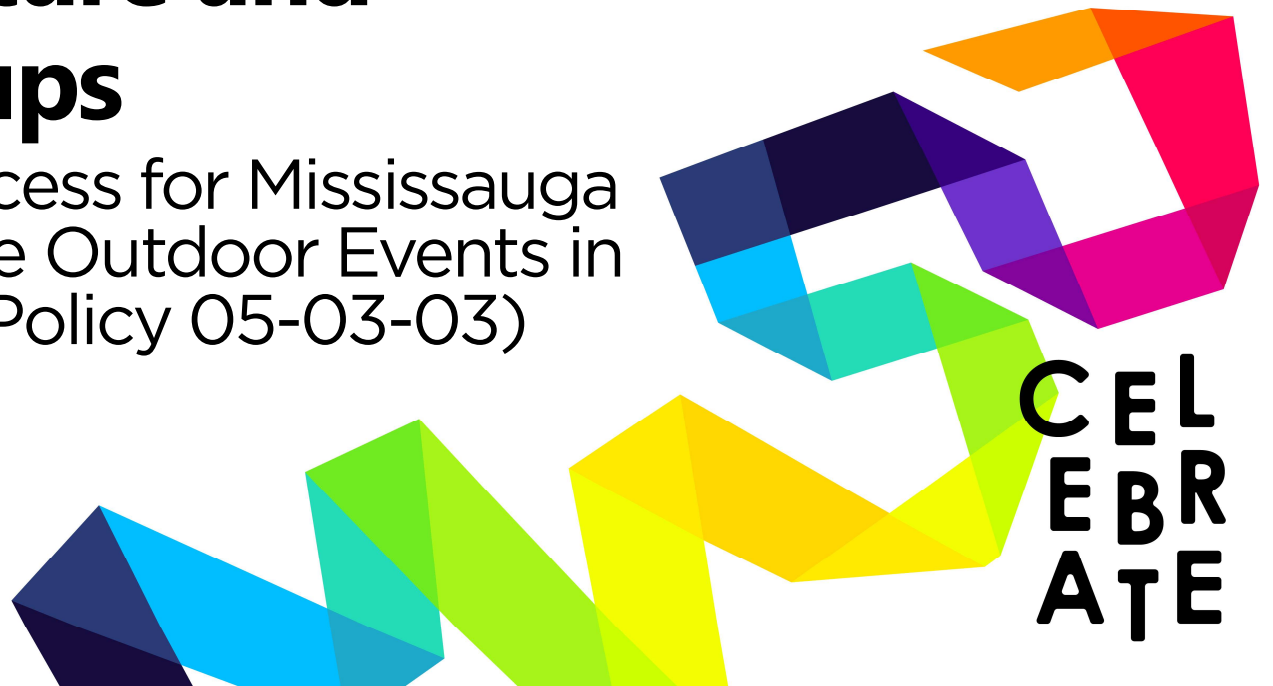




# Subcommittee of Council Arts and Culture and Festival Groups

Current State: Process for Mississauga  
Celebration Square Outdoor Events in  
the Civic District (Policy 05-03-03)

Meeting Date: July 18, 2024



# Mississauga Celebration Square (MCS)



- Established in 2011 after Council supported a renovation of the space in response to growing community support.
- Celebration Square is an open-air public square, urban park and premier venue for outdoor events.
- MCS serves as both a park for residents and an event space.
- Site operations are supported by staff from multiple business units.
- Notable growth year over year in interest to host events at Celebration Square is a result of the success of the site and the maturation of the City.





# Intake Process

- In the 2023/2024 intake, demand outweighed available dates.
- Selection of events through a competitive application process with attendance of more than 1,000 people.
- Application and date selection process are governed by the 'Outdoor Events in the Civic District' (05-03-03) policy.
- Applications are assessed by the Mississauga Celebration Square Community Reference Group.





# General Application Parameters

- Historically, event season is established as May long weekend to Thanksgiving long weekend.
- Provides time for required site maintenance and ensures equipment is properly stored for winter weather.
- Process is to schedule 1 event per weekend to ensure appropriate staffing supports are available (required rest periods); industry standards; site requires turn-around time to reset and clean.
- Typically, up to 23 weekends of events are available but can be reduced based on the date of Canada Day and National Indigenous Peoples Day.





# 2024 Large Event Application Intake

- In 2024:
  - 31 large applications were received (3 more than in 2023)
  - 20 applications qualified for dates
  - 17 were initially awarded MCS dates
- Number of available weekends were impacted by:
  - Canada Day & National Indigenous People's Day were on weekends
  - Jackalope required 1 event weekend & 1 site build weekend.
  - Ontario Country Music Awards required 1 weekend.
- All large applicants were offered park space or ended up being accommodated at MCS by extending the season to the end of October.





# Challenges

- Demand for use of Celebration Square is high.
- Events are of a larger scale.
- More applications received than available dates.
- Evaluation criteria and scoring is being challenged.
- Lack of detailed information to applicants if denied space.
- Event organizers want earlier notification of a date at Celebration Square based on size, scale and financial demands of their event.
- Returning events/new events process needs to be clarified (establish a new process that allows for growth).





# Next Steps

- Address challenges with working committee to formulate an updated process.
- Establish the process for 2025 intake and future years.





# Processes for Discussion







# 2025 Intake Timeline - For Discussion

- Subject to the recommendations of this committee:

Timeline	Activity
Late September	Information Sessions for Event Applicants to ensure organizers know what is expected and can provide a complete application
October	Applications Open at Start of Month Applications Close at End of October
October	Call for Community Reference Group Members
November	Assessment of Applications
End of November/Early December	Notification of Applications Status



# Community Reference Group Composition – For Discussion



- Mississauga Celebration Square Community Reference Group are non staff that evaluate applications.
- Staff role is to provide content feedback only.
- Composition of committee should emphasize experience in programming, production and event management while reflecting Mississauga's diverse community with a focus on equity deserving groups.
- Call for members.



# Community Reference Group Composition - For Discussion Cont.



- 1 Member of Tourism Board
  - Up to 2 Members of MAC (Increase of 1)
  - 1 Member Board of Trade
  - Up to 1 Member from each BIA (New)
  - 1 Member Square One Shopping Admin
  - 1 Member Peel Regional Police
  - Up to 2 Members at Large from Organizations on CGRP (New)
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- Current composition includes 1 Sauga Celebrates organizer and 1 member of equity service organization
  - Decision to be made regarding who will select Reference Group from Call to Apply.





## Minimum Attendance - For Discussion

- Currently, events must attain a minimum attendance of 1,000 to apply.
- Proposed that attendance minimum be increased to 10,000 people.
- Smaller events are better suited at park spaces across the City.





# Information Sessions - For Discussion

- Information sessions will be offered in late September and early October for all MCS Large Event Applicants.
- Staff to review the application and the expected content to ensure applicants do not submit incomplete applications.
- Opportunity for event organizers to ask questions.



# Enhanced Application Form and Assessment – For Discussion



- Application to provide additional details regarding preferred dates.
- Assessment to be based on an evaluation rubric.
- Assessors to complete assessment individually.
- Applicants will receive their evaluation scorecard upon notification of status to provide increased transparency.



# Assessing New Events and Returning Events – For Discussion



- There must be a balance between returning events and opportunity for new and innovative events to be hosted at Celebration Square.
- Returning events will be assessed in a separate process from new events.
- A set number of dates will be allocated for returning events; City produced events (Canada Day, NIPD); tourism events (Jackalope); and new events.
- Season proposed to operate start of May until Thanksgiving Weekend (24 weekends)



# Thank You

