

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue square background.

Hosting Events & Festivals In the City

June 30, 2021
Community and Public Services Committee

What We Heard

- Request for civic service modifications as a result of increased civic service costs, such as policing
- Request of processes and procedures updates to support more effective delivery of festivals and events
- Request for financial support due to the impact of COVID-19 on local festival and event organization operations, programs and services

Updates to Festival & Event Delivery Action Plan: Layered Approach to Traffic Management

- Proposing less impactful event/route alternatives
- Review of current and proposed traffic control operations
- Using trained traffic control staff rather than police officers, where possible
- Using additional traffic materials to enhance safety infrastructure, where required

Updates to Festival & Event Delivery Action Plan: Civic Services Subsidy for Policing

- Edmonton Police Service costs make up the highest portion of civic services costs to festival & event producers (63.75%)
- Civic Services Subsidy increase from 50% to 75%
- Continue with applied safety and security risk assessment to determine need for Edmonton Police Service support

COVID-19 Recovery Grant Program

- Establish a one-time Festivals and Events COVID-19 Recovery Grant Program, in the amount of \$1M
- Grant funds will be allocated to:
 - Current outdoor signature, foundational, niche / community festivals and events
 - Indoor and outdoor sport and active recreation events
 - A portion of funds administered through the Edmonton Arts Council to local Arts and Performance organizations

Thank you

Edmonton