

Festival and Events Delivery Action Plan - Updates

Strategic Priority and Action	Situation / Issue	Updates
Strategic Priority One - Festival and Event Funding Model / Mechanism Action 16 (New) - One-Time Festivals and Events COVID-19 Recovery Grant Program	Financial Impacts of COVID-19 on Festivals and Events Festival and Event producers advised that COVID-19 is having a significant impact on operations and the ability to deliver programs and services and that they are struggling to remain viable. Key impacts include: <ul style="list-style-type: none"> • Reduced funding sources (event revenue, sponsorships and grant funding) and increased expenses • Uncertainty of public health restrictions makes it difficult to commit to contracts and logistics • Concerns with cancelling the event early and losing potential revenue opportunities, or continuing to plan and risk restriction changes that cause the event to cancel at the last minute 	Add Action 16: <i>Establishment of a One-Time Festivals and Events COVID-19 Recovery Grant program</i> That a one-time Festivals and Events Recovery Grant program be established, using the City Manager's delegated authority. Program criteria are outlined in Attachment 1 of the June 30, 2021, Citizen Services report CS00190
Strategic Priority One - Festival and Event Funding Model/ Mechanism Action 1 (Existing) - Edmonton Arts Council Continue to Provide Grant Funding		Update Action 1: <i>That the Edmonton Arts Council establish multi-year and annually renewable funding structures</i> The Edmonton Arts Council is actively building multi-year and annually renewable funding structures for arts and festivals organizations based on the relevant actions in the Connections and Exchanges plan. This would provide festival producers with the assurance that long-term sustainable funding is in place as they approach other agencies and sponsors for support. Administration has suggested four-year funding commitments to festival and events producers to align with City Council's operating budget allocations, and the Edmonton Arts Council will consider that option in context.
Strategic Priority Three - City Support to Festivals and Events Action 3 (Existing) - Provide Civic Services Subsidy to Eligible Festivals and Events based on Classification	Cost of Civic Services for Events - Policing Over time civic services fees have increased. Since 2013, the cost for Edmonton Police Service has increased more than other services and was identified by event organizers as a concern. Edmonton Police Service members provide traffic control on roadways	Update Action 3: <i>Increase the Civic Services Subsidy for police services from 50 percent to 75 percent</i> Event producers currently receive a subsidy of 50 percent of eligible civic services. A cost-sharing model ensures both the City and the event producers share responsibility and commitment to successful event delivery.

	<p>and public safety and security onsite for larger foundational and signature festivals/events as determined by an applied safety and security risk assessment which considers the activity, crowd size and intelligence from previous incidents in our city and around the world.</p> <p>While the Edmonton Police Service provides an important and necessary service, these services come at a significant cost and account for 63.75 percent of the total civic service costs billed by Administration annually.</p>	<p>Administration is recommending that the Civic Services Subsidy program be increased for signature and foundational events from 50 percent to 75 percent to specifically cover Edmonton Police Service costs related to traffic impacts and site safety and security. All other civic services would remain at a 50 percent subsidy. Funding for 2021 would be found within existing budgets. Funding beyond 2021 would be subject to corporate prioritization processes and future budget deliberations.</p>
<p>Strategic Priority Three - City Support to Festivals and Events</p> <p>Action 17 (New) - Continued Engagement and Support for Festival Growth</p>	<p>Festival and Event Engagement and Support for Growth</p> <p>Festival and event producers expect Administration to continue ongoing, open and honest engagement and communication with festival and event producers, including support for the continued growth of festivals and events in Edmonton.</p>	<p>Add Action 17: Continued Engagement and Support for Festival Growth</p> <p>Administration remains committed to working with all festival and event producers and engaging in thoughtful and deliberate discussions with all who would like to grow and adapt, whether this is in existing or new locations, or over existing or new dates and times.</p> <p>This new action will acknowledge that for those festivals with the desire to grow, The City Plan supports that growth by setting direction for the way Edmonton grows, evolves, and responds to a changing world. Administration remains committed to working with all festival and event producers to find solutions and opportunities to support growth.</p>
<p>Strategic Priority Four - Festival and Event Site and Date Prioritization</p> <p>Action 18 - (New) Provide Three Year Site and Date Commitment for Signature and Foundational Events</p>	<p>Festival and Event Date and Site Prioritization</p> <p>Festival and event producers want the ability to plan long term and have requested date and site location guarantees which are currently confirmed on an annual basis in the fall.</p>	<p>Add Action 18: Provide Three Year Site and Date Commitment for Signature and Foundational Events</p> <p>Although the Festivals and Event Delivery Action Plan already provides events with historical date and location priority, Administration proposes to provide a letter of confirmation to signature and foundational festivals and events to give three-year advanced confirmation for existing date and site</p>

		locations. This confirmation is subject to unforeseen circumstances which may not be under the City's control such as unexpected major capital construction or maintenance/repairs. Dates and sites for the attraction of mega and major international events such as the 2026 FIFA Men's World Cup, Grey Cup, Junos, etc. are normally understood at least three years in advance and engagement with any impacted festival or event will occur.
<p>Strategic Priority Six - Emergency Preparedness</p> <p>Action 12 (Existing) - Layered Approach to Security Personnel / Temporary Site Infrastructure Improvements</p>	<p>Cost of Civic Services for Events - Road Safety The provincial <i>Traffic Safety Act</i> regulates the safety and use of public roadways. Several municipalities recognize the need to update language in the Act related to the definition of motor vehicle operation and enforcement decisions.</p> <p>The <i>Traffic Safety Act</i> currently requires that traffic directions be provided by a member of a police service under the <i>Police Act</i>. This restricts the ability to allow trained event staff or volunteers to manage controlled intersections (traffic signals) when temporary traffic diversions and road or lane closures are required for events.</p>	<p>Update Action 12: <i>That a layered approach to traffic management be established</i></p> <p>Administration has engaged the Government of Alberta through various planning and capital projects with recommendations to update operational sections of the <i>Traffic Safety Act</i>, however, to date the provincial government has not supported the updates.</p> <p>Therefore, Administration is proposing to allow festival and event activities on roadways to use a layered approach to traffic management. This includes, where feasible, proposing less impactful event/route alternatives, using trained traffic control staff (flaggers, event marshalls and others as appropriate) along with traffic materials to incorporate additional safety infrastructure and allow for a reduction in Edmonton Police Service support.</p>
<p>Strategic Priority Six - Emergency Preparedness</p> <p>Action 19 (New) - Establish the Electronic Dance Music Events Inter - Agency Panel</p>	<p>Electronic Dance Music Events The Bylaw 19166 Electronic Dance Music Event Bylaw was approved by City Council in 2020. The Festivals and Events Delivery Action Plan has been amended to reflect the continuation of efforts to support harm reduction strategies and improve safety at large-scale electronic dance music events.</p>	<p>Add Action 19: <i>Establish the Electronic Dance Music Events Inter-Agency Panel</i></p> <p>The Electronic Dance Music Events Inter-Agency Panel will review electronic dance music event applications and operational plans and provide advice, guidance and suggested changes or modifications to applicant operational plans in advance of a permit being issued.</p>

<p>Strategic Priority Seven - Governance, Operational Processes and Procedures</p> <p>Action 15 (Existing) - Ongoing Documentation, Review and Updates to Operational Practices and Procedures</p>	<p>EPark Costs EPark Zones recently replaced parking meters. Festival and event producers are now charged the revenue loss for the entire EPark Zone despite the fact they may not need the full EPark Zone or that the EPark Zone may not be fully occupied during regular operations.</p>	<p>Update Action 15, Add Item T. EPark billing procedure update</p> <p>Administration now has data that indicates the average daily use of the EPark Zones based on date, time and location. Moving forward, festival and event producers will be charged based on the average use of the EPark zone rather than full occupation revenue loss.</p>
<p>Strategic Priority Seven - Governance, Operational Processes and Procedures</p> <p>Action 15 (Existing) - Ongoing Documentation, Review and Updates to Operational Practices and Procedures</p>	<p>City Staff Support Festival and event producers have requested that Administration keep festival and event liaisons with their assigned festivals and events on a long-term basis.</p>	<p>Update Action 15, Add Item U. Commitment to Brokering Relationships</p> <p>Administration aims to broker strong working relationships with all festival and event producers and embraces the cultural commitments to provide integrated, safe, excellent services, in a helpful and accountable way.</p> <p>Administration can not, however, guarantee staff assignments from year to year.</p>