

City of Mississauga  
**Corporate Report**



<p>Date: September 3, 2024</p> <p>To: Chair and Members of Subcommittee of Council - Arts, Culture, Festival Groups</p>	<p>Originator's files:</p>
<p>From: Jodi Robillos, Commissioner of Community Services</p>	<p>Meeting date: September 5, 2024</p>

## Subject

**Staff Response to Culture Sub-Committee July 18th Direction and Sauga Celebrates Process**

## Recommendation

That the Corporate Report entitled "Staff Response to Culture Sub-Committee July 18<sup>th</sup> Direction and Sauga Celebrates Process" dated September 3, 2024 from the Commissioner of Community Services be received for information.

## Executive Summary

- Annually, there are approximately 19 large events held at Mississauga Celebration Square and more than 170 "Sauga Celebrates" events held in parks across the City.
- Sauga Celebrates events have grown substantially over the past 5 years.
- Event budgets are determined by event organizers and include costs that are not influenced by the City, such as performer fees, site animation, etc.
- An average two-day event at Mississauga Celebration Square includes fees to the City of approximately \$35,000 to \$40,000 to offset expenses incurred by the City, including but not limited to staffing.
- An average two-day event through Sauga Celebrates at a City park includes fees payable to the City of less than \$2,000. Event organizers incur a variety of fees on top of general rental fees depending on the size and scale of their event.

## Background

On July 18, 2024 Subcommittee of Council – Arts, Culture and Festival Groups held its inaugural meeting. At that time, staff presented information summarizing the Current State Process for Mississauga Celebration Square Festivals where intake process, application parameters, large event applications, challenges related to demand and evaluation criteria were

highlighted. Direction was provided to Recreation and Culture staff to report back with cost estimates related to staffing and services for two-day large-scale events.

## Comments

Mississauga Celebration Square (MCS) hosts large events through a competitive application process. Sauga Celebrates is the process by which events are booked at parks throughout the City and refers to any park event that requires approvals and/or permits beyond the rental of the park space. In 2024, there were 19 large events and MCS and more than 170 Sauga Celebrates events in parks. At both MCS and Sauga Celebrates, event organizers are responsible for the planning, production and execution of the events. Staff provide support to ensure permits and approvals are acquired to deliver safe and successful events. It should be noted that there are mandatory staffing requirements associated at MCS that are charged back to event organizers. Staff at both MCS and Sauga Celebrates meet and speak with event organizers during the planning phase and these hours are not charged back to the event.

MCS large event application are competitive and open for a specific period of time. Sauga Celebrates events are booked throughout the year and begin with a park rental permit. Staff from various Departments and Divisions are involved in the approval process for events. While these staff work together informally, a formal Special Event Advisory Team (SEAT) is being developed to ensure more efficient and effective service to event organizers.

Given the growing demand for Sauga Celebrates events and feedback from organizers that they cannot get the timely support that they require, staff have been requested to look at providing additional support for these events starting in 2025.

To understand event costs at MCS, it is important to also understand event costs at Sauga Celebrates parks events as the two types of events provide different levels of support to event organizers. Events at MCS have dedicated on site staff support during events that are mandatory and charged back to the event organizers. This includes event day staff called Onsite Event Coordinators who assist with load in, load out and event day site logistics; technical production staff that are based on the scope and scale of the stage production; parks staff; and operations staff. In addition, there are mandatory cleaning costs.

Events hosted at MCS have more fixed costs than events booked in parks through Sauga Celebrates. A typical two-day event at MCS would have costs payable to the City of approximately \$35,000 to \$40,000. In contrast, a two-day event through Sauga Celebrates could incur fees payable to the City of less than \$2,000.

Most costs for Sauga Celebrates events, aside from permit fees which can be less than \$500 based on amenities booked are paid by the event directly to third party providers. Table 1 provides an illustration of the types of fees charged to events at MCS as compared to Sauga Celebrates.

Item	Celebration Square (per day rates) 2 day event average is \$35K to \$40K	Sauga Celebrates Events (per day rates) 2 day event average is less than \$2K
Booking Costs (Admin, Permit and Vendor Support)	\$1,650.00	Varies dependent on number of assets booked Avg. \$463.11
Technical Production	Staffing \$5,200.00 Equipment Rentals \$3,275.00 \$8,275.00	Third Party direct cost to event
Staffing Support	OECs: \$49.85/hr BSTs: \$73.77/hr Custodians: \$40.05/hr Avg. \$3,250.00	No fee Staff liaison supports event approvals and pre planning
Security	Corporate Security \$49.85/hr minimum 4 hours Avg. \$398.80 Third Party Security is a direct cost to event	Direct cost to event
Cleaning Services	Avg. \$1,500.00	Direct cost to event (typically volunteers)
Port-o-lets	Direct cost to event based on Celebration Square Guidelines Regular Portable Toilet: Special Events \$ 75.00 each Cold Water Sink Station \$ 125.00 each Wheelchair Accessible Portable Toilet \$ 100.00 each Avg. \$900.00	Direct cost to event
Police	Direct cost to event Constables \$122.01/hr Sergeant \$138.46/hr Avg. \$6,740.79	Direct cost to event Constables \$122.01/hr Sergeant \$138.46/hr
First Aid	Direct cost to event	Direct cost to event
Mobile Licensing	Minimum 46 vendors selling food and merchandise \$2,484.00+	\$54 per vendor
Equipment, rentals and performers	Direct cost to event	Direct cost to event

Table 1: Event Charges

Given the capital investment and site amenities such as a stage and video screens, Mississauga Celebration Square requires mandatory staffing to ensure safety and that equipment is used and maintained appropriately.

## Financial Impact

There are no financial impacts resulting from this report. Any impacts to budget as a result of future process changes will be brought for approval during the annual budget cycle.

## Conclusion

Staff have provided information on event expenses as they relate to the use of Mississauga Celebration Square and park spaces through Sauga Celebrates. Staff look forward to bringing recommendations forward to the next Subcommittee meeting to address feedback received from event organizers to ensure that the City can continue to support a thriving outdoor event scene across Mississauga.



Jodi Robillos, Commissioner of Community Services

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