

ADOPTED by Council at its meeting held August 29, 2011 [M204-2011 SDHC28/11]
/KS

Windsor, Ontario August 29, 2011

**REPORT NO. 26 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held August 10, 2011

Present: Councillor Al Maghnieh, Chair
Councillor Alan Halberstadt
Councillor Ed Sleiman

Regrets: Councillor Percy Hatfield
Councillor Ron Jones

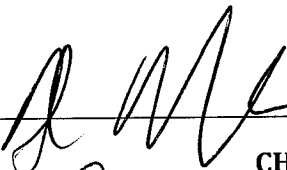
That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Halberstadt, seconded by Councillor Sleiman,
That the rental fees for the use of the Riverfront Festival Plaza and the Riverfront Civic Terrace for the 2011 season **BE AMENDED** to reflect the 2010 rates as a result of the site being partially under construction for the completion of the infrastructure projects.

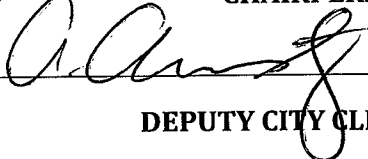
Carried.

Report No. 15398 SS2011 4

Clerk's Note: The report of the Community Development and Health Commissioner entitled "2011 Interim Fees for Riverfront Festival Plaza" is **attached** for information.



CHAIRPERSON



DEPUTY CITY CLERK

1. The first part of the document discusses the importance of maintaining accurate records.

2. It then goes on to describe the various methods used to collect and analyze data.

3. The next section details the results of the experiments and the conclusions drawn from them.

4. Finally, the document concludes with a summary of the findings and suggestions for future research.

5. The following table provides a detailed breakdown of the data collected during the study.

6. The data shows a clear trend of increasing values over time, which is consistent with the theoretical model.

7. This trend is supported by the experimental results, which show a strong correlation between the variables.

8. The results of the study are significant and provide valuable insights into the underlying mechanisms.

9. The findings suggest that the proposed model is a good representation of the system being studied.

10. The study also highlights the need for further research to explore the effects of different parameters.

11. The data indicates that the system is highly sensitive to changes in the input variables.

12. The results of the study are consistent with the theoretical predictions and provide a solid foundation for future work.

13. The study also demonstrates the effectiveness of the proposed method for data analysis.

14. The findings of the study are of great interest and have important implications for the field.

15. The study concludes that the proposed model is a good fit for the data and provides a clear understanding of the system.

16. The results of the study are presented in the following table, which shows the values of the variables over time.

17. The data shows a clear trend of increasing values over time, which is consistent with the theoretical model.

18. This trend is supported by the experimental results, which show a strong correlation between the variables.

19. The results of the study are significant and provide valuable insights into the underlying mechanisms.

20. The findings suggest that the proposed model is a good representation of the system being studied.

THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report

**MISSION STATEMENT:**

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"

LiveLink REPORT #: 15398 SS2011	Report Date: July 11, 2011
Author's Name: Jan Wilson	Date to Standing Committee: August 13, 2011
Author's Phone: 519 253-2300 ext. 6721	Classification #:
Author's E-mail: jwilson@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: 2011 Interim Fees for Riverfront Festival Plaza

P&R 11-090

1. RECOMMENDATION: City Wide: _____ Ward(s): _____

That the rental fees for the use of the Riverfront Festival Plaza and the Riverfront Civic Terrace for the 2011 season **BE AMENDED** to reflect the 2010 rates as a result of the site being partially under construction for the completion of the infrastructure projects.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

At its meeting of March 7, 2011, City Council approved the Schedule of Fees for Parks and Recreation programs and services. Included in the Schedule of Fees is the rate for the rental of the Riverfront Festival Plaza and the Riverfront Civic Terrace.

Two major infrastructure projects were approved in the vicinity of the event area – Retention Treatment Basin, and the Riverfront Festival Plaza Stage. As reported to Council on June 28, 2011, both projects have experienced delays due to the complexity of the projects (given the tight timelines) as well as the adverse weather conditions impacting ground and building conditions. It should be noted that these projects have received extensions for completion up to October 31, 2011, and work continues to be done in this area the time of this report.

3. DISCUSSION:

When the 2011 Schedule of Fees was approved by City Council, it was unknown that the completion date for the two infrastructure projects on the riverfront would be delayed. It has

been difficult to predict the progress of the construction, and the effect on the festivals occurring at the Riverfront Festival Plaza and the Riverfront Civic Terrace. The festival organizers have had to adjust their site plans to accommodate the construction activity and ensure emergency access to the site. This has presented challenges to the event organizers as well as some additional costs.

When Administration presented the recommended fees for this site, the fees were increased approximately 20% over the 2010 rates in recognition of the greatly enhanced facility including the permanent stage structure, washroom facilities, dressing rooms, storage equipment, loading areas, parking for large trucks and buses, office space, sound and light trussing, green room and climate control systems. As these amenities have not been fully available to the festival organizers, Administration is recommending that the fees be reduced to the 2010 rates as an interim measure for this season only.

4. FINANCIAL MATTERS:

The chart below outlines the 2010 and 2011 rates for the Riverfront Festival Plaza and the Riverfront Civic Terrace.

Riverfront Festival Plaza 2011:

Canada South Festival Network Members rate: \$881.40/day to a 5-day maximum of \$4407.

Not for Profit rate: \$986.30/day to a 5-day maximum of \$4881.60

For Profit rate: \$1898.40/day to a 5-day maximum of \$9492.00

Riverfront Festival Plaza 2010:

Canada South Festival Network Members rate: \$669.50/day to a 5-day maximum of \$3250.

Not for Profit rate: \$775/day to a 5-day maximum of \$3600

For Profit rate: \$1506.75/day to a 5-day maximum of \$7000

Riverfront Civic Terrace:

Parking Rate: \$129.25/day (2010 & 2011)

Special Event Rate: \$356/day to a 5-day maximum of \$1780 (2011)

\$339/day to a 5-day maximum of \$1450 (2010)

There are 27 event days booked for the 2011 festival season at the Riverfront Festival Plaza and the Riverfront Civic Terrace. It should be noted that there are 5-day maximums for the fees at both sites. The World's Finest Shows and the Summer Fest events booked the site for 17 event days; however, the 5-day maximum rates were applied.

The following is a comparison of the total fees for event days in 2011, with an identical number of event days at 2010 rates:

Total 2011: \$27,287.55

Total 2010: \$21,646.80

Therefore, by applying the proposed interim rental fees it would reflect a loss of revenue in the amount of \$5,640.75. As a result, the Recreation and Culture Department will experience a budget variance shortfall in 2011.


5. CONSULTATIONS:

Event organizers have expressed concerns regarding the fees that have been applied to this year's bookings at the Riverfront Festival Plaza and Riverfront Civic Terrace having experienced challenges with the partially completed site.

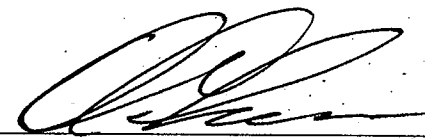
Finance Department staff have been consulted on the impact of an adjusted rate for the 2011 season.

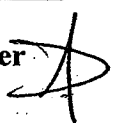
6. CONCLUSION:

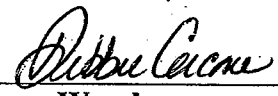
The infrastructure projects on the riverfront are a tremendous asset that is generating great interest in the enhancement of existing festivals and the generation of new events. An interim adjustment of fees is considered a fair accommodation while the construction projects are being completed.



Jan Wilson
Executive Director, Recreation and
Culture



Onorio Colucci
Chief Financial Officer and City Treasurer
and Corporate Leader Finance and
Technology 



Ronna Warsh
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture

:kb

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:

Name:

Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX