

	<b>CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING ON March 20, 2017</b>
<b>FROM:</b>	<b>WILLIAM C. COXHEAD MANAGING DIRECTOR OF PARKS &amp; RECREATION</b>
<b>SUBJECT:</b>	<b>2017 ROCK THE PARK ONE -TIME EXEMPTION REQUEST</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Managing Director of Parks and Recreation, the attached By-law (Appendix A) **BE INTRODUCED** at the Municipal Council meeting of April 4, 2017 **TO APPROVE** a one-time exemption and amend the 2017 Special Events Policies and Procedures Manual to add a 5<sup>th</sup> day to the Rock the Park 14 event in July, 2017.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Strategic Priorities and Policy Committee:

- March 1, 2017 – Council Policy Manual Review

<b>BACKGROUND</b>
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London’s Harris Park has played host to an annual Rock and Country music event for thirteen years. The event raises funds for Charities and /or non-profit organizations. The primary Charity for many years was Bethany’s Hope. This year’s recipients will be the Brandon Prust Foundation, Make a Wish – Southwestern Ontario, Big Brothers/Big Sisters of London Ontario, and Western Football.

1. Strengthening Our Community - London is a creative and engaged community that encourages Londoners and visitors to attend festivals and events where cultural diversity can be celebrated in a safe, respectful and engaging manner.

**POLICY REVIEW PROCESS & OUTCOMES**

According to the timeline and process for completion of the Council Policy Manual Review as resolved by Council March 2, 2017, the Parks and Recreation Section 17 is targeted to go before Strategic Priorities and Policy Committee June 12, 2017.

A one-time exemption to the Special Events Policy and Procedures Manual (17.13) is being considered in advance of this schedule to allow changes to occur for the 2017 Rock the Park event in Harris Park.

This report summarizes the change requested by the Rock the Park event holder.

**REQUESTED CHANGE TO SPECIAL EVENTS POLICIES AND PROCEDURES MANUAL**

**One-time exemption**

The Rock the Park 14 event holder has requested a one-time exemption to the Special Events Policy. The request has been to extend the number of consecutive days for the event from the current policy limitation of 4 days in a row to add one additional day. This would extend the event to 5 consecutive days in Harris Park in July, 2017.

**The following request from Jones Entertainment Group (JEG) has been received, March 10, 2017**

*“We are respectfully seeking your approval to add an additional concert date to the fourteenth edition of Rock the Park. Jones Entertainment Group (JEG) has an incredible opportunity to host one of the best music festivals ever held in London, however to make this possible we need to operate Rock the Park (RTP) from Wed. July 12<sup>th</sup> through Sun.*

*July 16<sup>th</sup>, 2017 (5 consecutive days). We have an opportunity to present a very unique community event with a Huge Canadian Artist on **Sunday afternoon (1pm to 5pm)** for 8,000 fans coming into downtown London. The economic impact for the local economy will increase in regards to additional tourism dollars through hotel reservations, dining, shopping, and more. To move forward with our planning we are seeking relief from Section 10.3 of the Special Events Policies & Procedures Manual restricting the use of Harris Park to only 4 consecutive days."*

**Previous Council Decision**

Council received a similar request from the event organizer in 2015.

On April 28, 2015 Council resolved, that a bylaw be introduced to amend the City of London's 2015 Special Events Policies and Procedures Manual to provide for the "Rock the Park 12- July 2015" event use of Harris Park for 5 consecutive days.

Civic Administration was also requested to evaluate the impact on the community as a result of permitting the request.

**Impacts of the 2015 additional day for the Rock the Park Event**

Staff conducted a survey with the assistance of IPSOS Reid following the 2015 Rock the Park event to determine the impact on the surrounding neighbourhood. Questions on traffic, litter, noise, enjoyment and overall benefit or detriment to the community were questioned. The results of the survey showed that Londoners surveyed believed the overall benefits of the providing the event outweighed the concerns of traffic, parking congestion, litter and noise.

There have been annual concerns from some residents of Blackfriars community, however Parks and Recreation staff did not receive any additional complaints based on the addition of one more evening.

**Harris Park**

Harris Park has been developed to support events and is limited to 5 major events with a total of 12 days of amplified sound per year. The exemption request will still allow the total number of events and the annual total number of days to remain within the policy guidelines.

<b>CONCLUSION</b>
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The Special Events Policies and Procedures Manual assists our continued efforts to grow and maintain current events while developing opportunities for new event organizers. Many events on City properties, including Rock the Park, are fundraising events providing substantial funds for charities (i.e. Terry Fox Run, CIBC Run for the Cure) increasing opportunities for research and support within our Community.

<b>PREPARED and SUBMITTED BY:</b>	<b>RECOMMENDED BY:</b>
<b>SCOTT STAFFORD DIVISION MANAGER PARKS AND COMMUNITY SPORTS</b>	<b>WILLIAM C. COXHEAD MANAGING DIRECTOR OF PARKS &amp; RECREATION</b>

## APPENDIX "A"

Bill No.  
2017

By-law No. A.-7240(a)-140

A By-law to amend the City of London's 2017 Special Events Policies and Procedures Manual to provide for the "*Rock the Park 14- July 2017*" event use of Harris Park for 5 consecutive days.

WHEREAS section 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 2017 Special Events Policies and Procedures Manual is hereby amended as follows:
  - i) section 10.3 is amended by adding the following new part (c):
    - "(c) Notwithstanding part (a) above, the "*Rock the Park 14- July 2017*" event is permitted the use of Harris Park for 5 consecutive days July 12 to July 16, 2017."
  - ii) section 13.5 is amended by adding the following new part (d):
    - "(d) Notwithstanding part (a) above, the "*Rock the Park 14- July 2017*" event is permitted the use of Harris Park for 5 consecutive days July 12 to July 16, 2017."
2. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council on \_\_\_\_\_, 2017.

Matt Brown  
Mayor

Catharine Saunders  
City Clerk

First Reading – 2017  
Second Reading –  
Third Reading –