

Windsor, Ontario, May 6, 2013

REPORT NO. 149 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held April 10, 2013

Present: Councillor Ed Sleiman, Chair
Councillor Jo-Anne Gignac
Councillor Percy Hatfield
Councillor Alan Halberstadt
Councillor Fulvio Valentinis

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

Moved by Councillor Halberstadt, seconded by Councillor Gignac,
THAT the application from Protenders Inc. to host the Windsor Fork and Cork Festival 2013 at the Riverfront Festival Plaza and Riverfront Civic Terrace on July 5-7, 2013 **BE APPROVED**; and further,

THAT the Windsor Fork and Cork Festival 2013 **BE DESIGNATED** as "Significant Municipal Event Status" for the purpose of applying for their Special Occasion Permit.

Carried.

Clerk's Note: The administrative report authored by the Coordinator, Community Special Events dated March 19, 2013 entitled "*Windsor Fork and Cork Festival 2013 Riverfront Festival Plaza and Riverfront Civic Terrace*" is **attached** as background information.

LIVELINK 16471, SR/11475


CHAIRPERSON


COUNCIL SECRETARIAT

NOTIFICATION:		
Name	Phone/Fax	e-mail address
Chris Mickle		chris@protenders.net
Mike Holdsworth		mnh61@cogeco.ca
Debi Croucher		debi@indabamarketing.com

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 #: 16471 SR/11475	Report Date: March 19, 2013
Author's Name: Mike Taylor	Date to Standing Committee: April 10, 2013
Author's Phone: 519 253-3000 ext. 2716	Classification #:
Author's E-mail: mtaylor@city.Windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

**Subject: Windsor Fork and Cork Festival 2013
Riverfront Festival Plaza and Riverfront Civic Terrace**

P & R 13-58

1. RECOMMENDATION: City Wide: _____ Ward(s): 3

THAT the application from Protenders Inc. to host the Windsor Fork and Cork Festival 2013 at the Riverfront Festival Plaza and Riverfront Civic Terrace on July 5-7, 2013 **BE APPROVED**; and further,

THAT the Windsor Fork and Cork Festival 2013 **BE DESIGNATED** as 'Significant Municipal Event Status' for the purpose of applying for their Special Occasion Permit.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

In 2012, City Council approved the application from Protenders Inc. to host the first annual Windsor Fork and Cork Festival July 6-8, 2012 at the Riverfront Festival Plaza and Riverfront Civic Terrace. The event was also designated as a Significant Municipal Event, as per the requirement and standard practices outlined by the Alcohol and Gaming Commission of Ontario (AGCO) for the purposes of granting a Special Occasions Permit for the event. The event welcomed over 10,000 guests who enjoyed culinary delights and musical presentations on the stage during the weekend of festivities.

3. DISCUSSION:

The approval of the event to occur in 2012 was limited to the booking of the Riverfront Festival Plaza for one year only. In 2012, Administration submitted a Request for Proposals to interested parties to book the Riverfront Festival Plaza after it was learned that the long standing festival, Festival Epicure, would not be returning in 2012. Only one applicant applied to the Request for Proposals (Protenders Inc. and their Windsor Fork and Cork Fest). The proposal was evaluated by a Committee made up of the Executive Director of Recreation and Culture, the Acting Manager, Leisure Outreach Services (Recreation and Culture Department), and the Chief Executive Officer of Tourism Windsor Essex Pelee Island.

At the conclusion of the 2012 event, Administration was tasked to evaluate the Windsor Fork and Cork Fest 2012 and make recommendations if the event organizers were to re-apply to operate again in 2013. Administration's evaluation of the 2012 event confirmed no outstanding issues with this organization and they were fully compliant with their agreement for the 2012 event.

In February 2013, Protenders Inc. indicated their desire to again host the event, July 5-7, 2013. Administration is recommending approval to proceed with this request.

The Protenders Inc. Event is described as a culinary event featuring foods and beverages from local and regional suppliers, vendors and restaurant establishments. Musical acts entertain guests throughout the weekend. Similar to last year, the event again will target a local and regional marketing mix, along with a tourism component within their advertising campaign. The event will operate Friday evening from 5 p.m. to 12 midnight, Saturday from 11 a.m. to 12 midnight and Sunday from 11 a.m. to 9 p.m. These time frames fall within the existing guidelines for noise by-law exemptions for this site.

At the time of this report, a communiqué was sent to members of SERT (Special Event Resource Team) asking for any objections to the proposal being brought forward to Council. No objections were expressed.

The event organizers will be expected to enter into an agreement with the Corporation, to the extent similar to the other festivals and events that currently are presented at the Riverfront Festival Plaza, including indemnifying the City of Windsor of any future legal, environmental, or financial liability associated with the event. The agreement incorporates existing policies. In addition, a proposed new policy for the booking and operation of the Riverfront Festival Plaza is being presented to the Social Development, Health and Culture Standing Committee in a separate report on April 10, 2013. Should there be any changes to existing policies, these will be reflected in the agreement with the event organizer.

4. RISK ANALYSIS:

The event organizers have incorporated the service of alcoholic beverages as part of these events. As part of their agreement with the City, the event organizers are required to develop a security plan and consult with Windsor Police Services, Windsor Fire and Rescue and AGCO representatives to maximize safety for those attending the event. The event organizers are also required to follow the Municipal Alcohol Policy.

Significant Event Status allows the organizer to directly control the service of alcoholic beverages, with the revenues and expenditures related to the service attributable to the organizer. Should Significant Event Status not be approved for these large scale events, the organizers have indicated that it will likely negatively impact their events financially

5. FINANCIAL MATTERS:

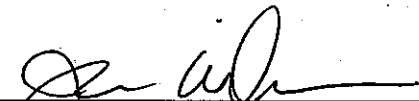
The client will be required to pay appropriate fees as per the approved 2013 Schedule of Fees.

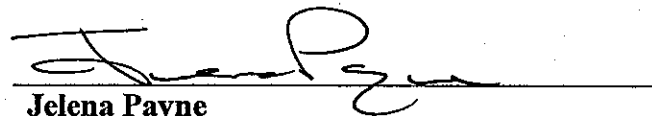
6. CONSULTATIONS:

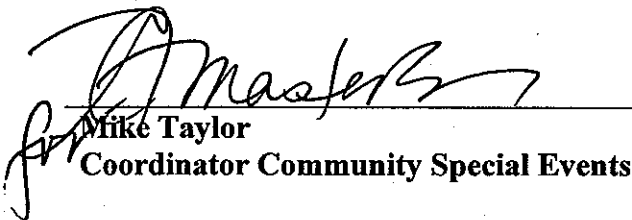
Financial Planning Administrator, Recreation and Culture Department, SERT (Special Events Resource Team). E-mail notification sent to City Solicitor; Executive Director of Parks and Facilities; Chief Building Official; License Commissioner; Risk Management Supervisor and Ward Councillor.

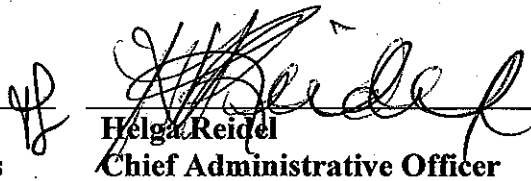
7. CONCLUSION:

The City of Windsor recognizes the importance of special events and festivals in enhancing the quality of life, tourism, culture, recreation, and education, all of which would not be possible without the invaluable services of volunteers, community groups, and sponsors that add their support and skills to enhancing the community events.


Jan Wilson
Executive Director
Recreation and Culture


Jelena Payne
Community Development and Health
Commissioner and Corporate Leader Social
Development, Health, Recreation and
Culture


Mike Taylor
Coordinator Community Special Events


Helga Reidel
Chief Administrative Officer

MT

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:
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NOTIFICATION :

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