



Recreation, Culture and Wellness Department

Wednesday, April 19, 2023

Subject: Pelham Summerfest 2023

Recommendation:

BE IT RESOLVED THAT Council receive Report #2023-0098 – Pelham Summerfest 2023, for information;

AND THAT the Clerk be authorized to make an application for a Special Occasion Permit for Pelham Summerfest on Thursday, July 13, 2023, Friday, July 14, 2023, Saturday, July 15, 2023 and Sunday July 16, 2023;

AND THAT staff be directed to bring the necessary festival licensing by-laws for Council's consideration at the next regular meeting of Council;

AND THAT Council authorize a variance to the Town of Pelham Bylaw No. 4454(2022), being a By-law to regulate and control noise in the Town of Pelham for the purpose of facilitating the Summerfest musical venues being conducted as part of the event from 4:00 pm Friday, July 14, 2023, until 1:00 am on Sunday, July 16, 2023;

AND THAT Council authorize the following road closures:

Pelham Town Square from the rear entrance to the Fontheil Plaza to 60 m west from 4:00 pm Thursday, July 13, 2023 to 10:00 pm of the same day;

Pelham Town Square entrance off Pelham Street from 7:00 am Friday, July 14, 2023 to noon, Monday, July 17, 2023;

Pelham Street from Regional Road #20 (Hwy 20) to the south property line of 1419 Pelham Street from 7:00 am Friday, July 14, 2023 to 12:00 pm on Sunday, July 16, 2023;

Pelham Street from the south property line of 1419 Pelham Street to College Street from 7:00 am Saturday, July 15, 2023, 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 16, 2023 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 2023 will mark the 11th year, taking place from Thursday, July 13 until Sunday, July 16, 2023, following the same award-winning line up as past years.

Authorizations & 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 last approved in Report #2022-0244 - Recreation. 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 that wish to participate in the festival licensing to ensure that there is no unreasonable risk of non-compliance with the Act and Regulations. 1856 Social (operating as Hillfire SMK & BBQ), The Butcher and Banker Fonthill, Kame & Kettle and Gelato Village have indicated that they wish to participate and will request an outdoor patio with liquor licence extensions. 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. 4454(2022)

The Summerfest working group is requesting a variance to the Town of Pelham By-law No. 4454(2022), 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 14 and from 10 am until midnight on Saturday, July 15, 2023.

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 13, 2023 to 10:00 pm of the same day;

Pelham Town Square entrance off Pelham Street from 7:00 am Friday, July 14, 2023 to noon, Monday, July 17, 2023;

Pelham Street from Regional Road #20 (Hwy 20) to the south property line of 1419 Pelham Street from 7:00 am Friday, July 14, 2023 to 12:00 pm on Sunday, July 16, 2023;

Pelham Street from the south property line of 1419 Pelham Street to College Street from 7:00 am Saturday, July 15, 2023 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 16, 2023 to 5:00 pm of the same day.

Financial Considerations:

The 2023 Budget estimates \$182,000 in revenue and expenditures of \$176,000. Of that revenue, \$50,000 in donations to the event is anticipated. The Town's contribution would be \$15,000.

Alternatives Reviewed:

No other alternatives were reviewed

Strategic Plan Relationship: Community Development and Growth

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:

Pelham Summerfest Working Group
AGCO

Other Pertinent Reports/Attachments:

2023 Road Closures

Prepared and Recommended by:

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Prepared and Submitted by:

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Chief Administrative Officer