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TO:	CHAIR AND MEMBERS COMMUNITY PROTECTIVE SERVICES COMMITTEE MEETING ON MARCH 24, 2014
	WILLIAM C. COXHEAD MANAGING DIRECTOR OF PARKS & RECREATION
SUBJECT:	Extension of Hours for Amplified sound at the Memorial Cup

RECOMMENDATION

That, on the recommendation of the Managing Director of Parks and Recreation the following actions **BE TAKEN** with respect to duration of amplified sound for the Memorial Cup.

- a) the attached proposed by-law (Appendix 'A'), A by-law to extend the hours for amplified sound for the 2014 Memorial Cup in section 13.0 of the City of London Special Events Policies and Procedures Manual on May 16/17 and May 24/25, 2014, **BE FORWARDED** to a public participation meeting to be held before the Community and Protective Services Committee on April 7, 2014

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Corporate Services Committee:

- July 23, 2013 -Tourism London Request for Financial Support for the 2014 Memorial Cup.

BACKGROUND

On May 14, 2013, the Ontario Hockey League announced on behalf of the 2014 MasterCard Memorial Cup Site Selection Committee, that the City of London and the London Knights Hockey Club will host the 2014 MasterCard Memorial Cup. With teams, family members, scouts, and spectators coming to London from across the country, the Memorial Cup will generate a considerable economic impact for the City of London. Tourism London estimates between \$8 to \$10 million in direct economic impact.

Planned event and exterior space utilization

From May 15 – 25, 2014 the area surrounding Budweiser Gardens will be transformed into an area that will allow Londoners and visitors the opportunity to celebrate the Memorial Cup in a safe, affordable, and entertaining “gathering place”.

A summary of the event locations are as follows:

Budweiser Parking Lot will include the:

Entertainment tent:

- daily admission will be \$5.00 except for May 16 & 24 which will be \$10.00 as there are two top Canadian bands **scheduled to play until 12:30 am**
- live bands from 5:30pm – 6:30pm
- the game will be televised on 8 TV screens

Sponsor Chalets:

- 23 tents which will host 16 people each for networking opportunities

Market Square will become a fanfest area with events that include interactive games, a family area and hockey displays. This area will be **no charge, and open to the public** daily from 11am - 7:30pm.



Talbot Street will house the *OHL Ave* - memorabilia tent, displays and the official Merchandise Store (clothing - sweatshirts, t-shirt, golf shirts etc. and souvenirs). This area is also **no charge and open to the public**.

Dundas Street between Ridout and Talbot is the designated location for the VIP / Sponsorship Tent before the game and up to second intermission.

The world famous Budweiser Horses will be located on Dundas Street between Talbot and Richmond from May 15-17 for the public to view.

This will provide residents of all ages who couldn't obtain tickets the opportunity to celebrate this high profile event. Admission to the tent will be \$5.00 except for May 16 and May 24, 2014 when the entertainment will highlight two top Canadian acts and admission will be \$10. There are no plans to broadcast the game outside of the entertainment tent.

Daily Schedule Entertainment Tent: Excluding May 16 & 24, 2014

Open	5:00pm
Band / Entertainment	5:30 – 6:30pm
Game Broadcast on 8 television screens	6:30pm – end of game
Band / Entertainment	30 minutes after game till 11:00

Schedule Entertainment Tent May 16 & 24, 2014

Open	5:00pm
Band / Entertainment	5:30 – 6:30pm
Game Broadcast on 8 television screens	6:30pm – end of game
Band / Entertainment	30 minutes after game till 12:30

Request to extend hours for amplified sound

Section 13.0 of the Special Events Policies and Procedures Manual states (in part);

- 13.0 The amplification of sound for Special Events will be limited to the hours of 9a.m. to 11:00 p.m. allowing for a fifteen minute grace period to end at 11:15 p.m.

An extension to the hours for amplified sound is being requested from 11p.m. Friday May 16, 2014 to 12:30 a.m. Saturday May 17, 2014, and from 11p.m. Saturday May 24, 2014 to 12:30 a.m. Sunday May 25, 2014. (no additional grace period will be permitted)

CONCLUSION

The Memorial Cup will provide the City of London with an opportunity to showcase London and our first class facilities to visiting teams, family members, scouts and spectators from across the country.

Administration recommends a noise extension to the Special Event Policy and Procedure Manual Noise Policy for the Memorial Cup in the Budweiser Gardens Parking Lot and the forwarding to a public participation meeting regarding this extension.

RECOMMENDED BY:	CONCURRED BY:
SCOTT STAFFORD DIVISION MANAGER PARKS AND COMMUNITY SPORTS	WILLIAM C. COXHEAD MANAGING DIRECTOR OF PARKS & RECREATION

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APPENDIX "A"

Bill No.
2014

By-law No. A.-

A by-law to extend the hours for amplified sound for the 2014 Memorial Cup in section 13.0 of the City of London Special Events Policies and Procedures Manual on May 16/17 and May 24/25, 2014

WHEREAS subsection 5(3) of the *Municipal Act, 2001*, provides that a municipal power shall be exercised by by-law;

NOW THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. The City of London Special Events Policies and Procedures Manual is amended with respect to the 2014 Memorial Cup to allow the amplification of sound from 9a.m. Friday May 16, 2014 to 12:30 a.m. Saturday May 17, 2014, and from 9a.m. Saturday May 24, 2014 to 12:30 a.m. Sunday May 25, 2014. .
2. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council

Joe Fontana
Mayor

Catharine Saunders
City Clerk

First reading –
Second reading –
Third reading –