

Subject: Pelham Summerfest 2020

Recommendation:

THAT COMMITTEE receive Report #2020-0037 - Recreation and recommend to Council:

THAT the Clerk be authorized to make application for a Special Occasion Permit for Pelham Summerfest on Thursday, July 16, 2020, Friday, July 17, 2020, Saturday, July 18, 2020 and Sunday, July 19, 2020; and

THAT the Mayor and Clerk be authorized to enter into agreements with the five licensed establishments located within the Summerfest festival area that have requested they be included in the Festival Licensing pursuant to the Town's application for a Special Occasion Permit, those establishments being: Root and Bone, 1856 Social (Operating As HillFire SMK & BBQ), The Butcher and Banker Fonthill, Kame & Kettle Beer Works and Gelato Village; and

THAT the Town of Pelham offer no objection to the request from Root and Bone, 1856 Social, The Butcher and Banker Fonthill and Gelato Village for their respective applications for a Temporary Extension to their existing Liquor Sales Licence from the Alcohol and Gaming Commission of Ontario during Pelham Summerfest, subject to the following condition:

THAT the selling and serving of liquor to the approved outdoor area shall occur only between the hours of 4:00 pm and 11:00 pm on Friday, July 17, 2020, all patios must be cleared of patrons by 12 midnight; and between 11:00 am and midnight on Saturday, July 18, 2020 and the outdoor area shall be cleared of patrons by 1:00 am on Sunday, July 19, 2020.

THAT Council authorize a variance to the Town of Pelham By-law No. 3130(2010), being a by-law to regulate and control noise for the purpose of facilitating the Summerfest musical venues being

conducted as part of the event from 4:00 pm Friday, July 17, 2020 until 1:00 am on Sunday, July 19, 2019; and

THAT Council authorize the following road closures:

Pelham Town Square from the rear entrance to the Fonthill Plaza to 60 m west from 4:00 pm Thursday, July 16, 2020 to 10:00 pm of the same day;

Pelham Town Square entrance off Pelham Street from 7:00 am Friday, July 17, 2020 to noon, Monday, July 20, 2020;

Pelham Street from Regional Road #20 (Hwy 20) to the south property line of 1419 Pelham Street from 7:00 am Friday, July 17, 2020 to 12:00 pm on Sunday, July 19, 2020;

Pelham Street from the south property line of 1419 Pelham Street to College Street from 7:00 am Saturday, July 18, 2020 to 6:00 pm on the same day;

Pelham Town Square from 150 m west of Station Street to its termination at the Fonthill Plaza entrance from 7:00 am Sunday, July 19, 2020 to 5:00 pm of the same day.

Background:

Summerfest has been held annually on the third weekend in July since 2011. This 4 day celebration has become Pelham's signature event and has been recognized as one of the Top 100 Festivals or Events in Ontario since 2015. It has become a homecoming of sorts, seeing many former residents return, families reunite and guests and new residents introduced to our great community.

Summerfest 2020 marks the 10th year and will take place from Thursday, July 16 until Sunday, July 19, 2020, following the same award-winning line up as past years with some new and expanded elements for this year.

One of the main changes for 2020 is the relocation of the main stage on Pelham Street. In past years, the stage has been located partially on private property and partial on the boulevard in front of 1440 Pelham Street.

In an effort to ease the congestion that occurs in the area in front of the stage and bar and to improve the customer experience, the Committee plans to relocate the stage to the north end of the festival area on Pelham Street. The natural slope of this location will elevate the stage making it visible further south along the road and the sound will carry down the roadway, thus spreading out the crowd.

Authorizations and Designations:

Special Occasion Permit, Festival Licensing and Agreements with Licensed Establishments

On behalf of the festival, the Town will make application for a Special Occasion Permit with festival licensing from the Alcohol and Gaming Commission of Ontario (AGCO). In order to do so, the event must be designated as "Municipally Significant". This designation was approved in Report #2019-0121. Festival licensing permits patrons to move freely between areas with a single serving of alcohol. The festival area will be fenced with monitored access points.

In accordance with AGCO regulations, the Town of Pelham must enter into an agreement with those licensed establishments located within the festival area who wish to participate in the festival licensing to ensure that there is no unreasonable risk of non-compliance with the Act and Regulations. Root & Bone, 1856 Social (operating as Hillfire SMK & BBQ), The Butcher and Banker Fonthill and Gelato Village have indicated that they wish to participate and will request an outdoor patio with liquor licence extensions. Kame & Kettle Beer Works have also indicated their wish to participate in festival licensing. Their participation will be limited to their existing licensed area and will not include a patio on Pelham Street. The agreements include specifics regarding hours of operation, controlled entrances/exits, patio aesthetics, decorative fencing, etc. The goal is to establish and maintain a family friendly atmosphere. Certificates of Insurance naming the Town of Pelham as an additional insured must be supplied by all participating establishments.

Authorized Variance to By-law No. 3130 (2010)

The Summerfest Committee is requesting a variance to the Town of Pelham By-law No. 3130 (2010), being a by-law to regulate and control noise for the purpose of facilitating the Summerfest musical venues being conducted as part of the event from 4 pm until 11 pm on Friday, July 17 and from 10 am until midnight on Saturday, July 18, 2020.

Road Closures

The following road closures are requested:

Pelham Town Square from the rear entrance to the Fonthill Plaza to 60 m west from 4:00 pm Thursday, July 16, 2020 to 10:00 pm of the same day;

Pelham Town Square entrance off Pelham Street from 7:00 am Friday, July 17, 2020 to noon, Monday, July 20, 2020;

Pelham Street from Regional Road #20 (Hwy 20) to the south property line of 1419 Pelham Street from 7:00 am Friday, July 17, 2020 to 12:00 pm on Sunday, July 19, 2020;

Pelham Street from the south property line of 1419 Pelham Street to College Street from 7:00 am Saturday, July 18, 2020 to 6:00 pm on the same day;

Pelham Town Square from 150 m west of Station Street to its termination at the Fonthill Plaza entrance from 7:00 am Sunday, July 19, 2020 to 5:00 pm of the same day

Analysis:

Staff will continue to monitor public health information with respect to the coronavirus. At this time no health authority is advising cancellation of public events such as Summerfest. Although large indoor conferences, sporting and/or concert events are being cancelled or postponed, at the time of writing Staff members are not aware of any outdoor event restrictions or cancellations. Based on current information staff will continue working in the belief the event will occur.

Financial Considerations:

The 2020 Budget estimates \$125,000 in Revenue and expenditures of \$140,000. The Town's contribution would be \$15,000.

Alternatives Reviewed:

No other alternatives were reviewed.

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

Pelham Summerfest provides a great opportunity for residents, friends and neighbours to get together in a public setting to enjoy many different activities and events. It has become somewhat of a homecoming event with many adult children of current residents make a point of coming home for the Summerfest weekend to see family and catch up with friends. New residents are able to experience the community, find out about cultural assets and local businesses and meet other residents.

Summerfest focuses on sourcing vendors, entertainers, supplies and materials locally.

Consultation:

Summerfest Committee;

Senior Leadership Team;

Publics Works – Ryan Cook; Bob Goodfield;

Region of Niagara – Frank Tassone (Engineering); Dragan Mrkela (Transportation Planning)

Other Pertinent Reports/Attachments:

2020 Road Closures 4 days

Butcher and Banker – Festival Licensing Agreement 2020

Gelato Village – Festival Licensing Agreement 2020

1856 Social – Festival Licensing Agreement 2020

Kame and Kettle – Festival Licensing Agreement 2020

Root and Bone – Festival Licensing Agreement 2020

Draft Authorizing By-law

Prepared and Recommended by:

Sally Jaeger, Special Events and Festivals Programmer

Vickie vanRavenswaay, CRFP

Director of Recreation, Culture and Wellness

Prepared and Submitted by:

David Cribbs, BA, MA, JD, MPA

Chief Administrative Officer