



Staff Report

Report To: Rebekah Msuya-Collison, Chief Administrative Officer/Deputy Clerk

From: **Alex Wolfe, Clerk**

Date: June 17 2024

Report: CL10-2024

Subject: Special Event Application – Exeter RAM Rodeo

Recommendations:

That South Huron Council receives the report of Alex Wolfe, Clerk regarding the Special Event Application – Exeter RAM Rodeo and

That the Special Event Permit – Exeter RAM Rodeo is approved in principle; and

That the Special Event application and administration fee in the amount of \$550.00 is waived; and

That an exemption to Noise By-law 6-2004 for Saturday, August 10th from 11:00 p.m. to 2:00 a.m. be approved; and

That Municipal staff provide assistance and resources, as outlined in the special event application; and

That South Huron Council declare the Exeter RAM Rodeo event to be Municipally Significant.

Purpose:

This report aims to provide Council with a comprehensive overview of the Exeter RAM Rodeo event and obtain Council approval of the Special Events Permit, in principle, based on receipt of all required documentation before the event.

Background and Analysis:

The Exeter RAM Rodeo is an annual event (25 years held) with shows on Saturday and Sunday. The Exeter Rodeo Committee coordinates the event with municipal staff support. Proceeds from the Exeter Rodeo Event are used to maintain a reserve for next year's Rodeo and recreation projects in South Huron, with recommendations from the Committee.

As outlined in the Municipality's Special Events Policy (By-Law #52-2018) a Special Events Application is required to be submitted for certain events held in the municipality. The policy aims to ensure public safety, control noise, traffic, etc. and mitigate any negative impact on the Community. Through the Special Event Application process, the applicant works through several items with the municipality as well as relevant stakeholders to confirm the applicant has the required approvals for the event to proceed. Some items require Council approval, including the event attendance size, alcohol use/sold, deeming an event municipally significant and the use of municipal resources.

Contract

At the December 18, 2023, Regular Council Meeting, Council passed resolution 514-2023 to enter into the Rodeo Performance Contract with Rodeo Management Group Inc. for the 2024 Exeter Ram Rodeo Event. Conditions of the Agreement include Rodeo Management Group Inc. providing all necessary emergency medical services for the Rodeo, including an onsite-medic, proof of third-party liability insurance to protect the Committee and Municipality to any damages claimed by any participant of the Rodeo. The by-law authorizing the execution of this agreement is included further on in this agenda.

Overview of Event Particulars

The event is being held between Friday, August 9th and Sunday, August 11th, 2024, at the South Huron Recreation Centre grounds, including the Rodeo Ring and baseball diamond area. It is estimated that the event will see 1,500 – 2,000 attendees, per day.

Similar to previous years, the event is proposed to include rodeo performances on Saturday and Sunday, with other attractions including a vendor area, refreshment garden, entertainment and community breakfast.

The Committee has confirmed that Joe Straw and his team will be the holders of the special occasion permit for alcohol at the event again this year.

Noise By-law Exemption

The entertainment for the Exeter RAM Rodeo will require an exemption to Noise By-law 6-2004 for Saturday, August 10th from 11:00 p.m. to 2:00 a.m.

Request for Municipally Significant

The event is organized and executed by a South Huron Committee of Council. Given the event provides family entertainment to the community of South Huron and beyond and promotes community partnerships, the organizers have requested this event be deemed Municipally Significant.

Municipal Resource Request

The Committee has requested municipal resources, as outlined in the additional resource request attached to this report. The General Manager of Community and Emergency Services was consulted on the requests.

Operational Considerations:

There are no other operational considerations as the results of the actions outlined in this report.

Financial Impact:

The cost of the application is \$500.00 (due to number of attendees as set out in the Policy) and the administration fee is \$50.00.

The Committee is requesting that the application and administration fee be waived if Council deems the event to be Municipally Significant, as outlined in the Designation of Municipally Significant Event Policy By-Law 12-2023.

Legal Impact:

The contractor Rodeo Management Group Inc. is responsible for obtaining sufficient liability insurance to the satisfaction of the Municipality. Further, the South Huron Optimist Club will provide proof of insurance coverage regarding the rental of bouncy castles for the children's event Friday night. The purpose of the Special Events Policy is to mitigate any negative impact on the community and to ensure that the municipality can prepare and respond, where necessary.

Staffing Impact:

Staff are working directly with the Rodeo Committee for the event for the items related to the municipal resource request.

Communication Actions:

The event organizers are responsible for advertising their event and staff will share any specific information requested by the organizers before the event.

Policies/Legislation:

Special Events Policy By-Law #52-2018

Designation of Municipally Significant Event Policy By-Law #12-2023

Consultation:

Rebekah Msuya-Collison, Chief Administrative Officer/Deputy Clerk

Julia Warwick, Director of Finance/Treasurer

Mike Rolph, Director of Building and Planning/Chief Building Official

Jeremy Becker, General Manager of Community and Emergency Services/Fire Chief

Stacey Jeffery, Community Relations Manager

Shane Timmermans, Manager of Transportation Services

Representative of the Exeter Rodeo Committee (Organizing Committee)

Related Documents:

Request for Municipal Resources

Respectfully submitted,

Alex Wolfe, Clerk

Report Approval Details

Document Title:	CL10-2024 - Special Event Application - Exeter RAM Rodeo .docx
Attachments:	- Request for Municipal Resources.docx
Final Approval Date:	Jun 13, 2024

This report and all of its attachments were approved and signed as outlined below:

Julia Warwick - Jun 13, 2024 - 8:56 AM

Rebekah Msuya-Collison - Jun 13, 2024 - 9:27 AM