



City of North Bay Report to Council

Report No: CSBU-2024-010

Date: February 13, 2024

Originator: Erin Vaughan

Business Unit:
Community Services

Department:
Community Development and Growth

Subject: Canada Day 2024

Closed Session: yes no

Recommendation

1. That the O'Canada Day Committee be granted permission to hold the 2024 Canada Day Celebrations in and about the Waterfront Park on July 1, 2024 pursuant to By-Law No. 2014-53 (Noise By-Law).
2. That the requests by the O'Canada Day Committee regarding exemption from the Noise By-Law, and exclusivity over the event and grounds be approved as per the following:
 - a) Having approved Recommendation No. 1 granting permission to hold the public celebration known as the 2024 O'Canada Day Event, the event becomes exempt from the noise control provisions contained in By-Law No. 2014-53 (Noise By-Law), as amended, pursuant to the operation of Section 6 and Schedule 3 thereof, as defined in Attachment 1.
 - b) Exclusivity be granted on July 1, 2024, on and over the City-owned or controlled lands (except the North Bay Wastewater Treatment Facility Lands) within the area defined as, extending from, and inclusive of the waterfront beaches starting at Tenth Street and both sides of Memorial Drive from the Uniroc site up to and including Lee Park. (See Exclusivity Map attached)

Background

Permission to Hold Event

The O'Canada Day Committee must ask Council for permission to hold the event pursuant to Noise By-Law No. 2014-53 (see Attachment 1).

Noise By-law

Under the condition that Council grants the Committee permission to hold the O'Canada Day Event, the event would be eligible to be exempt from the Noise By-Law. This exemption has been granted over the past several years with no noise complaints regarding the event.

The O'Canada Day Committee has planned a variety of entertainment and activities to take place at the North Bay Waterfront on July 1, 2024. These activities are to include daytime entertainment, carousel and train rides, Canada Day KidZone, children's entertainment, museum exhibit, vendors, evening musical entertainment, a fireworks cruise and fireworks display. The events will begin at approximately 11:00 a.m. and conclude at approximately 11:00 p.m. In past years, similar Canada Day activities have drawn large crowds with no adverse reactions from the neighbourhood pertaining to noise.

Normally, the O'Canada Day Event is finished prior to 11:00 p.m. The request for exemption from Noise By-Law No. 2014-53 is a precautionary measure in the event that the entertainment or fireworks run late.

Over 7,000 participants or attendants are expected to be in attendance.

Memorial Drive will be closed to the public from 7:00 pm – 11:00 pm Monday July 1st, 2024.

Exclusivity

In the past, waterfront exclusivity has allowed the O'Canada Day Committee to manage the event more efficiently. This includes working with vendors from our community who wish to participate in the activities as well as programming the event's activities. With exclusivity, the Committee is able to control the location of vendors, type of food or product sold as well as to secure revenue toward the operation of the event. In the past, vendors have applied to participate in the Canada Day Celebrations. Vendors, who have been allocated a seasonal space at the waterfront, have been given first right of refusal to participate, while other vendors are made aware of the event and have the opportunity to apply to become involved. This request for exclusivity will allow the organizing committee to invite local vendors to participate in Canada Day by applying to be a vendor. The committee anticipates a healthy contingent of local vendors who will pay a vendor fee that will offset some of the event expenses.

Financial/Legal Implications

Canada Day 2024 Budget DRAFT

REVENUES

Description	Budgeted
Vendor Fees	\$400.00
Sponsorship	\$7,500.00
Grants (Canadian Heritage)	\$8,000.00
Chief Commanda Fireworks	\$1,800.00
Cruise	
City of North Bay	\$10,300.00
Total Revenue	\$28,000.00

EXPENSES

Description	Budgeted
Business License Fee	\$100.00
Fireworks	\$15,000.00
Security	\$800.00
First Aid	\$400.00
Programming	\$8,200.00
Poster Contest	\$1,200.00
Museum Exhibit	\$800.00
Advertising & Promotion	\$1,500.00
Total Expenses	\$28,000.00

Corporate Strategic Plan

- | | |
|--|---|
| <input type="checkbox"/> Natural North and Near | <input type="checkbox"/> Economic Prosperity |
| <input type="checkbox"/> Affordable Balanced Growth | <input checked="" type="checkbox"/> Spirited Safe Community |
| <input type="checkbox"/> Responsible and Responsive Government | |

Specific Objectives

- Promote and encourage arts and culture as a cornerstone of a dynamic community
- Encourage openness and diversity in the community for all residents
- Support and promote community and special events

Options Analysis

Option 1:

1. That the O'Canada Day Committee be granted permission to hold the 2024 Canada Day Celebrations in and about the Waterfront Park on July 1, 2024 pursuant to By-Law No. 2014-53 (Noise By-Law).

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Option 2:

If Council is not satisfied with the requests as presented but wants the event to proceed, Council could grant the request for permission to hold the event (by approving Recommendation 1) and amend the other requests to suit its concerns (by approving Recommendation No. 2 in an amended form). Depending upon the amendments made, the O'Canada Day Committee may need to review its methodology for the undertaking of the event.

Option 3:

Refuse to grant all requests.

The O'Canada Day Event would not take place this year.

Recommended Option

1. That the O'Canada Day Committee be granted permission to hold the 2024 Canada Day Celebrations in and about the Waterfront Park on July 1, 2024 pursuant to By-Law No. 2014-53 (Noise By-Law).

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Respectfully submitted,

Name: Erin Vaughan, BBA (Hons)

Title: Community Event Facilitator

I concur with this report and recommendation

Name: Melinda Fry

Title: Manager, Sports & Events

Perso Name: Ian Kilgour, MCIP, RPP

Title: Director, Community Services

Name: Alan Korell, P.Eng.

Title: City Engineer – Infrastructure and Operations

Name: John Severino, P.Eng., MBA

Title: Chief Administrative Officer

Personnel designated for continuance:

Name: Erin Vaughan, BBA (Hons)

Title: Community Event Facilitator