

## LARGE EVENT APPLICATION

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Municipal Freedom of Information Act: Personal information contained on this form is collected under the authority of section 11 of the Municipal Act 2001, SO2001, c.25. The information will be used for the purpose of administering the City of Mississauga Facility Rental contracts and will also be used for business you may conduct with the City. Questions about this collection should be directed to: Manager, Mississauga Celebration Square, at 905-615-3200 x4065.

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### APPLICATIONS MUST BE COMPLETED ELECTRONICALLY

**2016 SEASON DEADLINE: September 30, 2015, 4:00pm.** Late applications will not be considered.

### APPLICATIONS MUST BE SUBMITTED BY EMAIL

- 1) Save application to desktop
- 2) Complete application form on computer (save periodically while you are working)
- 3) Sign your name by typing it in at the bottom of this application (do not sign and scan this form)
- 4) Save your completed application
- 5) Submit by clicking the submit button in the top right corner
- 6) Email [sandra.lefrancois@mississauga.ca](mailto:sandra.lefrancois@mississauga.ca) to confirm submission

### PROCESS

**Eligibility:** All applications will be reviewed by Mississauga Celebration Square to determine eligibility status. Applications that do not meet the Eligibility Criteria will not be considered. Event organizers understand and agree to the following (***all boxes must be checked in order to fulfill eligibility criteria***):

- Event Organizers must have proven experience with large-scale events
- Event Organizers must demonstrate a proven track-record of fiscal responsibility with 1) a balanced and realistic budget, and 2) references who can speak to financial accountability pertaining to a previous event
- Event application includes all requested information and accompanying documentation; *incomplete applications will not be considered*
- Event and Event Organizers must not endorse views and ideas that are likely to promote discrimination, contempt or hatred for any person on the basis of the protected grounds defined in the Ontario Human Rights Code
- Event Organizers must comply with the City's [Respectful Workplace Policy \(01-03-04\)](#) and the City's Respectful Workplace Statement of Commitment: no form of discrimination, harassment, or bullying will be tolerated
- Event and Event Organizers do not conflict with the [City's Values](#); vision or strategic goals and does not adversely impact the City's identity
- Event does not interfere with normal business conducted by staff or with other activities in the Civic District
- Event and Event Organizers are in compliance with all provincial laws, federal laws, City policies and by-laws
- Event will be **open to the public and free of charge**

Mississauga Celebration Square may rescind approval for an Event at any time if the eligibility criteria outlined above are not met. All ineligible applicants will be notified.

**Appeal process:** A request to appeal eligibility status must be made in writing to the Director, Culture within two (2) weeks of notification of ineligibility. The appeal must clearly address all eligibility criteria that were not met.

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**Assessment Criteria:** The application process is competitive. Applicants must score a *minimum* of 50% to be considered for approval based on the following assessment criteria:

- Event History 20%
- Economic Impact & Effectiveness 30% (Organizational Effectiveness, Marketing & Promotion, Budget)
- Cultural Impact 30% (Vision, Cultural Experience, Audience, Community)
- Innovative Programming 20% (Innovation, Facility Use, Vendors)

Minimum score does not guarantee approval.

**Dates:** Once approved, Event dates are assigned based on scoring and availability. Assigned dates cannot be appealed. Eligible applicants who have been declined by the MCS Community Advisory Group may not appeal the decision, but may apply the following year.

**In 2016, the following dates are unavailable:**

- February 15, 2016
- May 1-7, 2015
- May 22-23, 2016
- June 10-11, 2016
- June 26 - July 2, 2016
- August 5, 2016
- August 27, 2016
- September 16, 2016
- September 30 - October 2, 2016
- October 31, 2016
- November 19, 2016
- December 24 - January 1, 2016

**Contract:** Approved events will receive a Facility Rental Contract outlining all Terms and Conditions, and a Letter of Agreement outlining any requirements specific to the Event. These must be signed by an individual within the group with authority to enter into a binding agreement with the City. Mississauga Celebration Square may rescind approval for an Event at any time if the Terms and Conditions in the Facility Rental Contract or the requirements in the Letter of Agreement are not met.

**Requirements:** 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 Mississauga. Event Organizers are required to secure third party security, first aid and Peel Regional Police paid duty officers, as determined by the City of Mississauga. All additional requirements are listed in the Mississauga Celebration Square Guidelines. Mississauga Celebration Square may rescind approval for an Event at any time if the requirements are not met.

**Restrictions:** The following activities are restricted:

- use of outside technicians and crew for the stage and/or media screens
- fireworks that are not part of a City produced event (e.g. Canada Day)
- mechanical amusement rides (excluding inflatables)
- amplified sound will only be allowed in accordance with the MCS Guidelines
- any other restrictions on activities addressed in the Guidelines.

Mississauga Celebration Square may rescind approval for an Event at any time if the restrictions are not respected.

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### CONTACT INFORMATION

Name of Event:			
Name of Organization:			
Website:			
Address:			
City:	Prov:	Postal Code:	

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 Event Organizer:			
Position in organization:			
Phone:			
E-mail:			

The **Secondary Event Organizer** is available in the absence of the primary event organizer.

Name of Event Organizer:			
Position in organization:			
Phone:			
E-mail:			

### EVENT INFORMATION

Event description:			
Is your event returning to Celebration Square(y/n):			

Provide up to three (3) potential dates for your event			
Date(s) choice:			
Date(s) choice:			
Date(s) choice:			

Hours for **stage performances** are: Monday-Saturday 12:00pm\*-11:00pm, Sunday 12:00pm\*-7:00pm (permission may be granted to start earlier at the discretion of the Supervisor, Technical Services)

**MCS Park Permit** (use of facility) hours are: 8:00am-12:00am

List your event start and end times			
Event start time(s):			
Event end time(s):			

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List your load in and load out start and end times	
Load in start time:	
Load in end time:	
Load out start time:	
Load out end time:	

List any additional days required for set up or clean up?	
Set up date(s):	
Clean up date(s):	

Final schedules are subject to approval by the Supervisors of Event Services and Technical Services.

Estimate the number of attendees. This will be used to determine security and amenity requirements.

Anticipated event attendance (total):	
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### **Paid activities must be listed here in order to be considered**

Will there be fees charged for any activities during the event (y/n)?	
If yes, describe:	

### **Special Occasion Permit Request (Alcohol)**

The Event Organizer must indicate the intention to sell alcoholic beverages. Approval will be given where the organizer has previous experience serving alcohol at events, or where there is a strong track record organizing events. If the Event Organizer has requested and received approval to serve alcohol, they will be required to:

1. Apply and obtain a Special Occasion Permit from the Alcohol and Gaming Commission of Ontario;
2. Comply with the Municipal Alcohol Policy and the Serving Alcohol at City Facilities Policy;
3. Ensure the serving area permitted to serve alcohol is securely fenced;
4. Hire appropriate security and police coverage approved by City of Mississauga and Peel Regional Police.

Are there plans to serve alcohol at this event (y/n)?	
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**Events that were not at Mississauga Celebration Square in 2015** with plans to serve alcohol must describe previous experience with AGCO permitting, and provide at least one reference that can speak to this:

Event Name:	
Date:	
Venue:	
Contact name for venue:	
Phone:	
E-mail:	
Number of years of event:	Attendance:
Event Description:	
Role of Applicant:	
Sponsors:	

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### EVENT HISTORY

**(20 percent)**

Details about your organization and previous experience organizing large-scale events are required. 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

For events *returning* to Mississauga Celebration Square, scoring will be based on 2015 post-event evaluation of the above criteria, and references are not required.

Events that were *not* at Mississauga Celebration Square in 2015 must provide at least two (2) different references able to comment on the criteria listed above. 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.**

Event Name:			
Date(s):			
Venue:			
Contact name for venue:			
Phone for venue contact:			
E-mail for venue contact:			
Number of years of event:		Attendance:	
Event Description:			
Role of Applicant:			

Event Name:			
Date(s):			
Venue:			
Contact name for venue:			
Phone for venue contact:			
E-mail for venue contact:			
Number of years of event:		Attendance:	
Event Description:			
Role of Applicant:			

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### ECONOMIC IMPACT & EFFECTIVENESS

(30 percent total)

As per policy 05-03-03, priority will be given to events that are deemed to add economic benefit to the City of Mississauga. The Culture Master Plan encourages festivals to foster strong partnerships between community, government and the private sector.

The following criteria will help determine the festival's economic impact on the City of Mississauga:

1. Organizational Effectiveness
2. Marketing, Promotion & Partnership
3. Event Security
4. Budget

New applications will not be considered until all outstanding balances are paid in full. Collection of overdue accounts will be undertaken in accordance with Corporate Policy 04-01-05 Payment of Facility Rental Fees.

#### 1. Organizational Effectiveness (10 percent)

Strong organizational skills and a strong team are required to run an event at a facility with the size and scope of Mississauga Celebration Square.

Organization mandate

:  
The organization named in the contact information section and responsible for organizing this event is a:

<input type="checkbox"/> Commercial business	Business Registration Number:	
<input type="checkbox"/> Charitable organization	Charitable Registration Number:	
<input type="checkbox"/> Federally incorporated not-for-profit	Incorporation Number:	
<input type="checkbox"/> Provincially incorporated not-for-profit	Incorporation Number:	
<input type="checkbox"/> Unincorporated not-for-profit		
<input type="checkbox"/> Ad hoc group or collective		

Is the organization governed by a constitution and by-laws (y/n)?	
Is the organization governed by a volunteer Board of Directors (y/n)?	

If yes, please complete the contacts requested below

President:	
E-mail:	

Treasurer:	
E-mail:	

Secretary:	
E-mail:	

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Is the organization a registered Affiliate or Community Group with the City of Mississauga (y/n)?		
Is the organization applying to the City's Cultural Festivals & Celebrations Grant Program:		
SOCAN Licence #:		
Number of paid event staff:		Number of event volunteers: <input type="text"/>
Describe how the event fulfils the organization's mandate (please be specific):		

**2. Marketing, Promotion & Partnerships (5 percent)**

The following promotional material (media releases, press coverage...) is attached to this application (list):

Outline marketing and promotional plans ensuring advertising reaches across the City of Mississauga:

Outline marketing and promotional plans for marketing outside of Mississauga:

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Describe any partnerships with local businesses (ex: hotels used to accommodate artists or attendees):

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List potential sponsors and describe past sponsor relationships:

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Detail any grants you have received for the event in the past and grants that are being applied for currently:

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### **3. Event Security (5 percent)**

The ability to articulate plans for security at an early stage of the planning will be evaluated. Security coverage is mandatory for all approved events; a Security Plan must be submitted for review. Additional licensed security may be required if it is deemed necessary by the Supervisor, Event Services in consultation with City of Mississauga Corporate Security and Peel Regional Police.

What are your security plans (include use of private security Peel Regional Police, First Aid):

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### 4. Budget (10 percent)

Fill out the Event Budget using the total from the Mississauga Celebration Square Fees budget as the City Services Expenses. The Event Budget will provide a picture of the financial health of the event. This is not intended to be an audited statement but a tool to assist the approvals committee who will be scoring based on:

- A diversity of revenue (grants, sponsorship, etc.)
- Accurate and attainable forecasting
- A balanced budget
- Clear details for each budget line where required

Additional Budget Considerations:

Please note that MCS Fees listed below are in effect until December 31, 2015; new rates approved by City Council are published in January 2016, and will apply to all 2016 events.

The Supervisor, Technical Services will determine if additional technical staff and charges are required based on the particulars of the event.

If your event is a fundraiser, ensure your budget does not include any money raised at the event.

**Applicants who do not complete both budgets will not be considered.**

Provide any notes to budgets below here (use this section to explain how you arrived at your financial projections and to explain any notable changes:

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**MISSISSAUGA CELEBRATION SQUARE FEES**

**Fees are in effect to December 31, 2015. New rates will be published in January 2016**

<b>Services</b>	<b>Fees (excluding tax)</b>	
Administration Fee	\$74.01	
<b>Park Permit</b>		
MCS Park Permit Fee for not-for-profit/charitable groups	\$156.38/day	
MCS Park Permit Fee for commercial groups	\$2186.09/day	
Vendor Surcharge I (more than 15 vendors less than 30)	\$533.19 / event	
Vendor Surcharge II (more than 30 vendors less than 60)	\$1066.38 / event	
<b>Indoor Bookings (3 hour minimum, per room)</b>		
Central Library Classrooms 1-5	\$22.50/hour/room	
Noel Ryan Auditorium	\$98.49/hour	
<b>Technical Services</b>		
MCS Onsite Coordinator* (MANDATORY from beginning of load-in to end of load-out)	\$46.92/hour	
Main Stage & Screen Rental (MANDATORY for stage and/or screens)	\$1653.84	
Technical Support* (MANDATORY from sound check to end of show)	\$234/hour	
Additional Tech Supervisor/Video Board Operator*	\$45/ hour	
Additional Tech Support *	\$24/hour	
<b>Facility &amp; Property Maintenance</b>		
Electrician and Mechanic* (MANDATORY from beginning of load-in to end of load-out)	\$120.00/hour	
Custodians* (MANDATORY from event start to 1 hour after end)	\$70/hour	
<b>Parks Services</b>		
Post Event Site Cleaning (MANDATORY)	\$479.09	
Additional Post Event Site Cleaning (if required)	\$59.89/hour	
Additional Picnic Tables (9 tables/load)	\$280.50/load	
Set-Up: Picnic Tables, Bistro Tables and Chairs	\$140.26	
Set-Up: Umbrellas	\$140.26	
Set-Up: Crowd Control Barriers	\$140.26	
Set-Up: White Picket Fence	\$140.26	
Set-Up: Rubber Mats (MANDATORY for food vendors)	\$140.26	
<b>Waste Management (third party; subject to change)</b>		
Waste Management During Event	\$160/hour	
Waste Management Post Event (MANDATORY)	\$490/light or \$892.50/heavy	
Garbage Bin/Dumpster Delivery & Disposal (MANDATORY)	\$75.00/bin + \$49.50/tonne	
<b>Parking</b>		
Underground Parking	\$3/day/spot	
<b>TOTAL</b>		

\*All staff must be scheduled for a 4 hour minimum, and must be booked for all permitted hours (weekend AND weekday).

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**EVENT BUDGET**

**Incomplete event budgets that do not include all requested details will not be considered**

<b>REVENUE</b>	
Concessions/Merchandise, Vendor Fees & Advertising Income <i>Provide details here:</i>	
Department of Canadian Heritage	
Ontario Arts Council	
Ontario Ministry of Culture	
Region of Peel	
City of Mississauga Community Cultural Festivals & Celebrations (CCFC)	
Ontario Trillium Foundation	
Community Foundation	
Corporate Sponsorship <i>Provide details here:</i>	
Individual Donations & Fundraising <i>Provide details here:</i>	
Other Revenues <i>Provide details here:</i>	
In-kind Donations <i>Provide details here:</i>	
<b>TOTAL REVENUE</b>	
<b>EXPENSE</b>	
City Services (use MCS Fees Total from previous page)	
Artist & Performer Fees	
Staff Salaries & Honoraria	
Additional Equipment Rental, Backline (Instruments) & Supplies	
Rentals: Tents, tables, chairs, portable washrooms, etc.)	
Rentals: Additional attractions (inflatables, animals, etc.)	
Accommodation, Meals & Catering	
Marketing & Promotion	
Merchandise	
Supplies, Equipment & Utilities	
Security Officers/Paid Duty Officers	
Fundraising Expenses	
Other <i>Provide details here:</i>	
In-kind Donations <i>Provide details here:</i>	
<b>TOTAL EXPENSE</b>	
<b>NET (REVENUES LESS EXPENDITURES)</b>	

**Budgets must balance within 10%. Budgets with a deficit greater than 10% will not be eligible for consideration. Budgets with a surplus greater than 10% will be charged commercial rates.**

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### CULTURAL IMPACT

#### (30 percent total)

As per policy 05-03-03, priority will be given to events that have a mandate aligned to the Mississauga Culture Master Plan. The Plan recognizes that festivals are an important expression of culture and community in Mississauga. They are integral to a successful tourism industry, and contribute to building a strong sense of community pride.

Events that are aligned with the Mississauga Culture Master Plan will include a rich cultural experience with breadth and depth; a program that will attract a city wide and diverse audience; and a benefit to the community.

The following areas will help determine the festival's cultural impact on the City of Mississauga:

1. Vision
2. Cultural Experience
3. Tourism
4. Community

#### 1. Vision (10 percent)

Describe the vision of the event (this is an opportunity to articulate the overall idea for the event; feel free to include as much detail as required):



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**INNOVATIVE PROGRAMMING**

**(20 percent total)**

As per policy 05-03-03, priority will be given to events that are deemed to support the City’s Culture Master Plan. This is determined through innovative and engaging programming. In this section, provide *specifics* about the event that demonstrate innovation.

The following considerations will help determine the innovation of the festival’s programming:

1. Innovation
2. Facility Use
3. Vendors

**1. Innovation (10 percent)**

Points you may want to address in your answer to the following question include:

- How performers and performances are new or different
- How a variety of activities are planned both on and off stage (ex: visual, digital and performing arts)
- How the screens will be incorporated into the stage performance and the event (ex: projection of stage performance, slides with details about your event, sponsor recognition)

COMMERCIAL ADVERTISING IS NOT PERMITTED ON THE DIGITAL SCREENS

Describe how programming is innovative, and unique to Celebration Square:

Describe how programming is innovative, and unique to Celebration Square:
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**2. Facility Use (5 percent)**

Describe what activities will be taking place in each facility.

Stage & Screen:

Stage & Screen:
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Lower Square:

Lower Square:
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Upper Square:
Amphitheatre:
Market Trellis:
Glass Pavilion:
Noel Ryan Auditorium:

**3. Vendors (5 percent)**

There is a maximum of 60 commercial vendors allowed on the Square. Vendors will require appropriate insurance and permits. A vendor surcharge will apply when there are more than 15 commercial vendor's onsite.

Anticipated number of food service vendors at event:	
Anticipated number of merchandise vendors (sales) at event:	
Anticipated number of display vendors at event:	
Anticipated number of local vendors:	
Anticipated number of vendors from outside Mississauga:	
Describe anything new or unique about any of the vendors at this event:	

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### AGREEMENT

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

I, (Event Organizer name) \_\_\_\_\_, 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 (Organization Name)

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I understand that if my application is approved, that as the Event Organizer, I will be required to:

- adhere to the Requirements in the Letter of Agreement
- adhere to the Terms and Conditions in the Facility Rental Contract
- adhere to the MCS Guidelines
- submit all required event documentation listed in the MCS Guidelines by the applicable deadlines
- provide proof of liability insurance thirty (30) days before the event on the City of Mississauga Insurance Form indicating a minimum coverage of \$5,000,000 with the City of Mississauga added as an additional insured for the dates of the event; including set up and tear down
- provide proof of additional insurance where required
- provide the City with a security deposit in the amount of \$5,000 thirty days before the event

I understand that if my application is approved, I must agree to the following payment schedule:

- 10% of estimated costs upon acceptance
- \$5,000 damage deposit 30 days before the event
- balance of estimated costs 7 days before the event
- balance owing after reconciliation 45 days after the event

I understand that it is the Event Organizer's responsibility to meet all requirements of the City of Mississauga 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 of Primary Event Organizer ( <i>type name</i> ):	Date:
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**TO SUBMIT APPLICATION CLICK "SUBMIT" BUTTON IN THE TOP RIGHT CORNER OF THE PAGE.**

***Please save a copy of your completed application before submitting***

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#### INTERNAL USE ONLY

Original Received By:	Date:
Revision Received By:	Date: