

# Sauga Celebrates

## Process Summary

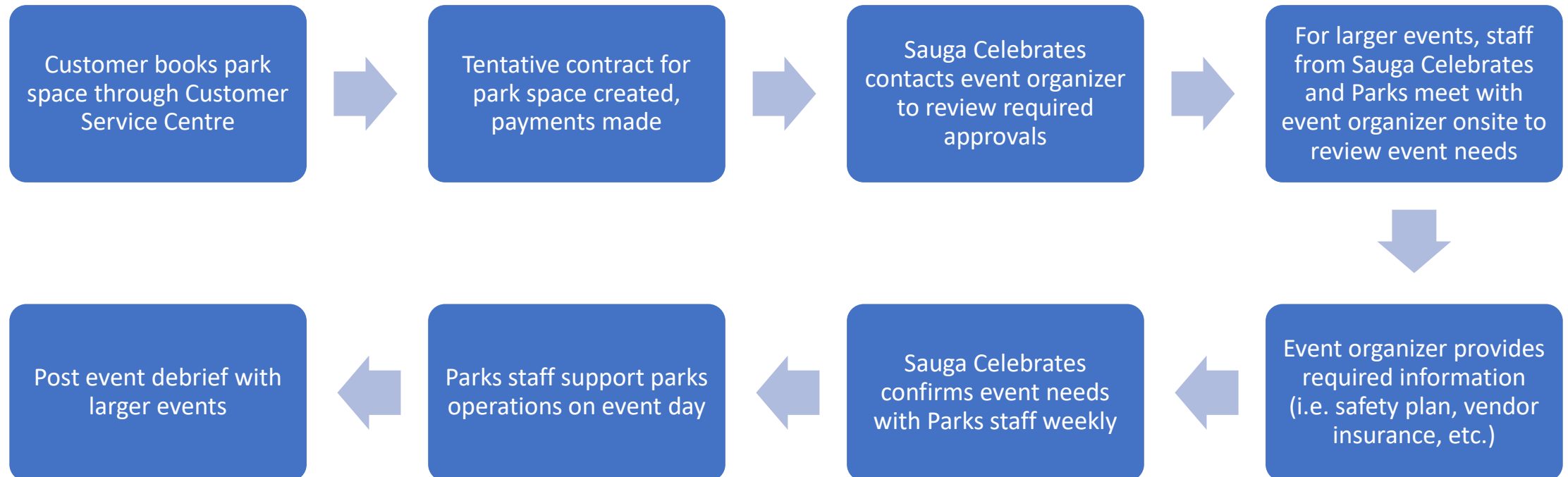
Meeting Date: September 5, 2024



# Sauga Celebrates

- Sauga Celebrates is the process by which events are booked at parks throughout the City.
- It refers to any park event that requires permits/approvals beyond the rental of the park space.
- Event organizers are responsible for the planning, production and execution of the event.
- Staff provide support to ensure permits and approvals are acquired to deliver a safe and successful event.
- Examples of permits/approvals include: selling of food, inflatables, movie screens and stages.
- In 2024 more than 170 Sauga Celebrates events have been booked at parks across the City.

# Sauga Celebrates Booking Process



# Fluid Review

- Mississauga Celebration Square allocates large events through an annual competitive process.
- Sauga Celebrates events are booked on an ongoing basis throughout the year based on park availability.
- To ensure all approvals can be obtained, 4-6 weeks minimum notice is advised.
- Space is booked on a first come, first served basis through the Customer Service Centre.

# SEAT

- Event intake and approvals for Sauga Celebrates events impact departments across the corporation.
- Currently, representatives from various areas work together to process and approve event intake.
- While an informal Special Events Advisory Team (SEAT) exists in practice, SEAT is being formalized to ensure improved support for event organizers.

# Park Infrastructure and Staff Support

- Sauga Celebrates events continue to increase annually which puts pressure on park amenities and on staff support.
- During the 2025 budget process, capital budget requests will be brought to Council for approval to support park amenities that facilitate increased events across the City through infrastructure investment.
- In an effort to respond to increased event demand in parks, staff support will be added in 2025 to effectively support event organizers through Sauga Celebrates.

# Staff Support for Events

- Events at Mississauga Celebration Square have dedicated on site staff support during the event that is charged to event organizers. This does not occur at Sauga Celebrates parks events.

Mississauga Celebration Square	Sauga Celebrates Events
<ul style="list-style-type: none"> <li>• Staff support is available in advance of submitting application for large event</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service staff provide support in booking a location</li> </ul>
<ul style="list-style-type: none"> <li>• Staff support to facilitate event requirements, approvals and site plan</li> <li>• Includes onsite pre event meeting(s)</li> </ul>	<ul style="list-style-type: none"> <li>• Staff liaison to facilitate approvals and site plan</li> <li>• May include pre event site meeting for larger events (no charge to event)</li> </ul>
<ul style="list-style-type: none"> <li>• Onsite event coordinators (staff) to support event needs, load in and load out***</li> </ul>	<ul style="list-style-type: none"> <li>• Limited parks staff support on event day is available as part of regular parks operations</li> <li>• No site specific staff</li> </ul>
<ul style="list-style-type: none"> <li>• Tech staff, parks staff and operations staff onsite***</li> </ul>	

\*\*\* Staff hours charged back to event organizers.



# Large Event Costs - MCS & Sauga Celebrates

- Events hosted at Celebration Square have more fixed costs than events hosted in parks through Sauga Celebrates.
- A typical 2 day event at **Celebration Square** would have costs payable to the City of approximately **\$35k to \$40K**.
  - **Includes:** Staffing Support, Technical Production Services, Cleaning Services, Parks Services, Internal Bookings (Library or Civic) and Parking Services.
  - **Excludes:** Costs for Peel Regional Police, First Aid, Vendor Licensing, Engineering Assessments, Third Party Security, AGCO Licensing, and SOCAN
- A 2 day event through **Sauga Celebrates** could have fees payable to the City less than **\$2K**.
  - A la carte city services dependent on event requirements
  - **Includes:** Multiple park assets, picnic areas, reserved parking signage, waste yard bins (delivery and pick-up) picnic orders etc.
  - Concierge service from Outdoor Events staff for booking and permit coordination and staffing support pre-production.
  - **Excludes:** Costs for Technical Production Services, Cleaning Services, Peel Regional Police, First Aid, Vendor Licensing, Engineering Assessments, Third Party Security, AGCO Licensing, and SOCAN



# Large Event Costs - MCS & 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