Received/Direction (Councillor P. Saito)  
Recommendation MCSEC-0035-2012

7. Mississauga Legends Row

Ron Duquette to provide a verbal update on Mississauga Legends Row at the Mississauga Celebration Square.

Mr. Duquette presented the official logo for the Mississauga Legends Row and advised that it was the result of a design competition. He advised that the Board is in the process of developing marketing materials for Mississauga Legends Row. Paul Damaso, Manager, Mississauga Celebration Square advised that staff could share photos of the Square if needed.

Mr. Duquette spoke to the design and location of the plaques. He noted that there would be plaques that would recognize the villages in Mississauga. An event would be planned to celebrate the 10 inductees on May 4, 2013. Mr. Duquette explained that there would be more public involvement for future inductees and the number may be decreased to 5 or 6 per year.

Joanne Foote, Youth Coordinator suggested that there be opportunities in the event for youth involvement. Mr. Duquette commented that he would be happy to hear about performers for the event and noted that performers would be Mississauga based. Councillor Ron Starr spoke to the matter and noted the changes in technology that would allow the plaques to be interactive.

OTHER BUSINESS

Paul Damaso, Manager, Mississauga Celebration Square advised that on October 15, 2012 the applications for the events on the Square would be reviewed. He requested that the meeting date be changed to October 29, 2012. There was general consensus from the Committee that the meeting date should be changed.

Mr. Damaso advised that Legal Services would provide advice at the next meeting date pertaining to religious ceremonies on the Square.

Councillor Ron Starr enquired about the marketing of the C Café at the Civic Centre. Mr. Damaso advised that advertising of the Café would begin in October. Frank Giannone, Chair suggested that there be some advertising messaging on the display screens about the Café. Finola Pearson, Public Affairs Specialist advised that Sheridan College would be approached to include messaging on their display screens about the Square.

There were questions about mats and seating at the ice rink. Mr. Damaso advised that staff would review mats and flat benches for the area around the ice rink

DATE OF NEXT MEETING – October 29, 2012

ADJOURNMENT – 5:43 P.M.



# Corporate Report

Clerk's Files

Originator's  
Files

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**DATE:** November 8, 2012

Mississauga Celebration Square  
Events Committee  
NOV 23 2012

**TO:** Mississauga Celebration Square Events Committee  
Meeting Date: November 19, 2012

**FROM:** Paul A. Mitcham, P. Eng., MBA  
Commissioner of Community Services

Mississauga Celebration Square  
Events Committee  
NOV 19 2012

**SUBJECT:** **Approval of Event Applications for Mississauga Celebration  
Square Summer 2013  
(Ward 4)**

**RECOMMENDATION:** That the Corporate Report dated November 8, 2012 from the Commissioner of Community Services entitled, "Approval of Event Applications for Mississauga Celebration Square (MCS) Summer 2013" be received for information.

**BACKGROUND:** Corporate Policy 05-03-03 "Outdoor Events in the Civic District" (Appendix 1) outlines the process where events are approved for MCS.

An approvals group was convened made up of the following members:

- the Director, Culture Division, Community Services Department;
- the Director, Parks & Forestry, Community Services Department;
- the Director, Facilities and Property Management, Corporate Services Department;
- the Events Manager, MCS;
- the Facility Manager, MCS;
- Rafay Agha, member of the MCS Events Committee; and,
- Claire Santamaria, member of the MCS Events Committee

Twenty applications were received by the September 30, 2012 deadline. All applications were forwarded to this approvals group for evaluation.

Evaluations were based on criteria outlined in the policy. Applications were qualitatively assessed by the approvals group based on the following matrix:

Event history/references	25%
Supports the City's arts and culture agenda as outlined in the Culture Master Plan	25%
Deemed to raise the City's profile and/or adds economic benefit to Mississauga from a tourism perspective	20%
Innovative Programming	15%
Evidence of organizational effectiveness	15%
Total Score out of 100%	100%

In the case where an event was not previously hosted on City property, references were contacted and asked to provide feedback. All feedback was shared with the approvals group.

**COMMENTS:**

MCS is a high profile, high demand event facility. There are a limited number of weekends available for the peak summer months. Due to the volume of applications, not all event requests could be accommodated. The committee approved recommendations to accept 15 of the 20 applications. The 5 applications that were declined did not meet policy requirements or did not provide sufficient information to warrant acceptance, based on the application that was submitted. A summary of approved recommendations is provided in Appendix 2.

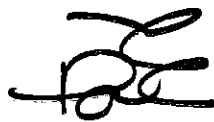
**STRATEGIC PLAN:**

Supporting community festivals at Mississauga Celebration Square reinforces the strategic pillars of Completing our Neighbourhoods ("Celebrating our Community" and "Creating a Vibrant Downtown") and Cultivating Creative and Innovative Businesses ("Strengthening Arts and Culture").

**FINANCIAL IMPACT:** There is no financial impact.

**CONCLUSION:** The process for approving applications for Mississauga Celebration Square is outlined in Corporate Policy 05-03-03 "Outdoor Events in the Civic District". This policy was followed to approve 15 applications for the 2013 MCS summer season.

**ATTACHMENTS:** Appendix 1: Corporate Policy 05-03-03 "Outdoor Events in the Civic District"  
Appendix 2: Mississauga Celebration Square Recommendations, Summer 2013 Season



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Paul A. Mitcham, P. Eng., MBA  
Commissioner of Community Services

*Prepared By: Melissa Agius, Manager of Events, Mississauga  
Celebration Square*

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# Corporate Policy and Procedure



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TAB: PROPERTY AND FACILITIES

SECTION: CIVIC CENTRE

SUBJECT: OUTDOOR EVENTS IN THE CIVIC DISTRICT

**POLICY STATEMENT** The Civic District provides outdoor venues for the enjoyment of the public, including the opportunity for participation in a series of high-profile premiere events offered at Mississauga Celebration Square.

**PURPOSE** The purposes of this policy are:

- to identify the outdoor Event venues;
- to outline the booking process for venues in the Civic District, including those that are available for Event use by City of Mississauga staff, elected officials and members of the public;
- to outline the conditions for approval and any restrictions on the use of the available venues; and
- to outline the roles and responsibilities of specific City staff.

While it is the City's wish that the Civic District be regarded as a "people place" — open and accessible to all members of the community — steps must be taken to ensure that both the area and its patrons are protected. Procedures are required so that a uniform approach to permitting Events in Civic District venues, which are normally public areas, can be taken.

**DEFINITIONS** For the purposes of this policy:

The "Civic District" includes the event venue of Mississauga Celebration Square; the Glass Pavilion, Jubilee Garden, the Ice Rink and the following parks: the Living Arts Centre (LAC) Park; Community Common Park; and Scholar's Green.

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“Customer Service Centre (CSC)” means the Community Services Department, Recreation Division booking office.

“Event” means any pre-planned, organized activity that will be facilitated with the support and expertise of City staff.

“Event Organizer” means any individual or organization booking an Event.

“External Booking” means requests by an Event Organizer to book an Event in Mississauga Celebration Square. This includes bookings by City employees for non-work related Events.

“Internal Booking” means any request by City staff or Council to book a City Event in Mississauga Celebration Square that is work related. There are two types of Internal Bookings:

“Public Event” means a City Event that is promoted and open to the public.

“Staff Event” means a City Event that is promoted and limited to staff only.

The “Mississauga Celebration Square Section” means the Culture Division, Community Services Department.

“Normal Business Hours” are 8:30 a.m. to 4:30 p.m., Monday to Friday, with the exception of Public Holidays.

“Program Coordinator” means the Mississauga Celebration Square employee assigned to liaise with the Event Organizer.

“Public Holiday” means a non-working day that is legislated in Ontario in the *Employment Standards Act, 2000*. Ontario has nine public holidays: New Year's Day; Family Day; Good Friday; Victoria Day; Canada Day; Labour Day; Thanksgiving Day; Christmas Day; and Boxing Day.

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“Weekend” means from 4:30 p.m. Friday to 6:00 a.m. Monday.

## SCOPE

This policy applies to all outdoor venues in the Civic District. For information on booking indoor facilities at the Civic Centre, such as the Council Chamber, Great Hall, meeting rooms, etc., refer to Corporate Policy and Procedure – Civic Centre – Booking Facilities in the Civic Centre.

## CIVIC CENTRE DISTRICT VENUES

### Mississauga Celebration Square

Mississauga Celebration Square is available for booking through the Mississauga Celebration Square Section. Mississauga Celebration Square is comprised of the outdoor square, including the main stage, and the Amphitheatre, an open air venue with a seating capacity of 300 that is suitable for theatrical, musical or other artistic/cultural Events.

### Other Venues in the Civic District

The Glass Pavilion is suitable for meetings and special occasions and is bookable through the CSC.

The Ice Rink may not be booked, as exclusive use of the rink by outside groups is not permitted. (The City may, on occasion, reserve the ice for a major outdoor Event.) The rink is available for use by the general public, at no charge.

The Jubilee Garden area is open for the enjoyment of the general public, at no charge. While exclusive use is not permitted, this area may be booked through the CSC for film projects, wedding photography and/or marriage ceremonies.

### Parks in the Civic District

Community Common is not a bookable space, but may be utilized by the City as required for City produced or co-produced Events.

LAC Park is not a bookable space, but may be utilized for City produced or co-produced Events. Indoor events booked at the

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Living Arts Centre that wish to expand the event into a portion of LAC Park may do so with the approval of the LAC. In these instances, a park permit is required.

Scholar's Green may be used for Sheridan College events, upon approval of the City (a park permit is required). The space may also be utilized by the City as required for City produced or co-produced Events.

## BOOKING MISSISSAUGA CELEBRATION SQUARE

Mississauga Celebration Square may be booked for Events by the public or City staff through the Mississauga Celebration Square Section, in accordance with the processes outlined in this policy.

## PRIORITY EVENTS

If there is more than one request to book all or part of Mississauga Celebration Square for the same date and/or applications are received for similar events, the following will apply:

- First Priority:
  - City produced or co-produced Events, such as Canada Day celebrations, tree lighting, movie nights, summer music series, yoga on the lawn, etc.
- Second Priority:
  - new or existing Events deemed by the City to contribute to the City's cultural diversity, raise its arts and culture profile and/or add economic benefit to Mississauga from a tourism perspective
- Third Priority:
  - Events with proven experience that have met all requirements and conditions for approval

Where separate Events are booked on more than one area of Mississauga Celebration Square at the same time, consideration will be given to ensure that the two Events are compatible.

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## BOOKING PROCESS – EXTERNAL AND INTERNAL PUBLIC EVENT BOOKINGS

Terms and Conditions for booking, eligibility criteria and an overview of the Event process are detailed in the Mississauga Celebration Square Guidelines (the “Guidelines”), which are provided when a booking request is made. The Mississauga Celebration Square application, available on the City of Mississauga web site or by contacting the Mississauga Celebration Square Section, must be signed and submitted to the Program Coordinator by the applicable deadline for all bookings.

### Incomplete Applications

An application will be considered incomplete if it is submitted without the requested information or accompanying documentation. Applications that are incomplete will not be considered.

### Application Deadlines – Bookings With More Than 500 Attendees

Applications for bookings where the expected attendance is greater than 500 must be received by the applicable annual Event season deadline. Applications for subsequent years of an Event (e.g. annual Events) will not be accepted in advance.

Outdoor Event seasons and deadlines are defined as follows:

Summer/Fall Season – May 01 - October 31 → Deadline September 30 of the preceding year

Winter/Spring Season – November 01 – April 30 → Deadline March 31 of the preceding year.

Exceptions to the application deadline must be approved by the Director, Culture Division, Community Services Department.

### Application Deadlines – Bookings With Less Than 500 Attendees

Applications for bookings where the expected attendance is less than 500 must be submitted a minimum of sixteen (16) weeks in advance. Exceptions to the applicable deadline must be approved by the Manager, Mississauga Celebration Square.

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## APPROVAL PROCESS – EXTERNAL AND INTERNAL PUBLIC EVENT BOOKINGS

Once the deadline has passed, all external and internal applications for the respective season will be evaluated by the Mississauga Celebration Square Section, who will compile a list of recommended Events. All eligible applications will be fairly evaluated based on the Conditions for Approval outlined in this policy.

The recommendations will be reviewed for approval by a group comprised of:

- the Director, Culture Division, Community Services Department;
- the Director, Parks and Forestry, Community Services Department;
- the Director, Facilities and Property Management, Corporate Services Department;
- the Director, Communications, Corporate Services Department;
- the Manager, Events, Mississauga Celebration Square Section, Culture Division;
- the Manager, Mississauga Celebration Square, Mississauga Celebration Square Section, Culture Division; and
- Three members of the City's Mississauga Celebration Square Events Committee.

\*Note: all members of the committee may appoint a designate to review and approve the recommendations.

All applicants will be notified once the recommendations are finalized. If agreement on approving an Event and/or the selection of an Event from competing applicants cannot be reached by the group, the Commissioner of Community Services will be consulted and will make the final decision.

The City reserves the right to decline applications that do not meet the Priority Event criteria and/or the Conditions of

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Approval outlined in this policy.

A request to appeal a committee decision may be made in writing to the Commissioner of Community Services.

Once Approved

A letter of agreement confirming the date and outlining all requirements for approval will be sent to the applicant once the Event is approved. The letter must be signed by an individual within the group with authority to enter into a binding agreement with the City and returned to the Mississauga Celebration Square Section by the date specified in the letter of agreement.

The Program Coordinator will assist the Event Organizer in meeting all conditions for approval. A final facility rental contract detailing all fees and charges and specific requirements (e.g. payment/cancellation terms, additional security, maintenance, technical support, furniture, etc.) will be issued by the CSC when all terms and conditions for approval are met. The contract must be signed and returned to the CSC at least thirty (30) days prior to the event.

The Mississauga Celebration Square Section may rescind approval for an Event at any time if the terms and conditions outlined in the application package are not met.

## INTERNAL STAFF EVENT BOOKINGS

### Application Process

Staff who are Event Organizers for Events where attendees are City staff and the event is held primarily during the City's regular business hours (Monday to Friday, 8:30 am – 4:30 pm, excepting holidays) must complete the application form that is available on Inside Mississauga. The application form provides all of the information the Event Organizer is required to provide and must be submitted a minimum of 16 weeks in advance for Events with fewer than 500 attendees and one year in advance for Events with more than 500 attendees.

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## Approval Process

Once approved, the Program Coordinator will provide the Internal Event Organizer with a detailed summary of requirements, including instruction on the steps needed to fulfill each. A final facility rental contract will be issued by the CSC when all terms and conditions for approval are met. The contract must be signed by an employee with budget authority for the Event and returned to the CSC at least thirty (30) days prior to the Event.

## CONDITIONS FOR APPROVAL

All requests to book Mississauga Celebration Square will be considered in light of the City's need to ensure that:

- an Event does not endorse views and ideas that are likely to promote discrimination, contempt or hatred for any person on the basis of race, national or ethnic origin, citizenship, religion, age, sex, marital status, family status, sexual orientation, disability, political affiliation, economic status or level of literacy;
- the Event is consistent with the City's principle of respect for the dignity and worth of all persons;
- the Event does not conflict with the City's core values, vision or strategic goals or does not adversely impact on the City's identity;
- the Event does not interfere with normal business conducted by staff or with other activities in the Civic District;
- Event participants and patrons of all venues are adequately safeguarded;
- the security and protection of all venues is adequately safeguarded;
- activities which are contrary to City policies or by-laws, or provincial or federal laws are not conducted or promoted;
- all regulatory approvals are obtained (i.e. alcohol, lottery licence, etc.);
- the Event will be open to the public and free of charge;

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- the minimum expected attendance for Public Holiday and Weekend Events is 1,000 people; and
- the Event is deemed to raise the City's profile, support its arts and culture agenda as outlined in the Culture Master Plan and/or add economic benefit to Mississauga from a tourism perspective.

In addition to the conditions outlined above, External Bookings are required, at a minimum, to secure third party liability insurance, in accordance with the Guidelines, as a condition of approval. In some cases, the risks related to the Event may require additional coverage or limits of insurance. The Program Coordinator may consult with the Manager, Risk and Insurance, Finance Division, who may recommend additional coverage or limits.

## Requirements Once Approved

Once a request to book Mississauga Celebration Square has been approved, the Event Organizers, where applicable, will be required to:

- obey all federal and provincial laws and municipal by-laws and policies;
- adhere to any existing City contracts or agreements;
- ensure any City signage, including sponsorship recognition, is not obscured, removed or altered; and
- adhere to all aspects of the Guidelines.

## RESTRICTIONS

The following activities will be restricted:

- use of outside technicians and/or crews if the stage and/or media screen is required. The City's sound and lighting equipment must be booked in conjunction with the Event and use of City technicians and/or crews to operate the equipment is mandatory;
- fireworks that are not part of a City produced or co-produced Event (e.g. Canada Day);
- mechanical amusement rides (excluding inflatables) will not

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- be permitted;
- amplified sound will only be allowed in accordance with the Guidelines; and
- any other restrictions on activities addressed in the Guidelines.

## POST-EVENT EVALUATION

A post-event walk-through(s) with the Event Organizer will be scheduled by the Mississauga Celebration Square Section to take place after the Event to assess clean-up and/or damage and to ensure that all conditions and requirements outlined in the Event facility rental contract were adhered to. The evaluation(s) may be undertaken with applicable City staff (e.g. Facilities and Property Management and Parks) and will be kept on file by the Mississauga Celebration Square Section.

Event Organizers will be charged for any damage to City venues (e.g. damage to protective surfaces, broken fixtures, etc.) and for any cost for services that the City incurred as a result of the terms and conditions of their facility rental contract with the City (e.g. garbage clean up, additional security, etc.) not being met.

## ROLES AND RESPONSIBILITIES

### Departmental Directors

All Departmental Directors are accountable for:

- ensuring all Managers/Supervisors are aware of this policy and of any subsequent revisions.

### Managers/Supervisors

Managers/Supervisors with staff who are identified in the Roles and Responsibilities section of this policy are accountable for:

- ensuring staff in their respective work units are aware of this policy and of any subsequent revisions;
- ensuring applicable staff are trained on this policy with respect to their specific job function; and
- ensuring applicable staff comply with this policy.

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# Corporate Policy and Procedure



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## Mississauga Celebration Square Section

The Mississauga Celebration Square Section is responsible for managing Events at Mississauga Celebration Square Section. This involves:

- adhering to the Booking Process as outlined in this policy;
- assisting in the selection and approval of Events for Mississauga Celebration Square, in accordance with this policy;
- ensuring all conditions of approval and requirements are outlined in the Event facility rental contract and are met prior to the Event;
- once notified, taking appropriate action as required to ensure all aspects of the facility rental contract are adhered to (e.g. hire additional cleaning or security staff);
- ensuring a signed copy of the facility rental contract is obtained from the CSC prior to the Event and kept on file;
- advising appropriate City staff of all bookings and of all subsequent changes;
- ensuring a physical pre-event venue inspection(s) is completed in consultation with the Event Organizer;
- ensuring a physical post-event venue inspection(s) is completed in consultation with the Event Organizer for each Event; and
- evaluating the overall Event following the post-event venue inspection(s) and documenting any issues and/or concerns.

## FEES/RENTAL RATES

Rental fees for Civic District venues, and additional expenses for labour and amenities outside of normal day-to-day City operations, are established annually through a report to Council. Refer to the applicable Rental Rates and/or Fees and Charges By-law(s), as amended from time to time, for current rates.

## REFERENCE:

GC-0590-2010 - 2010 09 15  
GC-0662-2012 – MCSEC-0033-2012 - 2012 10 10

## LAST REVIEW DATE:

# Corporate Policy and Procedure



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CONTACT:

For more information on booking Mississauga Celebration Square contact the Mississauga Celebration Square Section, Culture Division, Community Services Department.

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Name of Event	Organization	Recommendation
Bollywood Monster Mashup	MonstrARTity Creative Community	Approved
Community Crime Awareness Day	Mississauga Chinese Business Association	Approved
Eid Celebration Square	Al-Ma'oung for Media & Bound by Sound Inc.	Not Recommended for approval
Fiesta Ng Kalayaan	Kalayaan Filipino Cultural Organization	Approved
From Khyber to Mehran (A Journey Through Pakistan)	Universal Promotions	Approved
Hungama! (celebrate!)	desiFEST	Approved
Ine Mississauga	Ine Mississauga Festival Inc.	Approved
Italfest Mississauga or Ferragosta Mississauga	Trillium Community of Hope	Approved
Latin American SummerFest 2013	Hispanic Cultural Association of Mississauga	Not Recommended for approval
Latin Extravaganza 2013	Hispanic Canadian Arts and Cultural Association	Approved
Mighty Mississauga Bed Race	Trillium Health Centre	Approved
Mississauga Rotary Ribfest	Rotary Club of Mississauga & Rotary Club of Mississauga West	Approved
Mosaic South Asian Heritage Festival	Canadian Community Arts Initiative	Approved
MuslimFest	Festive Currents	Approved
NAM Canada Festival & Pakistan Independence Day	NAM Canada (National Association of Multiculture)	Not Recommended for approval
Pakistan Independence Day Celebration	Muslim Women of Toronto	Not Recommended for approval
Pride Week in Peel March & Community Fair	East Mississauga Community Health Centre	Approved
South Asian Canada Day	Canada Day Committee of the South Asians	Approved
South Asian Summer Festival	Radio Pakistan Toronto	Not Recommended for approval
Viet SummerFest	Minh Chau Charity Fund	Approved



# Corporate Report

Clerk's Files

Originator's Files

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**DATE:** November 5, 2012

**TO:** Chair and Members of the Mississauga Celebration Square Events Committee  
Meeting Date: November 19, 2012

**FROM:** Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

**SUBJECT:** **Mississauga Celebration Square Proposed Fee Rates for 2013**

Mississauga Celebration Square  
Events Committee  
NOV 23 2012

Mississauga Celebration Square  
Events Committee  
NOV 19 2012

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**RECOMMENDATION:** That the revised fee rates proposed for Mississauga Celebration Square, as outlined in Appendix 1 of the Corporate Report entitled, "Mississauga Celebration Square Proposed Fee Rates for 2013", be approved.

**REPORT HIGHLIGHTS:**

- There are currently two types of fees for Mississauga Celebration Square: rental fees; and service fees.
- Rental fees for the Square are the "facility permit fee", the "administration fee" and the vendor surcharge.
- Service fees are intended to recover the cost of staff and equipment that are required to directly support Community Festival's use of the Square. Examples of the service fees are cleaning and technical service fees.
- Due to the significant increase in new fees (8) and mandatory costs for event organizers in 2012, it is recommended that the City limit fee increases in 2013 to an inflationary adjustment of 2.5%.
- A complete list of proposed fee changes for 2013 is listed in Appendix 1.

**BACKGROUND:**

On an annual basis, the Culture division reviews rental and service fee rates that are charged for Mississauga Celebration Square.

Fees and charges for the redeveloped Mississauga Celebration Square were initially established with the goal of ensuring a balance between cost recovery for the City's investment in the infrastructure and services related to the Square while attempting to ensure that the space remained financially accessible for new groups and event organizers who wanted to bring activity to the Square.

The unique aspects and technical infrastructure of Mississauga Celebration Square made it difficult to benchmark the Square's fees and charges against other municipal Squares in the Greater Toronto Area. As a result, the Square's fees and charges were priced to ensure that they remained competitive in relation to Mississauga's other major event parks and facilities. Despite these efforts, due to the broader range of fees and service charges that event organizers are required to pay when using the Square, the aggregate cost for event organizers, is still significantly higher than the City's other Major Event Parks.

Unlike other City venues, the City prohibits the charging of 'gate entrance' or access fees to events on Mississauga Celebration Square. As a result, event organizers are limited to offsetting their costs for using the Square, with revenue from vendor fees, sponsorships and grants.

As a condition of approving the Square's fees for 2011, Council requested that staff review fees to better reflect the ongoing maintenance and future replacement costs of the facility and technical equipment. As a result, eight new fees were introduced to event organizers in 2012 (See Appendix 1 for details). In order to adapt to these fee increases, many of the returning event organizers reduced the length and scope of their events in order to manage their overall event cost.

**COMMENTS:****Mississauga Celebration Square Fees**

There are currently two types of fees for Mississauga Celebration Square: rental fees; and service fees. The Square's rental fees are intended to partially recover capital replacement, maintenance and operating costs for the Square. The current rental fees for the Square

are the “facility permit fee”, the “administration fee” and the “vendor surcharge”. The service fees are intended to recover the cost of staff and equipment that are required to directly support Community Festival’s use of the Square. Examples of the service fees are cleaning and technical service fees.

The two year impact of the Square’s fee increases for a sample of events is outlined in Appendix 2. Due to the significant increase in new fees (8) and mandatory costs for event organizers in 2012, it is recommended that the City limit fee increases in 2013 to an inflationary adjustment of 2.5%. Finding the balance between cost recovery and affordability for event organizers has been a key to the success of the Square to date. A continued rapid increase in fees and charges for the Square would pose a risk of driving events off of the Square. This would undermine the tremendous gains that the Square has made in creating vibrancy within the downtown over the past 16 months.

The complete list of proposed fee changes for 2013 is listed in Appendix 1.

**FINANCIAL IMPACT:** Revenues from the proposed fee increases have been reflected in the 2013 budgeted revenues for Mississauga Celebration Square.

**CONCLUSION:** The proposed fee changes in this report reflect inflationary increases to labour and material costs for supporting Community Festivals use of the Square.

**ATTACHMENTS:** Appendix 1: Rental Rate Schedule - 2013 Proposed – Mississauga Celebration Square  
Appendix 2: 2013 Proposed Rate Increase Impact



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Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

*Prepared By: Paul Damaso, Manager, Celebration Square*

**2012 MISSISSAUGA CELEBRATION SQUARE  
PROPOSED FEE RATES**

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**Mississauga Celebration Square - 2013 Proposed Fees and Charges**

New Fee in 2012

Fee Name	Existing or New Fee	Description of Change and Justification	2011 Fee	2012 Fee	2013 Fee (Proposed)	Fee Increase 2011 - 2013	
						\$	%
Administration Fee	Existing	To recover increased costs.	67.71	69.40	71.14	3.43	5.1%
Upper Square (amphitheatre)	Existing	To recover increased costs.	48.13	49.33	50.56	2.43	5.1%
Lower Square	Existing	To recover increased costs.	48.13	49.33	50.56	2.43	5.1%
<b>Celebration Square - Extra Fees</b>							
Vendor Surcharge (events with 16 to 30 vendors) - per event	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Vendor Surcharge (events with 31 to 60 vendors) - per event	Existing	To recover increased costs.	0.00	1,000.00	1,025.00	1025.00	
Maintenance Labour (mandatory) - 1 Electrician+1 Journey person - hourly	Existing	No change	120.00	120.00	120.00	0.00	0.0%
Maintenance Labour (mandatory) - Custodian - hourly	Existing	No change	50.00	35.00	35.00	-15.00	-30.0%
Main Stage - set-up and tear down	Existing	To recover increased costs.	792.49	816.00	836.40	43.91	5.5%
Main Stage - technical support - minimum 4 hours - hourly	Existing	To recover increased costs.	128.37	136.00	139.40	11.03	5.6%
Technical Support - Stage Manager (hourly rate)	Existing	To recover increased costs.	43.00	44.00	45.10	2.10	4.9%
Technical Support - Technician (hourly rate)	Existing	To recover increased costs.	22.00	23.00	23.58	1.58	4.4%
Digital Program Screens - Content Scheduling and Set-up (6 hour minimum)	Existing	To recover increased costs.	253.38	264.00	270.60	17.22	6.8%
Digital Program Screens - Screen Technician ( Board Operator)	Existing	To recover increased costs.	42.23	44.00	45.10	2.87	4.0%
Amphitheatre - Set-up and Tear-down	Existing	To recover increased costs.	127.72	136.00	139.40	11.68	9.1%
Amphitheatre -Technical Support (1 Tech+ 1 Stage Manager, hourly)	Existing	To recover increased costs.	63.86	67.00	68.68	4.82	7.5%
Amphitheatre - Video Feed to Digital Screens (includes camera rental)	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Camera Rental (per event)	Existing	To recover increased costs.	0.00	250.00	256.25	256.25	
Camera operator (hourly rate)	Existing	To recover increased costs.	0.00	23.00	23.58	23.58	
On-site Event Coordinator (hourly rate)	Existing	To recover increased costs.	0.00	44.00	45.10	45.10	
On site Cleaning (hourly rate per cleaner)	Existing	To recover increased costs.	0.00	35.00	35.88	35.88	
Power Washing (mandatory for events with food and beverage) - hourly rate	Existing	To recover increased costs.	0.00	57.00	58.43	58.43	

**2012 MISSISSAUGA CELEBRATION SQUARE  
PROPOSED FEE RATES**

Appendix 1

Fee Name	Existing or New Fee	Description of Change and Justification	2011 Fee	2012 Fee	2013 Fee (Proposed)	Fee Increase 2011 - 2013	
						\$	%
Administration Fee	Existing	To recover increased costs.	67.71	69.40	71.14	3.43	5.1%
Upper Square (amphitheatre)	Existing	To recover increased costs.	60.73	62.25	63.81	3.08	5.1%
Lower Square	Existing	To recover increased costs.	60.73	62.25	63.81	3.08	5.1%
<b>Celebration Square - Extra Fees</b>							
Vendor Surcharge (events with 16 to 30 vendors) - per event	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Vendor Surcharge (events with 31 to 60 vendors) - per event	Existing	To recover increased costs.	0.00	1,000.00	1,025.00	1025.00	
Maintenance Labour (mandatory) - 1 Electrician+1 Journey person - hourly	Existing	No change	120.00	120.00	120.00	0.00	0.0%
Maintenance Labour (mandatory) - Custodian - hourly	Existing	No change	50.00	35.00	35.00	-15.00	-30.0%
Main Stage - set-up and tear down	Existing	To recover increased costs.	792.49	816.00	836.40	43.91	5.5%
Main Stage - technical support - minimum 4 hours - hourly	Existing	To recover increased costs.	128.37	136.00	139.40	11.03	5.6%
Technical Support - Stage Manager (hourly rate)	Existing	To recover increased costs.	43.00	44.00	45.10	2.10	4.9%
Technical Support - Technician (hourly rate)	Existing	To recover increased costs.	22.00	23.00	23.58	1.58	4.4%
Digital Program Screens - Content Scheduling and Set-up (6 hour minimum)	Existing	To recover increased costs.	253.38	264.00	270.60	17.22	6.8%
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Amphitheatre - Set-up and Tear-down	Existing	To recover increased costs.	127.72	136.00	139.40	11.68	9.1%
Amphitheatre -Technical Support (1 Tech+ 1 Stage Manager, hourly)	Existing	To recover increased costs.	63.86	67.00	68.68	4.82	4.9%
Amphitheatre - Video Feed to Digital Screens (includes camera rental)	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Camera Rental (per event)	Existing	To recover increased costs.	0.00	250.00	256.25	256.25	
Camera operator (hourly rate)	Existing	To recover increased costs.	0.00	23.00	23.58	23.58	
On-site Event Coordinator (hourly rate)	Existing	To recover increased costs.	0.00	44.00	45.10	45.10	
On site Cleaning (hourly rate per cleaner)	Existing	To recover increased costs.	0.00	35.00	35.88	35.88	
Power Washing (mandatory for events with food and beverage) - hourly rate	Existing	To recover increased costs.	0.00	57.00	58.43	58.43	

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**2012 MISSISSAUGA CELEBRATION SQUARE  
PROPOSED FEE RATES**

Appendix 1

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Fee Name	Existing or New Fee	Description of Change and Justification	2011 Fee	2012 Fee	2013 Fee (Proposed)	Fee Increase 2011 - 2013	
						\$	%
Administration Fee	Existing	To recover increased costs.	67.71	69.40	71.14	3.43	5.1%
Upper Square (amphitheatre)	Existing	To recover increased costs.	71.53	73.32	75.15	3.62	5.1%
Lower Square	Existing	To recover increased costs.	71.53	73.32	75.15	3.62	5.1%
<b>Celebration Square - Extra Fees</b>							
Vendor Surcharge (events with 16 to 30 vendors) - per event	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Vendor Surcharge (events with 31 to 60 vendors) - per event	Existing	To recover increased costs.	0.00	1,000.00	1,025.00	1025.00	
Maintenance Labour (mandatory) - 1 Electrician+1 Journey person - hourly	Existing	No change	120.00	120.00	120.00	0.00	0.0%
Maintenance Labour (mandatory) - Custodian - hourly	Existing	No change	50.00	35.00	35.00	-15.00	-30.0%
Main Stage - set-up and tear down	Existing	To recover increased costs.	792.49	816.00	836.40	43.91	5.5%
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Technical Support - Stage Manager (hourly rate)	Existing	To recover increased costs.	43.00	44.00	45.10	2.10	4.9%
Technical Support - Technician (hourly rate)	Existing	To recover increased costs.	22.00	23.00	23.58	1.58	4.4%
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Amphitheatre -Technical Support (1 Tech+ 1 Stage Manager, hourly)	Existing	To recover increased costs.	63.86	67.00	68.68	4.82	4.9%
Amphitheatre - Video Feed to Digital Screens (includes camera rental)	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Camera Rental (per event)	Existing	To recover increased costs.	0.00	250.00	256.25	256.25	
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**2012 MISSISSAUGA CELEBRATION SQUARE  
PROPOSED FEE RATES**

Appendix 1

Fee Name	Existing or New Fee	Description of Change and Justification	2011 Fee	2012 Fee	2013 Fee (Proposed)	Fee Increase 2011 - 2013	
						\$	%
Administration Fee	Existing	To recover increased costs.	67.71	69.40	71.14	3.43	5.1%
Upper Square (amphitheatre) and Lower Square	Existing	To recover increased costs.	2,000.00	2,050.00	2,101.25	101.25	5.1%
<b>Celebration Square - Extra Fees</b>							
Vendor Surcharge (events with 16 to 30 vendors) - per event	Existing	To recover increased costs.	0.00	500.00	512.50	512.50	
Vendor Surcharge (events with 31 to 60 vendors) - per event	Existing	To recover increased costs.	0.00	1,000.00	1,025.00	1025.00	
Maintenance Labour (mandatory) - 1 Electrician+1 Journey person - hourly	Existing	No change	120.00	120.00	120.00	0.00	0.0%
Maintenance Labour (mandatory) - Custodian - hourly	Existing	No change	50.00	35.00	35.00	-15.00	-30.0%
Main Stage - set-up and tear down	Existing	To recover increased costs.	792.49	816.00	836.40	43.91	5.5%
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Power Washing (mandatory for events with food and beverage) - hourly rate	Existing	To recover increased costs.	0.00	57.00	58.43	58.43	

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MCS Proposed Fee Increase Impact for 2013 - Sample Events

Event Name	2011 Fees (Pre-tax)	2012 Fees (Pre-tax)	2013 Fees Estimate (Pre-tax)	Difference (\$)	% of change 2011 - 2013	Notes
Mosaic	\$ 24,633.63	\$ 31,336.25	\$ 32,119.66	\$ 7,486.03	30.39%	Fees include commercial vendor surcharge, MCS coordinator & mandatory cleaning charges  increased to 4 days from 3; reduced technical requirements in amphitheatre;
Ribfest	\$ 32,094.60	\$ 30,328.70	\$ 31,086.92	-\$ 1,007.68	-3.14%	eliminated use of amphitheatre tech; reduced picnic tables; garbage bags were donated;
Muslim Fest	\$ 21,876.45	\$ 25,756.10	\$ 26,400.00	\$ 4,523.55	20.68%	Increased use of inside facilities; decreased use of tech and amphitheatre; reduced picnic tables;
Kalayaan	\$ 12,942.62	\$ 13,962.74	\$ 14,311.81	\$ 1,369.19	10.58%	event remained basically the same;
Viet SummerFest	\$ 5,107.93	\$ 5,463.04	\$ 5,599.62	\$ 491.69	9.63%	hours were adjusted and vendors were reduced to mitigate cost increases
Community Crime Awareness Day	\$ 3,084.49	\$ 4,085.04	\$ 4,187.17	\$ 1,102.68	35.75%	event remained basically the same;

Average Increase

17.31%