

GARDEN SQUARE FESTIVAL APPLICATION

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1. OVERVIEW

Brampton's downtown is unique and a vibrant destination in the heart of the city with Garden Square being the venue of many colourful programs and events. Garden Square is committed to providing opportunities for local community groups to showcase and celebrate culture and creativity. Festivals have access to services including technical production, security, cleaning and logistics staff, as well as client support. City staff will work closely with successful applicants to provide the expertise required to ensure success.

Garden Square Festivals are subject to a competitive application process. Applications are assessed by the Festivals & Events Grant Evaluation Panel, however the Festival application assessment and scoring is separate from grant application assessment and scoring. Grant applicants who also apply to Garden Square may receive funding from the city, but may be declined for the use of Garden Square.

2. DEADLINE & INSTRUCTIONS

2019 SEASON DEADLINE: **Thursday, January 31, 2019, 4:30pm**. Late applications will not be considered.

Instructions: applications must be completed electronically & submitted by email

- 1) Save form to desktop
- 2) Complete application form on computer (save periodically while you are working)
- 3) Save completed application
- 4) Email form to communitygrants@brampton.ca

3. GOALS

Festivals play an important role in city-building and can have a tremendous impact on community development, volunteerism and civic pride. They also play a critical role in helping to engage citizens in arts and culture. Bringing our diverse residents together to celebrate their city supports a sense of place and well-being.

The objectives of the Garden Square Festivals Program are to support festivals that:

- ❖ Are responsive to community demographics and interests
- ❖ Are reflective of the community's diversity
- ❖ Draw participants from outside Brampton's municipal borders
- ❖ Have a positive economic impact on the local economy
- ❖ Demonstrate social responsibility
- ❖ Are welcoming to all Brampton residents
- ❖ Instill a sense of civic pride among Brampton residents

4. ELIGIBILITY

Garden Square may withdraw approval for an event at any time if applicant and eligibility criteria are not met.

4.1 Applicants

Applicants may submit up to a maximum of one (1) Garden Square festival application per calendar year.

4.2 Eligibility Criteria

Event organizers understand and agree to the following:

- Event organizers must have proven experience with events
- Event organizers must demonstrate a proven track-record of fiscal responsibility with a balanced and realistic budget
- References who can speak to financial accountability based on a previous event

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- Application form includes all requested information and documentation; incomplete applications will not be considered
- Events and event organizers must not endorse views and ideas which are likely to promote discrimination, contempt or hatred for any person on the basis of political affiliation, economic status, level of literacy or the protected grounds defined in the Ontario Human Rights Code, as amended (race, national or ethnic origin, citizenship, religion, age, sex, marital status, family status, sexual orientation, disability)
- Event organizers must comply with the City's [Respectful Workplace Policy 1.3.0](#); no form of discrimination, harassment, or bullying will be tolerated
- Events and event organizers do not conflict with the [City's Strategic Goals](#) and do not adversely impact the City's identity
- Event does not interfere with normal business conducted by staff or with other activities in the Four Corners area
- Events and event organizers are in compliance with all provincial laws, federal laws, City by-laws, policies and guidelines
- Events will be open to the public and free of charge

All boxes must be checked in order to fulfill eligibility criteria. Applications that do not meet all of the Eligibility Criteria will not be considered.

5. APPLICATION PROCESS

5.1 Evaluation

Garden Square Festival Applications will be reviewed by the Festivals & Events Grant Evaluation Panel.

5.2 Assessment Criteria

The application process for Garden Square is competitive. Garden Square Festival Applicants must score a minimum of 70% to be considered for approval based on the following assessment criteria:

- ❖ Event History 35%
- ❖ Festival Merit 25%
- ❖ Organizational Capacity 20%
- ❖ Community Impact 20%

While some answers provided in the Festivals & Events Grant Application will be considered as part of the Garden Square Festival Application, such answers will be assessed and scored separately for each purpose. Minimum score does not guarantee approval. Eligible applicants who have been declined may not appeal the decision, but may apply the following year. For events that were held at Garden Square in previous years, Event History scoring will be based on the previous year's post-event evaluation by the City of Brampton.

5.3 Dates

Downtown Brampton will be under construction in 2019 for water main replacement, which may limit the availability of Garden Square for festivals. The City of Brampton is accepting applications to host single-day festivals in Garden Square on Sundays between June 15, 2019 and September 15, 2019. Dates available for festivals will be selected once 2019 programming and construction timelines are confirmed.

If a festival is approved, a date will be assigned based on availability and application scoring. Successful applicants will be notified once the festivals and dates are decided. Assigned dates are final and may not be appealed. Returning applicants are not guaranteed approval or the same dates in subsequent years.

5.4 Contract & Fees

Approved events will meet with the Garden Square team to determine specific requirements. Approved events will receive a Facility Rental Contract with draft fees based on the specific requirements requested, and outlining the rental Terms and Conditions. Garden Square fees are determined by the [User Fee By-law 380-2003](#). These must be signed by an individual within the group with authority to enter into a binding agreement with the City. The City of Brampton may withdraw approval for an event at any time if the Terms and Conditions in the Facility Rental Contract are not met. Final reconciliation of fees will happen following the event based on event actuals.

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5.5 Payment Schedule

- ❖ 50% of estimated fees are due at signing of contract
- ❖ Balance of estimated fees are due fourteen (14) days prior to event
- ❖ Final reconciliation payment due thirty (30) days after final reconciliation is received (final reconciliation will be provided within thirty (30) days following event)

5.6 Requirements

- **Insurance:** Event organizers are required to secure third party liability insurance. In some cases, the risks related to the event may require additional coverage to be determined by the City of Brampton.
- **Security:** Security and paid duty police requirements will be determined by the City of Brampton. Third party security will be arranged by the City at the event organizer's expense. Arrangements for paid duty police coverage by [Peel Regional Police](#) must be made by the event organizer in accordance with the City's requirements.
- **First Aid:** A first aid station operated by professional first aid service providers is mandatory. [St. John Ambulance](#) first aid coverage for events is available on a first come first served basis; requests must be submitted eight (8) weeks prior to the event. [Peel Regional Paramedics](#) paid duty coverage for events is also available. If first aid has not been confirmed, the City reserves the right to hire first aid at the organizer's expense.
- **Washrooms:** Washroom facilities inside the Rose Theatre are not available for use for events at Garden Square. A washroom trailer will be onsite from June to September. The City will determine additional portable toilets and hand-washing station requirements, which will be arranged by the City at the event organizer's expense. A minimum of one (1) accessible washroom for every two (2) standard washroom units must be available.

Garden Square may rescind approval for an event at any time if the requirements are not met.

5.7 Damages

Any damage to City property, furnishings or equipment during an event, including but not limited to additional cleaning required, are the responsibility of the event organizer. The event organizer accepts financial responsibility for any damages to property, furnishings or equipment during an event, and will be charged for any such damages on their reconciled invoice. Should events held at Garden Square cause damage to neighbouring properties, event organizers may be held responsible by property owners.

6. GUIDELINES

All activities must be approved by Garden Square. Unapproved activities, failure to follow these guidelines, or failure to comply with any applicable laws, by-laws or policies will result in permission for the use of Garden Square being withdrawn, and may jeopardize future applications to host events.

6.1 Additional Approvals

The following activities require additional approval and documentation, and are subject to regulation:

- ❖ Additional third party security (close protection)
- ❖ Animals
- ❖ Barbecues
- ❖ Cooking demonstrations
- ❖ Electrical appliances
- ❖ Equipment rental
- ❖ Fencing
- ❖ Fireworks & pyrotechnics
- ❖ Inflatables
- ❖ Raffles & Lotteries
- ❖ Screen content
- ❖ Signage & printed materials
- ❖ Sound levels
- ❖ Tents
- ❖ Vendors & food service

Additional details will be provided to approved event organizers.

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6.2 Prohibitions

The following activities are prohibited at Garden Square:

- ❖ Alcohol (the patio bar can be open upon request at additional cost for security)
- ❖ Confetti
- ❖ Hazardous materials
- ❖ Mechanical amusement rides
- ❖ Open flames
- ❖ Paid activities (all activities in the Square must be free to the public)
- ❖ Panhandling and soliciting
- ❖ Road closures (unavailable until further notice)
- ❖ Skateboards, rollerblades, bikes, motorized vehicles
- ❖ Smoking
- ❖ Tent stakes

The City of Brampton may withdraw approval for an event at any time if the restrictions are not respected.

6.3 Accessibility

The event organizer must provide an accessible environment for all visitors to the event, including designated entertainment viewing areas, and pathways to accommodate people with disabilities in accordance with the [Accessibility for Ontarians with Disabilities Act](#). For additional information, please refer to the [Guide to Accessible Festivals & Outdoor Events](#), [Planning Accessible Events So Everyone Feels Welcome](#).

6.4 Weather

Outdoor events are by their nature subject to inclement weather. In the case of rain, a performance can continue provided that it is deemed safe by City staff onsite. In the case of thunder and lightning, the technical staff are required to shut down the stage to reduce the risk of being hit by lightning in accordance with the [Outdoor Venues Safety Guideline for the Live Performance Industry in Ontario](#). Only once thirty (30) minutes have passed without thunder or lightning will the Technical Supervisor advise the crew to re-open the stage. If the event organizer cancels the event or reduces the hours of the event for any reason, including inclement weather, the event organizer remains responsible for 100% of costs incurred.

6.5 Stages

The SL75 is a 20'x16' covered mobile stage with wind wall options that fits under the digital screen and is suitable for performances of approximately five (5) people. Risers are available to expand the SL75 for performances with a limited number of additional performers. The SL 75 is available for festival use without additional approvals; the cost is included in the *Garden Square Festival Fees Worksheet*.

The SL250 is a 32'x24' covered mobile stage with wind wall options that bridges to the fountain stage and is suitable for more elaborate performances. The use of the SL250 is subject to:

- ❖ A demonstrated need for the larger stage in order to accommodate the planned programming and fulfil the vision for the festival (see section 8.2 of this application)
- ❖ Approval by City staff based on availability and resources required for extended set-up and take-down

Additional costs are associated with the use of the SL250 to be shared with approved event organizers who meet the criteria above.

7. CONTACT INFORMATION

The Primary Event Organizer is the person most responsible for decision making about the event, has signing authority for the organization, and is the primary contact.

- Name of Festival: _____
- Name of Organization: _____
- Website: _____
- Address: _____
- City: _____
- Province: _____
- Postal Code: _____

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- Name of Lead Event Organizer: _____
- Position in Organization: _____
- Phone of Lead Event Organizer: _____
- Email of Lead Event Organizer: _____

- Name of Stage/Tech Contact: _____
- Phone of Stage/Tech Contact: _____
- Email of Stage/Tech Contact: _____

- Name of Operations/Logistic Contact: _____
- Phone of Operations/Logistic Contact: _____
- Email of Operations/Logistic Contact: _____

8. EVENT INFORMATION

8.1 Requested Event Date

Preferred dates can be requested by Event Organizers. Dates available for festivals will be selected once 2019 programming and construction timelines are confirmed. Only Sundays between June 15, 2019 and September 15, 2019 are available.

List preferred event date(s), if applicable, including as much flexibility as possible (i.e. any Sunday in August):

8.2 Event Times

Hours for stage performances are 12:00pm–7:00pm on Sundays.

All schedules are subject to approval by City staff.

- Event start time: _____
- Event end time: _____

A minimum of 2 hours are required for both load-in and load-out.

- Load-in start time: _____
- Load-in end time: _____
- Load-out start time: _____
- Load-out end time: _____

8.3 Attendance

This will be used to determine security and amenity requirements.

- Estimated number of attendees: _____

9. EVENT HISTORY (35%)

Previous experience organizing events is required in order to be considered for Garden Square. Priority is given to those able to demonstrate a proven track record of event planning and financial management. Applicants without verifiable experience will not be accepted. Event history and experience for new and returning events will be evaluated based on the following criteria:

- Payment history
- Advertising, promotion and sponsorship history
- Previous attendance
- Ability to meet deadlines
- Compliance with all guidelines and policies

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For events that were held at Garden Square in 2018, scoring will be based on the previous year's post-event evaluation of the above criteria, and *references are not required*.

For events that were not held at Garden Square in the previous year, applicants must provide at least two (2) different references able to comment on all the criteria listed above. Ideal references will be managers of venues where the applicant has held events in the past. References must not be affiliated with the individual or organization applying to hold an event. New applicants that do not provide full contact information for references will not be considered.

9.1 Was this event held at Garden Square in 2018? yes no *If yes, skip to section 8.*

9.2 Reference #1

- Event name: _____
- Event Date(s): _____
- Venue: _____
- Contact name for venue: _____
- Contact phone for venue: _____
- Contact email for venue: _____
- Number of years of event: _____
- Attendance: _____
- Event Description:

- Role of Applicant:

Reference #2

- Event name: _____
- Event Date(s): _____
- Venue: _____
- Contact name for venue: _____
- Contact phone for venue: _____
- Contact email for venue: _____
- Number of years of event: _____
- Attendance: _____
- Event Description:

- Role of Applicant:

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10. FESTIVAL MERIT (25%)

Priority will be given to events that are deemed to support the [City of Brampton Strategic Plan](#) through vibrant, innovative and engaging programming in the following ways:

- ❖ Inclusivity: promote and embrace Brampton's diverse cultural scene
- ❖ Sociability: bring the community together through both passive and active place-making

Consider this while completing the *Festival Merit* section of the Grant Application.

10.1 Stage

If you would like to request the use of the SL250, explain the need for the larger stage in order to accommodate the planned programming and fulfil the vision for the festival.

All other *Festival Merit* scoring for Garden Square Festival applicants will be based on answers provided in Festivals & Events Grant Application.

11. ORGANIZATIONAL CAPACITY (20%)

Details about the applicant organization is required. Priority will be given to festivals that are deemed to add economic benefit to the City of Brampton in the following ways:

- ❖ Growth: encourage Bramptonians to spend in the downtown core
- ❖ Tourism: create a destination that draws people from outside Brampton
- ❖ Opportunity: engage and promote Brampton's creative economy
- ❖ Image improvement: shift the perception of the downtown area

Please consider this while completing the *Organizational Capacity* section of the Grant Application.

11.1 Organization

- The organization named in the contact information section responsible for organizing this event is a:
 - Charitable organization
 - Federally incorporated not-for-profit
 - Provincially incorporated not-for-profit
 - Unincorporated not-for-profit that meets the criteria in section 2.
- Charitable Registration Number: _____
- Not-for-profit Incorporation Number: _____
- Is the organization governed by a constitution and by-laws? yes no
- Is the organization governed by a volunteer Board of Directors? yes no
If yes, attach a list of Directors with contact information

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- Organization Mandate:

11.2 Budget

- Complete the 2019 Garden Square Festival Fees Worksheet *and attach it to your application.* Garden Square fees are determined by the [User Fee By-law 380-2003](#). All services available to approved festivals are listed in the Fees Worksheet. No other services are available. The City will determine how charges are applied.
- Budget Notes
 - Explain financial projections; how were revenues estimated?
 - What research was completed to determine expenses?
 - How were staff salaries and artist fees decided?
 - Explain any unusually high or low numbers

All other *Organizational Capacity* scoring for Garden Square Festival applicants will be based on answers provided in Festivals & Events Grant Application.

12. COMMUNITY IMPACT (20%)

Priority will be given to events that align with the following goals:

- ❖ Belonging: instill a feeling of connection within the Square
- ❖ Authenticity: ensure that the Square is a true reflection of the City of Brampton
- ❖ Sustainability: help community-driven initiatives to succeed

Please consider this while completing the Community Impact section of the Grant Application.

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12.1 Social Responsibility: How does the festival demonstrate social responsibility? (i.e. increased awareness of social issues, support for community initiatives such as food banks)

12.2 Is there a plan for any programming or activities to take place before or after the festival?

All other *Community Impact* scoring for Garden Square Festival applicants will be based on answers provided in Festivals & Events Grant Application.

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13. AGREEMENT

This application must be signed by an authorized signing authority for the organization.

I, _____, have read, understood, and agree to abide by the Terms and Conditions, Requirements, Restrictions, and Criteria listed in this application. I am authorized to enter into a legally binding agreement on behalf of _____.

I understand that if this application is approved, as the event organizer I will be required to:

- ❖ Adhere to the Terms and Conditions in the Facility Rental Contract
- ❖ Adhere to all laws, by-laws, policies and guidelines applicable to Garden Square
- ❖ Submit all required event documentation by the applicable deadlines
- ❖ Provide proof of general liability insurance a minimum of fourteen (14) days prior to the event signed and stamped on the [City of Brampton template \(Facility Rental External Certificate of Insurance Coverage\)](#) indicating a minimum coverage of \$2,000,000 with the City of Brampton added as an additional insured for the dates of the event; including set up and tear down days
- ❖ Provide proof of additional insurance if required
- ❖ Provide proof of paid duty police coverage by [Peel Regional Police](#) in accordance with the City's requirements a minimum of fourteen (14) days prior to the event
- ❖ Provide proof of first aid coverage a minimum of fourteen (14) days prior to the event
- ❖ If requested, provide the City of Brampton with a damage deposit thirty days prior to the event
- ❖ Recognize the City of Brampton by including the City logo on all print and online materials (logo files will be provided to approved festivals)

I understand that if this application is approved, as the event organizer, I agree to the following payment schedule:

- ❖ 50% of estimated fees are due at signing of contract
- ❖ Balance of estimated fees are due fourteen (14) days prior to event
- ❖ Final reconciliation payment due thirty (30) days after final reconciliation is received (final reconciliation will be provided within fourteen (14) days following event)

I understand that it is the event organizer's responsibility to meet all requirements of the City of Brampton and other regulatory agencies. I further acknowledge that all information contained on this request is, to the best of my ability, true, complete and accurate.

Signature: _____
Type your name above to sign. Please do not print and sign by hand.

Date: _____