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**STAFF REPORT: RECREATION DEPARTMENT**



**REPORT TO:** Council  
**MEETING DATE:** May 14, 2012  
**REPORT NO.:** DOR.12.26  
**SUBJECT:** Cedar Run Significant Municipal Event Designation  
**PREPARED BY:** Shawn Everitt, Director of Recreation

**A. Recommendations**

THAT Council receive Staff Report DOR.12.26 entitled “Cedar Run Significant Municipal Event Designation” for their information, and

THAT Council does provide a Resolution of Council hereby designating the following events as Significant Municipal Events;

- 1) July 4 – 8 - **Cedar Run Classic Horse Show** - 8a.m. – 12a.m., Cedar Run Horse Park, 312 Clark Street;
- 2) July 11 – 15 - **Cedar Run Tournament Horse Show** - 8a.m. – 12a.m., Cedar Run Horse Park, 312 Clark Street;
- 3) August 8 – 12- **Cedar Run Blue Mountain Celebration Horse Show** - 8a.m. – 12a.m., Cedar Run Horse Park, 312 Clark Street;
- 4) August 25 – 27 - **Cedar Run Rodeo Weekend** - 12p.m. – 1a.m., Cedar Run Horse Park, 312 Clark Street; and,

**B. Background**

The designation of Events to be specified as Significant Municipal Events is required as part of the Alcohol and Gaming Commission of Ontario new regulations. Organizers of events that are applying for Special Occasion Liquor Licences require a resolution of Council designating each event as municipally significant if the organizer is not registered as a Not for Profit organization or a Charitable Organization.

As part of the Town’s review of this request, staff confirms that rationale provided by the organizers does meet the Town’s Criteria of a Significant Municipal Event. The Town’s Criteria is when the Event is:

- Expected to bring people to the area;
- Expected to create employment (temporary or full time);
- Expected to promote the area provincially, nationally, or internationally

Cedar Run Staff have provided the following information as to why each of the requested events are Municipally Significant;

- Competitors for these events come from all over Canada, the US and in the case of the rodeo, Mexico & Brazil as well – all of whom will be staying at accommodations in The Blue Mountains.
- In addition to these competitors, for the horse shows they will also be bringing their families and friends to the area, further stimulating our local economy through accommodations, dining, shopping and participating in local attractions. For the rodeo, we are looking at marketing this event to tourists 100km+ as well as our relative local market to further drive increased attendance at the event and bringing more people to our community.
- Both the horse show and the Rodeo weekend present staffing and volunteer opportunities for members of our community and offer promotional opportunities for our local businesses and attractions.
- We are looking to build and grow all of these events into long-standing, proven stimulators of the economy in The Blue Mountains by providing jobs, bringing people to the area and creating lasting festivals that people look forward to year after year.

Once provided with the Municipal Resolutions, Cedar Run will be required to complete and show due diligence in following the Special Event Notification Process including the necessary site plans, Fire & Emergency Services Safety Plans and executing the necessary permits to hold each event.

### **C. The Blue Mountains' Strategic Plan**

- Supporting the development of social and recreational programs to meet the broad range of needs in the community
- Preserving and enhancing natural and environmental features, and cultural heritage of the community

### **D. Environmental Impacts**

These events will have very little environmental impact; they will actually promote more active transportation by restricting the use of vehicles in the Town.

### **E. Financial Impact**

There will be a small impact on the budget from these events in the form of wages to Town Staff delivering barricades, signs, garbage cans, and other necessary equipment to ensure a safe, clean and positive event.

### **F. In Consultation With**

Corrina Giles, Town Clerk  
David Finbow, Director of Planning and Building  
Greg Miller, Manager of Building & By Law/CBO

### **G. Attached**

- 1) Criteria for Community Event Designation
- 2) 2012 Cedar Run Schedule of Events

Respectfully submitted,

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Shawn Everitt, Director of Recreation  
For more information, please contact:  
Shawn Everitt  
[severitt@thebluemountains.ca](mailto:severitt@thebluemountains.ca)

## **Attachment # 1 DOR.12.26**

### **Criteria for Community Festival and Significant Event Designation Town of The Blue Mountains**

#### **Community Festival Event**

**Qualifiers** Promotes charitable objectives  
Promotes educational objectives  
Promotes community objectives

#### **Significant Event**

**Qualifiers** Expected to bring people to the area  
Expected to create employment (temporary or full time)  
Expected to promote the area provincially, nationally, or internationally

#### **Cultural Event**

**Qualifiers** Promotes the area's cultural heritage  
Promotes the area's natural heritage  
Promotes the area's artistic heritage

#### **Town Supported**

**Qualifiers** Financially supported by the Town

#### **An event can then be:**

A community festival event, a significant event, a cultural event, a Town supported community festival or significant event or cultural event or any combination thereof, depending on the criteria met

#### **Liability Considerations**

According to the Town insurers, the Town insurance coverage for designation of events extends only to events organized by Boards or Committees of Council. As a result, designation of the Fall Fair (Beaver Valley Agricultural Society) at the BVCC or Taste of Blue (Blue Mountain Village Association) on private property presents no additional liability to the Town. Other than for Boards or Committees of Council, the only benefit to designation is ease of extension of liquor licences.

For events not organized by Boards or Committees of Council, information brochures are available at the Town Office front desk describing the specialized liability insurance program for events held at public venues through Jardine Lloyd Thompson Insurance.



April 3, 2012

Town of the Blue Mountains  
26 Bridge Street  
Thornbury, ON  
N0H 2P0

Attention: Shawn Everitt  
Members of Council

Re: Cedar Run Horse Park 2012 Schedule of Events  
Special Event Designation & Noise By-Law Exemptions

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Cedar Run Horse Park wanted to make the Town of the Blue Mountains aware well in advance of our 2012 Event Schedule, including key dates for large shows that we would respectfully request a Municipal Resolution as to the event's significance. Cedar Run also requests a Noise By-Law Exemption for each of the following dates & times.

**2012 Event Schedule**

June 16-17 – Trillium Show

Timeframe: 8am-6pm

Description: Small B level horse show, 90-110 horses

Expected Noise: PA system for horse show

July 4-8 – Cedar Run Classic

Timeframe: Horse Show: 8am-6pm

Evening activities Thursday-Saturday: 5pm-Midnight

Description: A Level horse show, 500-600 horses

Evening entertainment: DJ or small band, beer garden for competitors, event attendees, sponsors

Expected Noise: PA system for horse show; some evening noise from beer garden and live entertainment

July 11-15 – Cedar Run Tournament

Timeframe: Horse Show: 8am-6pm

Evening activities Thursday-Saturday: 5pm-Midnight

Description: A Level horse show, 500-600 horses

Evening entertainment: DJ or small band, beer garden for competitors, event attendees, sponsors

Expected Noise: PA system for horse show; some evening noise from beer garden and live entertainment

July 18 – Schooling Show

C/O 20 Balsam Street Suite 14 Collingwood ON, L9Y 4H7

705-444-7653 or 1-800-265-3949

[info@cedarrun.ca](mailto:info@cedarrun.ca) Website: [www.CedarRun.ca](http://www.CedarRun.ca)

Timeframe: 10am-4pm  
Description: small entry level practice horse show, 60-80 horses  
Expected Noise: PA system for horse show

July 29 – Horse Trials  
Timeframe: 9am-5pm  
Description: B level horse show, 90-110 horses  
Expected Noise: PA system for horse show

August 1 - Schooling Show  
Timeframe: 10am-4pm  
Description: small entry level practice horse show, 60-80 horses  
Expected Noise: PA system for horse show

August 8-12 – Cedar Run Blue Mountain Celebration  
Timeframe: Horse Show: 8am-6pm  
Evening activities Thursday-Saturday: 5pm-Midnight  
Description: A Level horse show, 500-600 horses  
Evening entertainment: DJ or small band, beer garden for competitors, event attendees, sponsors  
Expected Noise: PA system for horse show; some evening noise from beer garden and live entertainment

August 15 - Schooling Show  
Timeframe: 10am-4pm  
Description: small entry level practice horse show, 60-80 horses  
Expected Noise: PA system for horse show

August 18-19– Trillium Show  
Timeframe: 8am-6pm  
Description: Small B level horse show, 90-110 horses  
Expected Noise: PA system for horse show

August 25-26 – Rodeo Weekend  
Timeframe: Noon-1am  
Description: Weekend festival featuring international rodeo competition, The RCMP Musical Ride, vendors, beer garden, live music  
Expected noise: Live music, PA system for rodeo, RCMP performances

August 29 - Schooling Show  
Timeframe: 10am-4pm  
Description: small entry level practice horse show, 60-80 horses  
Expected Noise: PA system for horse show

September 1 – Horse Trials  
Timeframe: 9am-5pm  
Description: B level horse show, 90-110 horses  
Expected Noise: PA system for horse show

C/O 20 Balsam Street Suite 14 Collingwood ON, L9Y 4H7  
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September 29 – Hunter Pace

Timeframe: 11am-6pm

Description: Casual ride through the park to mark the end of the season, 100-120 horses

Expected Noise: PA system; music for luncheon

### **Special Event Municipal Resolution**

Cedar Run would like to request a Municipal Resolution designating the following events as municipally significant:

Cedar Run Classic – July 4-8

Cedar Run Tournament – July 11-15

Cedar Run Blue Mountains Celebration – August 8-12

Cedar Run Rodeo Weekend – August 25-26

Here is a brief overview of what we feel makes these events significant:

- Competitors for these events come from all over Canada, the US and in the case of the rodeo, Mexico & Brazil as well – all of whom will be staying at accommodations in the Blue Mountains.
- In addition to these competitors, for the horse shows they are also bringing their families and friends to the area, further stimulating our local economy through accommodations, dining, shopping and participating in local attractions. For the Rodeo, we are looking at marketing this event to tourists 100km+ as well as our relative local market to further drive increased attendance at the event and bringing more people to our community.
- Both the horse shows and the Rodeo weekend present staffing and volunteer opportunities for members of our community and offer promotional opportunities for our local businesses and attractions.
- We are looking to build and grow all of these events into long-standing, proven stimulators of the economy in The Blue Mountains by providing jobs, bringing people to the area and creating lasting festivals that people look forward to year over year.

Once provided with the Municipal Resolutions Cedar Run would follow all due diligence in following the Special Event Notification Process including the necessary site plans, Fire & Emergency Services Safety Plans and executing the necessary permits to hold each event.

Please contact me should you have any related questions or require additional information. Thank you in advance for your consideration and anticipated approval for these events.

Respectfully Submitted,

Nicole Paara

Director, Events & Marketing

Cedar Run Horse Park

[Nicole@cedarrun.ca](mailto:Nicole@cedarrun.ca) / 705-446-5546

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