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# HALDIMAND COUNTY

## Report PED-COM-06-2018 Dunnville Mudcat Festival New Event Activities For Consideration by Council in Committee on March 27, 2018

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### OBJECTIVE:

To authorize the Dunnville Chamber of Commerce to host two new event activities during the 2018 Dunnville Mudcat Festival.

### RECOMMENDATIONS:

1. THAT Report PED-COM-06-2018 Dunnville Mudcat Festival New Event Activities be received;
2. AND THAT the Taste of Dunnville & Mudcat Blues Crawl to be held on Thursday, June 7, 2018 as an event activity included in the annual Dunnville Mudcat Festival be approved and deemed municipally significant as per the Alcohol and Gaming Commission Ontario and in accordance with the Festival and Event Policy 2015-02;
3. AND THAT the Central Park Wine and Beer Tasting event to be held on Friday, June 8, 2018 as an event activity included in the annual Dunnville Mudcat Festival be approved and deemed municipally significant as per the Alcohol and Gaming Commission Ontario and in accordance with the Festival and Event Policy 2015-02;
4. AND THAT the Clerk be authorized to prepare a letter of non-objection for a Temporary Extension of Premises for Debb's Cuisine and Flyers Bakery & Café Liquor License on June 7, 2018 noting approval for the extension to occur on municipal property, for the Mudcat Blues Crawl.

**Prepared by:** Lynda Kissner, Supervisor, Community Programs and Events

**Reviewed by:** Sheila Wilson, CPRP, Manager, Community Development and Partnerships

**Respectfully submitted:** Craig Manley, MCIP, RPP, General Manager of Planning and Economic Development

**Approved:** Karen General, CPA, CGA, Deputy Chief Administrative Officer

### EXECUTIVE SUMMARY:

The Dunnville Chamber of Commerce (DCC) has been hosting the Dunnville Mudcat Festival for forty-four years. The events and attractions held during the multi-day festival have changed in an effort to help attract new and retain existing participants. For 2018, the DCC has proposed two new activities: the Taste of Dunnville & Mudcat Blues Crawl; and the Central Park Wine and Beer Tasting event to enhance and refresh its scheduled line up. As per Haldimand County's Festival and Event Approval Process Guidelines, these events represent a significant modification, and as such, require Council approval. If successful, the Dunnville Mudcat Festival Event Organizer intends to host these events annually.

This report is to seek approval for the two activities to occur and provide the necessary paperwork associated with hosting the two alcohol related activities.

## **BACKGROUND:**

The Dunnville Mudcat Festival is an annual event that has been held for forty-four years. The festival currently includes a parade, midway, strongman/strongwoman competition, street dance with alcohol, live music, Bavarian Garden, children's entertainment, an outstanding fireworks display and much more.

In the past, updated and new attractions and activities have been added to the festival menu in an effort to encourage local residents and tourists to participate in the festivities.

The Dunnville Mudcat Festival has been named one of the Top 100 Festivals by the Festivals & Events Ontario four times – most recently in 2016. The Mudcat Festival has an annual attendance of approximately 50,000 people.

## **ANALYSIS:**

For 2018, the Event Organizer has proposed two new activities, the Taste of Dunnville & Mudcat Blues Crawl and the Central Park Wine and Beer Tasting event to enhance and refresh its scheduled line up. If approved, the total of event activities with alcohol during the Mudcat Festival will increase to 4 over the 4 day event.

The proposed Taste of Dunnville & Mudcat Blues Crawl is planned for Thursday, June 7, 2018 with an anticipated attendance of 500. It is to be held on Queen Street (from Lock Street to Main Street East). If approved, this section of Queen Street will be closed from 3:00pm - 5:00pm for set-up, 5:00pm - 11:00pm for the event and from 11:00pm - 12:00am for clean up. During this event, local restaurants will have the opportunity to sell food and beverages along Queen Street while being entertained by Blue's musicians. There is a potential for 3 designated areas for alcohol service, 1 area would be licensed with a Special Occasions Permit hosted by the Event Organizer or Designate. Debb's Cuisine and Flyers Bakery & Café will be licensed through a temporary extension of their existing liquor licenses. As per the Alcohol and Gaming Commission of Ontario (AGCO), licensees holding a valid liquor sales license may submit an application to the AGCO to temporarily extend their existing licensed areas to an adjacent area to support a special event. To facilitate the proposal the applicant(s) need to obtain a letter from the Municipal Clerk stating that there is no objection to the proposed extended licensed areas. As per the AGCO, this event will need to be deemed municipally significant to allow each organization or business hosting a designated alcohol service site to apply for the required licenses.

In addition to the requirements included in the Festival and Event Policy 2015-02 that apply to all events and the planned activities such as a Traffic Control Plan, Haldimand-Norfolk Heath Unit Food Provider Forms, Notification of Road Closure, plan for waste disposal, etc. that need to be addressed by the Event Organizer, if this event is approved in principle by Council, there are several additional items that will need to be addressed by the Event Organizer in order to satisfy the requirements of the AGCO including:

- A Fire Safety Plan;
- An Emergency Services Access Plan; and
- An Alcohol Plan which includes information regarding how the alcohol service will be delineated, what measures will be in place to ensure alcohol is only sold to those of age, and the use of plastic cups to avoid breakage of glass bottles on the road and sidewalks.

Staff have met with the AGCO Inspector for Haldimand and have discussed the application for this event activity. The AGCO has no objection to the proposal as long as their regulations are followed. Staff will be facilitating a meeting with the Event Organizer and the AGCO to review the outstanding requirements in an effort to ensure the event activity is conducted as per the AGCO regulations.

A similar event was held in Cayuga on September 3, 2017. The event was held on Cayuga Street between Talbot Street West and King Street. The event was well attended and deemed to be successful by the Event Organizer. There were no concerns received after the event. The sound parameters in place for the Cayuga event for all music (live or recorded) was to end by 11:00pm. The time limit parameter would also be applicable for the Taste of Dunnville & Mudcat Blues Crawl. As well, staff will work with the event organizer with regard to the location of the music staging area in order to best mitigate the sound impact on any residential properties resulting from this event activity.

The proposed Central Park Wine and Beer Tasting event is planned for Friday, June 8, 2018 from 11:00am - 8:00pm. Participation in this event will fluctuate during the day. It is anticipated that 25 - 50 people who are over the age of 19 will, at any one time, be in a designated area for alcohol consumption. Traditionally, musical entertainment is staged in the band shell and this portion of the event is open to people of all ages. As a result of the addition of wine and beer tasting during the musical entertainment, the Event Organizer hopes to attract more visitors to this venue. As per the AGCO, this event must be designated as municipally significant in order for the Event Organizer to obtain a Special Occasions Permit and there are requirements to segregate the licensed area from the general public area.

The Event Organizer has indicated that the Dunnville Chamber of Commerce wishes to have the Dunnville Mudcat Festival covered under the County's Special Events Insurance, which they are pre-approved for, however, staff are investigating whether the insurance company will require any special provisions due to the significant changes related to the two proposed events involving alcohol, and that any such requirements will need to be met by the Organizer before insurance can be provided. The Event Organizer will be responsible for the collection of Vendor Certificates of Insurance as outlined in the Festival and Event Policy 2015-02.

The Special Event Application has been circulated to the required internal County Divisions (Building Controls and By-law Enforcement, Economic Development and Tourism, Emergency Services, Facilities and Parks Operations, Roads Operations, Planning and Development, Clerks and Support Services) and the external organizations (OPP and the Haldimand-Norfolk Health Unit) for review and approval. Staff will work with the event organizer to finalize the special event plans to ensure that all the key requirements and issues identified above for all of the events and attractions of the Dunnville Mudcat Festival are safe.

## **STAKEHOLDER IMPACTS:**

The Dunnville Chamber of Commerce is aware of these "new event applications" and supports the Dunnville Mudcat Event Organizer. The Dunnville Business Improvement Area has also been contacted about the event. Staff will work with the Event Organizer to ensure that the Queen Street businesses located between Lock Street and Main Street East are informed about the event.

As well, the Dunnville Mudcat Event Organizer will be responsible for informing all residents who live in the apartments above the businesses along this section of Queen Street about the Taste of Dunnville & Mudcat Blues Crawl.

On Friday, June 8, 2018, Haldimand County Fire Station #9 will be hosting their annual Street Dance from 7:00pm - 1:00am, which will also serve alcohol. The Central Park Wine and Beer Tasting event is scheduled to run from 11:00am - 8:00pm, with minimal overlap.

## **REPORT IMPACTS:**

Agreement: No

By-law: No

Budget Amendment: No

Policy: No

**ATTACHMENTS:**

1. Festival and Event Application – New Taste of Dunnville and Blues Crawl.
2. Festival and Event Application – Updated Central Park Event - Central Park Wine and Beer Tasting.