



Addressing the Need for a Streamlined Event Application Process in Mississauga

# CHALLENGES IN PLANNING THE 2024 HAZEL MCCALLION WALK FOR HEALTH

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# INTRODUCTION

## About Me

- Significant experience working with municipalities and executing events on municipal properties
- Lead Organizer of the Hazel McCallion Walk for Health

## Hazel McCallion Walk for Health

- A 2K/5K Family Walk and Festival in support of Trillium Health Partners
- Aims to bring the community together for a walk through scenic areas of Port Credit.

## Benefits of Port Credit Memorial Park

- Prime location in Mississauga's vibrant Port Credit neighbourhood, easily accessible by public transit and with ample parking.
- Offers a picturesque setting with waterfront trails, ample green space, and existing infrastructure like the gazebo and power sources, making it ideal for large community events.



# ISSUE 1: LATE FEE NOTIFICATION & LACK OF ONLINE PORTAL

## Unexpected Fee Notification

- I received notice that a \$40 permit was required for Nothing Bundt Cakes to vend on-site just one day before the event install.

## Inconvenient Payment Process

- Required to pay the fee in person at a difficult-to-find city facility.
- No online payment option available, contrary to modern expectations for city services.

## Confusing Communication

- The city representative claimed no online portal existed for event payments. However, upon payment, I received a printout of my online vendor submission form.

## Impact on Event Planning

- The lack of clear communication and accessible tools hindered the planning process, causing last-minute adjustments.



# ISSUE 2: CONSTRUCTION IMPACT AND LACK OF COMMUNICATION

## Unanticipated Construction Activities

- By March, it became apparent that construction in the southern section of Port Credit Memorial Park would affect the event layout.
- Construction included the addition of an outdoor skate trail, Zamboni building, and additional infrastructure.

## Lack of Departmental Coordination

- Despite repeated inquiries, no city department could provide a timeline for the completion of the construction project.
- This lack of information caused significant frustration and delayed the finalization of event plans.

## Sod installation

- Saturday, June 1, the day before the event, was when a crew installed the remaining sod in the south section of the park.
- The late completion of this landscaping work made the area unusable for our event.



# ISSUE 3: PORT CREDIT MEMORIAL ARENA PARKING LOT

On event day, multiple permits were issued for use of the Arena parking lot, leading to conflicting uses of the space.

## Allocation of Spaces

- Arena staff placed pylons to reserve parking spaces, which led to a back-and-forth situation where pylons were placed and removed, creating unnecessary tension.

## Resolution Through Collaboration

- I initiated a call with the staffer's superior to resolve the issue.
- We worked together to ensure that all events and attendees were accommodated.

## Avoidable Situation

- This could have been avoided with better communication and coordination between city departments.
- A more structured approach to permit allocation and event planning would prevent such conflicts in the future.



# PROPOSED SOLUTION: SPECIAL EVENT ADVISORY TEAM (SEAT)

## Introduction to SEAT

- SEAT would comprise representatives from all relevant city departments, ensuring comprehensive oversight and coordination.

## Single Point of Submission & Contact

- Introduce a unified method for event organizers to submit applications, either through a single email address (e.g., emailing Rebecca) or an online portal.
- This approach would eliminate confusion and ensure that all necessary information is collected from the start.

## Bi-Weekly SEAT Meetings

- SEAT would meet bi-weekly to review submissions and discuss upcoming events.
- This regular meeting schedule would allow for timely communication and resolution of potential issues.



# PROPOSED SOLUTION: SPECIAL EVENT ADVISORY TEAM (SEAT)

## Organizer-Department Collaboration

- Event organizers would have the opportunity to meet with SEAT to discuss their event plans in detail.
- This face-to-face interaction would ensure that all questions are answered and requirements are met well before the event date.

## Additional Benefits

- Streamlined Approval Process
- Improved Communication
- Enhanced Coordination
- Efficiency and Clarity
- Better Event Outcomes



# CONCLUSION

## Improved Communication

- SEAT would facilitate better communication between city departments and event organizers, preventing misunderstandings and reducing the likelihood of errors or delays.

## Enhanced Coordination

- By bringing all relevant departments together, SEAT would ensure that all city activities are coordinated with events, preventing conflicts like those experienced with the skate trail construction.

## Efficiency and Clarity

- A centralized process with SEAT would make the event application and approval process more transparent and easier to navigate.

## Better Event Outcomes

- More frequent and well-executed public events would benefit the community and enhance Mississauga's reputation as a vibrant, event-friendly city.







**Thank you.**