

Staff Report

Report To: Community Services Committee
Report From: Jen Wright, Events and Activation Coordinator
Meeting Date: April 19, 2023
Report Code: CS-23-038
Subject: 2023 Summer Events Report

Recommendations:

THAT in consideration of Staff Report CS-23-038 respecting 2023 Summer Events, the Community Services Committee recommends that City Council receive the report for information purposes.

Highlights:

- Each year, the City plans and delivers a series of no-cost events that is important to creating an inclusive community that celebrates its cultural heritage.
- These events are supported by the City's Operating budget, with sponsorship and grant funding enriching the events.
- Music at the Market concert series will run Thursday at 5 p.m. and Friday at noon in July and August at the Owen Sound Farmers market.
- TD Harbour Nights concert series will run Sundays, June 18, 25, July 2, 9, 16, 23, 30 and August 13 and 20. The August shows will include a 4 p.m. and 7 p.m. show.
- Outdoor Movie Nights will take place on Fridays, July 7, 21 and August 11 and 18.
- The Waterfront Festival will take place Friday, June 30 and Saturday, July 1, in Celebration of Canada Day.

Strategic Plan Alignment:

This report supports the delivery of Core Service

Climate and Environmental Implications:

There are no anticipated climate or environmental impacts.

Previous Report/Authority:

[CS-22-130](#)

The wrap up report from 2022 made certain recommendations with respect to future event planning that are reflected in the 2023 events noted below.

"THAT in consideration of Staff Report CS-22-130 respecting 2022 Summer Events, the Community Services Committee recommends that City Council:

1. Direct staff to undertake the necessary planning to implement the changes to the Summer Events (Cultural Awards, Music at the Market, Waterfront Festival, TD Harbour Nights, Movie Nights) for 2023 as recommended within the report; and

2. Approve that any 2023 surplus from the Events Division be set aside for future deck/stage improvements at the Visitor Centre/Community Waterfront Heritage Centre."

In February 2023, the city was recognized at Festival and Events Ontario with two awards for The Sound Waterfront Festival, Impact and Top 100 Events in Ontario.

Background:

Under the City Building pillar of the Strategic Plan, the objective is to plan communities to create great places and spaces for community living.

One of the goals of the Official Plan is to be a *community that celebrates its cultural heritage, and cultural diversity and offers an exceptionally supportive and healthy environment, providing leadership as the social, cultural, and recreational focus for City residents and visitors.*

The Official Plan supports both public and private events and activations in the harbour/waterfront and River District areas. The plan recognizes that

culture and arts activities play an important role in quality of life of residents and in attracting visitors to the community.

Since 2010, the city has approached events both directly and indirectly; directly by planning and implementing a core series of no or low-cost events as well as supporting and facilitating events delivered by other organizations such as Summerfolk or the Salmon Spectacular. The City's support for these events crosses several departments. Additionally, the city supports one-time events such as Scotiabank Hockey Day in Canada.

Based on the Citizen Satisfaction Survey, a significant barrier identified by people to attending events was financial. As part of being a community that is inclusive, diverse and accessible, offering events that are no charge and that are planned intentionally to be inclusive and reflecting diversity is important.

These events are supported by the City's 2023 operating budget and also rely on sponsorships and donations as part of the overall financial plan.

The purpose of this report is to provide an outline of the City's summer events.

Analysis:

Music at the Market

Music at the Market takes place at the Owen Sound Farmers' Market on Thursdays and Fridays in July and August.

Music at the Market started in 2019. During Covid these had been well received and attendance was strong. During 2022, attendance numbers declined, and staff are planning a change of approach for 2023 with a goal to increase attendance and to create opportunities for businesses to benefit from people being in the River District.

16 individual concerts are planned for July and August on Thursday and Friday at the Owen Sound Farmers' Market square.

New this year is the introduction of a Thursday evening concert at 5:00 p.m. will include vendors, artisans, and the option to serve alcohol via a 3rd party catering license using the Market building.

Fridays, the time will remain at the traditional noon time.

Staff will once again work with local restaurants and partner with the River District on the promotion of dinner/lunch specials to be advertised on the Music at the Market website for takeout as well as an invitation via The River District newsletter and emails to attend the concerts.

The City issued a Call for Performers and Vendor Applications in February, and the dates have been scheduled and confirmed with musicians.

Budget & Sponsorship

Re/Max Grey Bruce Realty has committed \$5,000 as the major event sponsor for the 2023 series. Additional individual sponsors will be contacted for their support of each of the 16 events. Individual sponsorships are \$500.

TD Harbour Nights

TD Harbour Nights concerts occur Sunday evenings at the Owen Sound Visitors Centre starting June 18 at 7 pm. There will be 12 performances.

The City issued a Call for Performers and Vendor Applications in February, and the dates have been scheduled and confirmed with musicians.

In 2021, staff partnered with Rogers TV to curate, produce and live-stream TD Harbour Nights, which transpired to 2022 and will continue for 2023 as part of Rogers regular programming, which will allow those not wishing to attend in person a safe alternative. Rogers TV provides this as part of an in-kind sponsorship.

The Owen Sound Legion and Georgian Bay School of the Arts have been secured as backup locations in case of inclement weather.

Budget & Sponsorship

The operating budget allocation is \$10,500.

TD has committed \$5,000 as the title sponsor. Staff will be contacting local businesses to sponsor each individual concert night with the goal of having each of the 10 concerts individually sponsored for \$600 for a total of \$7,200. Donations are also collected from the audience to offset event costs.

The Waterfront Festival

The Sound Waterfront Festival will run for 2 days this summer and will include Youth Day on Friday, June 30 taking place at the Owen Sound Visitor Centre which will include indigenous ceremonies at the Reconciliation

Garden. The Canada Day Celebrations on Saturday, July 1 will take place at Kelso Beach at Nawash Park.

The event will include a celebration of Canada Day and celebrate diversity and inclusion featuring entertainment, food vendors, cultural and community booths, artisans, and children's activities.

Budget & Sponsorship

The operating budget allocation is \$26,500.

Staff will be seeking sponsorship from the community and staff have made an application for a Celebrate Canada grant.

Staff will be applying for the Experience Ontario 2023 grant that has just recently opened with the Ontario Government for festivals and events taking place between April 1, 2023, and March 31, 2024.

(Note: Subject to the grant outcome the event may look different this year and run 2 days instead of 4).

Outdoor Movie Nights

Outdoor Movie Nights will take place at the Owen Sound Farmers' Market in the River District 4.

The proposed dates for Outdoor Movie Nights are Friday, July 7, 21 and August 11 & 18. Keeping the event to the Farmers' Market allows for a more central location for accessibility, washrooms on site, and shelter for equipment if the weather is poor. The location also brings activation to the River District as was envisioned. Each night will host a theme as was done in 2022, partnering with local River District businesses to supply items or activities for each of the themed nights.

Budget & Sponsorship

The operating budget allocation is \$8,700.

Staff will seek sponsorship from 12 sponsors at \$150 each as well as \$1000 in-kind sponsorship.

Events Calendar

The summer events calendar will be located on the new Owen Sound Tourism website and will feature all city run events as well as River District events throughout the year.

Financial Implications:

Events will continue according to the budgets outlined in the 2023 operating budget.

Communication Strategy:

Communications for all events will be through social media, website, media advisories and events calendar.

Consultation:

Pam Coulter, Director of Community Services
Aidan Ware, Tom Thomson Art Gallery

Attachments:

None

Prepared by:

Jen Wright, Events and Activation Coordinator

Recommended by:

Aidan Ware, Director and Chief Curator, Tom Thomson Art Gallery
Pamela Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Jen Wright, Events and Activation Coordinator at jwright@owensound.ca or 519-376-4440 ext.1237.