



# Community Events and the Municipal Relationship

Jessica Linthorne

Recreation Programs Supervisor

Town of Saugeen Shores

# Our Project

- Tourism – Chamber of Commerce
- Collaboration between Municipality and Tourism
- Event Planning 101
  - Initial meeting, development of [Guide](#)
  - Survey found further topics to discuss
    - Social Media/Marketing
    - Granting/Fundraising
    - Risk Management



# Relationship with Event Planners

- Encourage inquiries
- Answer questions
- Suggest direction
- Connect with network
- Work together
  - to better the quality of life
  - to better the economy



# Community Events

- Rotary Huron Shores Run
  - Health and Wellness Fair partnership
- Huron Fringe Birding Festival
  - BIA, Tourism partnership



# Special Events Application

- Policy and Procedure included
  - Guidelines re: insurance, equipment, food handling, installation of tents/structures

*“Persons or Organizations hosting Special Events on municipal property must receive written approval from the Town of Saugeen Shores prior to hosting such events.*

*Persons or Organizations serving liquor at such Special Events must be licensed in accordance with the Liquor Control Board of Ontario (LCBO). See your local LCBO store for the required applications. Further questions can be answered by calling the Alcohol and Gaming Commission of Ontario (AGCO) at 1-800-522-2876.*

*The Town of Saugeen Shores prohibits the sale and serving of alcohol after 11:00 p.m. on Friday and Saturday nights and 9:00 p.m. on all other days of the week on municipal property.”*



# Special Events Application

- Application includes:
  - Contact information
  - Event history (if applicable)
  - Set up questions, access through public lands/  
parks
  - Road closure requests
  - Liquor and food clarification



# Behind the Scenes

- Municipal Process (< 3 months)
  - Application to Senior Management Team
  - Review and discuss alternate options if applicable
  - Road closures for first time event must go to Council (COW, Council)
  - Provide feedback/suggestions to applicant
    - Example: recommendation to move forward with permits from Building Dept, Fire, Police, etc.



# Council

- To close a road, Council must approve
- Applications requesting road closures (once cleared through SMT) make the Committee of the Whole agenda for discussion
- Final approval provided at Council Meeting (two weeks after COW)
- Make your case! Get on the agenda





# Considerations

- Make a Deputation to Council
  - Want to create awareness? Come to Council!
- How will your event affect residents/visitors?
  - Tell your story. Who are you and why are you doing this?
- How will your event affect the betterment of the community?
  - Economic growth? Recreation for active lifestyle?



# Our Belief

- Local events enhance our community
- Events are celebrations
- Events attract visitors and create traditions
- Annual events develop nostalgia
- Event planners are passionate people – working together can ensure success!



# Questions?

Jessica Linthorne  
Recreation Programs Supervisor  
Town of Saugeen Shores  
[linthornej@saugeenshores.ca](mailto:linthornej@saugeenshores.ca)

