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TO:	CHAIR AND MEMBERS COMMUNITY PROTECTIVE SERVICES COMMITTEE MEETING ON JANUARY 22, 2019
FROM:	SCOTT STAFFORD MANAGING DIRECTOR OF PARKS AND RECREATION
SUBJECT:	EXTENSION OF HOURS FOR SOUND FROM OUTDOOR STAGE DURING 2019 JUNO WEEK

RECOMMENDATION

That, on the recommendation of the Managing Director of Parks and Recreation, the attached proposed by-law (Appendix 'A'), to extend the hours (from 11:00 p.m. to 1:00 a.m.) for sound for the 2019 JUNO Week as per Section 4.31 of the City of London Special Events Policies and Procedures Manual on March 14, 15, 16 and 17, 2019 **BE INTRODUCED** at the Municipal Council meeting to be held on January 29, 2019.

BACKGROUND

In keeping with the strategic area of focus, Strengthening our Community, in Council's Strategic Plan; Londoners have access to amazing arts, culture and recreation experiences.

Introduction

Special Events permitted on municipally owned property under Section 4.31 of the City of London Special Events Policies and Procedures Manual require that sound cease at 11:00 p.m. In recognition of the significance of this event, the JUNO Host Committee has requested an exemption from the policy to allow for the stage located in the municipally owned Budweiser Gardens parking lot to program later in the evening and into the following morning, but no later than 1:00 a.m. for Thursday, Friday, Saturday & Sunday nights March 14, 15, 16 and 17, 2019.

It is important to note that the JUNO Host Committee have not sought any relief from the sound decibel provisions as outlined in Section 4.33.

The attached By-law Appendix A has been prepared for consideration by the public and the Community and Protective Services Committee (CPSC) on January 22, 2019, and the recommendation to introduce the by-law for Council's consideration (January 29, 2019) is subject to the CPSC's contemplation of the public comments received.

The Event

Presented annually by The Canadian Academy of Recording Arts and Sciences (CARAS), The JUNO Awards is Canada's premier awards show and the Canadian music industry's most prestigious recognition for excellence in recorded music. Founded as The Gold Leaf Awards in 1970, the JUNO Awards has grown from a one-night industry event held in Toronto, ON, to a national weeklong music celebration hosted in a different city each year. Since the first broadcast of The JUNO Awards in 1975, more than 155 million Canadians have tuned in to celebrate the country's musical achievements in 41 categories, representing multiple genres. The Awards help tell the story of our collective past, chronicling more than four decades of musical highlights and unforgettable JUNO moments.

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London, Ontario will host the 2019 JUNO Week and the 2019 JUNO Awards. The event presents a unique opportunity to showcase London’s vibrant downtown, venues, culture and music scene to the national music industry.

The 2019 Host committee is organizing an outdoor tented concert stage in Budweiser Gardens parking Lot which will be programmed March 14, 15, 16 and 17, 2019 with musical acts of regional and national levels each night. These events will lead up to and include the JUNOS Awards Show at Budweiser Gardens on Sunday March 17, 2019.

FINANCIAL IMPACT

There is no financial impact on the Corporation of City of London associated with the implementation of this By-law. The JUNO Host Committee has indicated that the economic impact of 2019 JUNO Week, based on recent events is projected to be over \$12 million, \$3.4 million of which is direct tourism spending attributed to JUNO Week. The 2018 Vancouver JUNOS attracted 30,000 attendees.

PREPARED BY:	REVIEWED BY:
KRISTA BRODERICK MANAGER, SPECIAL EVENTS PARKS AND RECREATION	JON-PAUL MCGONIGLE DIVISION MANAGER, CULTURE, SPECIAL EVENTS AND SPORT SERVICES PARKS AND RECREATION
RECOMMENDED BY:	
SCOTT STAFFORD MANAGING DIRECTOR PARKS AND RECREATION	



APPENDIX A

Bill No.

By-law No. CPOL.-

A By-law to amend By-law No. CPOL.-142-394 being a by-law for a Council policy entitled Special Events Policies and Procedures Manual, to extend the hours for sound arising from the outdoor stage in Budweiser Gardens Parking Lot for the 2019 JUNO Week on March 14, 15, 16, 17, 2019

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

AND WHEREAS the organizers for 2019 JUNO Week have applied to the City for approval of a Special Event under the 2019 Special Events Council Policies, with respect to use of City property;

AND WHEREAS the organizers for 2019 JUNO Week wish to locate outdoor stage on Budweiser Gardens Parking Lot;

AND WHEREAS it is anticipated that the organizers for 2019 JUNO Week will be entering into a Facility Rental Contract with the City for use of City property;

AND WHEREAS the organizers for 2019 JUNO Week have requested that the City authorize sound from the Special Event to be held on City property being an outdoor stage in Budweiser Gardens Parking Lot to extend to 1:00 a.m. instead of 11:00 p.m. as currently set out Section 4.31 of the Special Events Policies and Procedures Manual;

AND WHEREAS a public participation meeting has been held in which members of the public had an opportunity to express their views on this request;

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

1. Section 3 of By-law No. CPOL.-142-394 is amended by replacing the phrase "Appendix 'C(60)'" with the phrase "Schedule "A"".

2. Schedule "A" of By-law No. CPOL.-142-394, being the "Special Events Policies and Procedures Manual", is amended in section 4.31 (Sound Policy) by inserting the following subparagraph (d) after subparagraph (c) under "Exemption:"

(d) sound on March 14, 15, 16, 17, 2019 from the outdoor stage at Budweiser Gardens Parking Lot during 2019 JUNO Week will be limited to the hours of 9:00 a.m. to 1:00 a.m of the following day

3. All other requirements of the Sound Policy are to continue to apply to the Special Event.

4. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council

Mayor

Catharine Saunders
City Clerk

First reading –
Second reading –
Third reading –