

Report to Community and Protective Services Committee

To: Chair and Members
Community and Protective Services Committee

From: Cheryl Smith, Deputy City Manager, Neighbourhood and
Community-Wide Service

Subject: 2022 Rock the Park One-Time Policy Exemption Request

Date: March 29, 2022

Recommendation

That, on the recommendation of the Deputy City Manager of Neighbourhood and Community-Wide Services, the following report on the 2022 Rock the Park One-Time Policy Exemption Request **BE RECEIVED** for information.

Executive Summary

The purpose of this report is to outline a one-time policy exemption request in 2022, to the Special Events Policies and Procedures Manual made by the Rock the Park event organizer to extend the number of consecutive days the event can operate in Harris Park from four to five. This report provides background information on previous policy exemption requests approved by Council as well as a draft by-law for consideration should Members of Council wish to approve this request.

Linkage to the Corporate Strategic Plan

Special events are aligned with the following strategic areas of focus in the City of London Strategic Plan 2019-2023:

- Strengthening our Community under the outcome, Londoners are engaged and have a sense of belonging in their neighbourhoods and community.
- Growing our Economy under the outcome, London is a leader in Ontario for attracting new jobs and investment.

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

- [Extension of Hours for Sound From Outdoor Stage During 2019 Juno Week \(January 22, 2019\)](#)
- [2017 Rock the Park One-Time Exemption Request \(March 20, 2017\)](#)
- [2015 CPSC Public Submission – Rock the Park12 – July 2015 – Amendment \(April 21, 2015\)](#)

2.0 Discussion and Considerations

2.1 Background and purpose

Rock the Park Music Festival has taken place in Harris Park for 16 years, and 2022 will be the 17th edition of the festival. The event raises funds for charities and/or not-for-profit organizations. This year the festival will benefit three local charities: Humane Society London Middlesex, Big Brothers Big Sisters of London & Area, and Western Football Scholarship.

The Rock the Park event organizer has requested a one-time exemption to the Special Events Policies and Procedures Manual to extend the number of consecutive days for the event from four days to five days in Harris Park (Wednesday July 13 to Sunday July 17, 2022).

The purpose of this report is to outline the request made by the Rock the Park event organizer and to provide background information on previous policy exemption requests approved by Council.

One-Time Exemption Request

The following is an excerpt of the request from Jones Entertaining Group received on March 1, 2022 and included in the March 29, 2022 CPSC Agenda.

We are respectfully seeking your approval to add an additional concert date to the 17th edition of Rock the Park. JEG has an incredible opportunity to host one of the best music festivals ever held in London, especially now that London has been deemed “The Music City”. However to make this possible we need to operate Rock the Park (RTP) from Wed. July 13th through Sun. July 17th, 2022 (5 consecutive days). We have an opportunity to present a large country artist on Sunday July 17th for 10,000 fans coming into downtown London. The economic impact for the local economy and London 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. Evidently, there is no restriction for Ribfest operating in Victoria Park for 5 consecutive days. With the fifth concert date, our 3 local charities have potential for substantial increased funding. This request has been granted to us previously in 2015 & 2017.

Previous Council Decisions

Council approved similar requests from the Rock the Park event organizer in 2015 and 2017.

- On April 28, 2015, Council resolved, that a by-law be introduced to amend the City of London’s 2015 Special Events Policies and Procedures Manual to provide “Rock the Park 12-July 2015” event use of Harris Park for 5 consecutive days.
- On April 4, 2017, Council resolved that a by-law be introduced to amend the City of London’s 2017 Special Events Policies and Procedures Manual to provide for “Rock the Park 14-July 2017” event use of Harris Park for 5 consecutive days.

Council also approved an amendment to the Special Events Policies and Procedures Manual on January 29, 2019 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.

Harris Park

Harris Park has been developed to support events and is limited to five 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.

3.0 Financial Impact/Considerations

There are no financial impacts or considerations associated with this report.

4.0 Key Issues and Considerations

4.1. Next Steps

Should Members of Council wish to approve a one-time policy exemption for the use of Harris Park for 5 consecutive days for the Rock the Park event, a draft by-law to amend the Special Events Policies and Procedures Manual is attached as Appendix A for consideration.

Conclusion

Special Events are an important part of London's quality of life, enhancing tourism, culture, recreation, and education; and providing economic benefits to businesses. In addition to the many social and economic benefits special events bring to the city, London was designated a UNESCO City of Music in 2021. Special events provide rich opportunities to bring music, culture and entertainment to Londoners while supporting the City of Music designation.

Submitted by: Kristen Pawelec, Director, Community Development and Grants

Recommended by: Cheryl Smith, Deputy City Manager, Neighbourhood and Community-Wide Services

Bill No.
2022

B-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 provide for the “*Rock the Park 17 – July 2022*” event use of Harris Park for 5 consecutive days.

WHEREAS section 5(3) of the Municipal Act, 2001, S.O. 2001, C.25, as amended, provides that a municipal power shall be exercised by by-law;

AND WHEREAS section 9 of the Municipal Act, 2001, S.O. 2001, C.25, as amended, provides a municipality with the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority;

AND WHEREAS the Municipal Council of The Corporation of the City of London wishes to amend By-law No. CPOL.-142-394, as amended, the Council Policy entitled “Special Events Policies and Procedures Manual”, to provide for the “Rock the Park 17 – July 2022” event use of Harris Park for 5 consecutive days;

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

1. The Special Events Policies and Procedures Manual is hereby amended as follows:
 - i) section 4.29 is amended by adding the following new part (d):

“(d) Notwithstanding part (a) above, the “*Rock the Park 17- July 2022*” event is permitted the use of Harris Park for 5 consecutive days July 13 to July 17, 2022.”
 - ii) section 4.36 is amended by adding the following new part (d):

“(d) Notwithstanding part (a) above, the “*Rock the Park 17- July 2022*” event is permitted the use of Harris Park for 5 consecutive days July 13 to July 17, 2022.”
2. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council on , 2022.

Ed Holder
Mayor

Michael Schulthess
City Clerk

First Reading –
Second Reading –
Third Reading –