

MISSISSAUGA
CELEBRATION SQUARE

2014 Application Instructions



Summer Application Deadline is September 30, 2013 by 4 pm.

Winter Application Deadline is March 30, 2014 by 4 pm.

Contact Information

Mississauga Celebration Square Events
Culture Division, Community Services Dept.
301 Burnhamthorpe Rd. West, 3rd Floor
Mississauga, Ontario
L5B 3Y3

E-mail: celebrationsquare.bookings@mississauga.ca

CONTENTS

About the Venue 3

Conditions for Approval..... 4

Application Process 5

Application Evaluation 5

Required Information 5

Event History/References 6

Cultural Outline of Event..... 6

Innovative Programming..... 7

Potential For Economic Benefit 7

Organizational Effectiveness..... 8

Agreement 8

Upon Approval 9

Event Insurance 9

Damage Deposit..... 9

Payment Schedule 10

ABOUT THE VENUE

Mississauga Celebration Square hosts a dynamic line-up of year-round events that showcase cultural diversity and the spirit of the city. The Square is a vibrant public space and state-of-the-art multi-media event destination.

Located on a 6.6 acre site with a crowd capacity of 30,000, a market-trellis vendor area, bistro chairs with shaded tables, ample water and electrical access as well as full Wi-Fi access.

The permanent main stage features a 40' by 40' surface area with premier sound and lighting systems, two Mitsubishi "Diamond Vision" screens and ribbon-boards, a 300-seat Amphitheatre and a fountain which turns into the City's largest ice rink in the winter.

C Café is located on the ground level of the Mississauga Civic Centre. **C Café** features a seasonally fresh menu and can seat up to 80 patrons on its fully licensed patio overlooking the Celebration Square fountain.

The Glass Pavilion is a perfect venue to host VIP receptions with its café style seating for 68 and its elegant outdoor patio featuring a natural stone waterfall. Catering is available through **C Café** and can be arranged by calling 905-615-3200 ext. 3111.

Easily accessible by local and municipal public transit, it is close to major highways in downtown Mississauga. The venue also provides an accessible environment for visitors. Situated in downtown Mississauga, the Square is surrounded by Mississauga Central Library, Square One Shopping Centre, and the new Sheridan Hazel McCallion Campus.

Please note throughout this document, Mississauga Celebration Square is referred to as MCS.



CONDITIONS FOR APPROVAL

(outlined in 'Outdoor Events in the Civic District' – Policy # 05-03-03)

1. The event must be open to the public and free of charge.
2. The minimum expected attendance for public holiday and weekend events is 1,000 people per day.
3. The event is deemed to raise the City's profile, support its arts and culture agenda as outlined in the Culture Master Plan, incorporates original and/or innovative programming, adds economic benefit to Mississauga from a tourism perspective, and/or has a demonstrated benefit to the community.
4. The event does not endorse views and ideas that are likely to promote discrimination, contempt, or hatred for any person on the basis of race, national or ethnic origin, citizenship, religion, age, sex, marital status, family status, sexual orientation, disability, political affiliation, economic status, or level of literacy.
5. The event is consistent with the City's principle of respect for the dignity and worth of all persons.
6. The event does not conflict with the City's core values, vision, strategic goals, or does not adversely impact the City's identity.
7. The event does not interfere with normal business conducted by staff or with activities in the immediate area.
8. The submitted security plan ensures event participants, patrons, and all venues are adequately safeguarded.
9. The event does not conflict with any applicable laws, City by-laws or policies.
10. The event organizer ensures that all regulatory approvals are obtained (i.e. alcohol, lottery license, etc.).

Requirements once approved:

11. The event organizer must obey all federal and provincial laws and municipal by-laws and policies.
12. The event organizer must adhere to any existing City contracts and/or agreements.
13. The event organizer must ensure any City signage, including sponsorship recognition, is not obscured, removed or altered.
14. The event organizer must adhere to all aspects of the Guidelines for Use of Mississauga Celebration Square.

The following activities are restricted:

15. Use of outside technicians and/or crews if the stage and/or media screen is required. The City's sound and lighting equipment must be booked in conjunction with the event and use of City technicians and/or crews to operate the equipment is mandatory.
16. Fireworks that are not part of a City produced or co-produced Event (e.g. Canada Day).
17. Mechanical amusement rides (excluding inflatables) will not be permitted.
18. Amplified sound will only be allowed in accordance with the Guidelines.
19. Any other restrictions on activities addressed in the Guidelines.

Please Note: Not all applications will be accepted; Events are approved by the Celebration Square Events Committee as per Policy 05-03-03.

The Mississauga Celebration Square section may rescind approval for an Event at any time if the terms and conditions outlined in the application package are not met.

Event Organizers will be charged for any damage to City venues (e.g. damage to protective surfaces, broken fixtures, etc.) and for any cost for services that the City incurred as a result of the terms and conditions of their facility rental contract with the City (e.g. garbage clean up, additional security, etc) not being met.

APPLICATION PROCESS

Submit a completed application by the following deadlines. Incomplete applications will not be considered.

2014 Summer Season (mid May – September 30): Application deadline is September 30, 2013 at 4 pm.

2014/2015 Winter Season (October 1 – April 30): Application deadline is March 30, 2014 at 4 pm.

APPLICATIONS CAN BE SUBMITTED:

By Mail

Attn: Mississauga Celebration Square
Program Coordinator
Culture Division, Community Services Dept.
301 Burnhamthorpe Drive West, 3rd Floor
Mississauga, Ontario
L5B 3Y3

By Fax: 905-896-5943

Attn: Mississauga Celebration Square
Program Coordinator

By Email

Celebrationsquare.bookings@mississauga.ca

APPLICATION EVALUATION

Eligible event applications are approved based on the priorities outlined in Policy 05-03-03 Outdoor Events in the Civic District. These priorities are broken down into five categories: Event History/References, Cultural Outline, Innovative Programming, Potential for Economic Benefit, and Organizational Effectiveness.

Returning events are not guaranteed approval. Where first choice of dates cannot be accommodated, MCS will work with approved groups to provide a date that is mutually agreeable. A schedule will be prepared by MCS around existing programming and internal events. Wherever possible, similar events will not be scheduled close together.

An application will be considered incomplete if it is submitted without the requested information or accompanying documentation. Applications that are incomplete will not be considered.

REQUIRED INFORMATION (PAGE 1 – 2)

Contact Information:

“**Event Organizer**” is the person most responsible for decision making about the event, has signing authority for the organization, and is the primary contact. “**Secondary Contact**” supports the lead event organizer and should be available in the absence of the lead event organizer.

Event Information:

Please note: All events on Mississauga Celebration Square must be **free and open to the public**.

Provide **three** potential dates for your event in the circumstance that we are unable to accommodate your first choice.

Hours for event **programming** are:

Monday-Thursday: 12:00 p.m. – 10:00 p.m.

Friday & Saturday: 12:00 p.m. – 11:00 p.m.

Sunday: 12:00 p.m. – 7:00 p.m.

List your event start and end times. List your load-in and load-out start and end times. Also list additional days for set up or load-out/cleanup, if required. Final schedules are subject to approval by the MCS Program Coordinator and the MCS Technical Coordinator.

Include an accurate estimate of the anticipated number of attendees. This number will be used to determine suitability to the Square, security costs and amenity coverage. Support with previous event statistics if available.

Special Occasion Permit Request (Alcohol)

The Event Organizer must indicate on the application form 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. Once approved, the Event Organizer will receive an information package (MAP – Municipal Alcohol Policy) detailing requirements to have alcohol onsite.

If the Event Organizer has requested and received approval to serve alcohol, the Event Organizer will then be required to:

1. Apply and obtain a Special Occasion Permit from the Liquor Control Board of Ontario (LCBO);
2. Comply with the Municipal Alcohol Policy and Serving Alcohol at City Facilities. (Serving Alcohol at City Facilities – Policy # 05-01-03);
3. Ensure the serving area permitted to serve alcohol is securely fenced; all fencing, set up, and tear down are the responsibility of the Event Organizer;
4. Hire appropriate security coverage as determined through the submission of a security plan that has been approved by City of Mississauga Corporate Security and Peel Regional Police.

EVENT HISTORY/REFERENCES (PAGE 3)

Applicant Experience – As per policy 05-03-03, details about your organization and previous experience organizing events are required. Priority is given to organizers that can demonstrate a proven track record.

Records of previous events that have taken place at Celebration Square will be reviewed in terms of payment history, sponsorship history, advertising/promotion history, previous attendance, ability to meet deadlines and compliance with all guidelines and policies.

Where the City has no previous record, references are contacted and asked to comment on payment history, sponsorship history, advertising/promotion history, previous attendance, ability to meet deadlines and compliance with all guidelines and policies.

**Please ensure full contact information for references are provided.
Applications that do not provide references will not be considered.**

CULTURAL OUTLINE OF EVENT (PAGE 4)

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 have the following components:

- a rich cultural experience with breadth and depth;
- a program that will attract a city wide and diverse audience;
- benefit to the community.

In this section, you are asked to provide:

- The organization's mandate or goals;
- **A description of the overall vision** of the event through the use of the stage, the screens and the outdoor festival areas (e.g. grass, market trellis, raised gardens etc.)

INNOVATIVE PROGRAMMING (PAGE 5)

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.

Innovation – provide examples of how the programming has never been done at Celebration Square before; how performers and performances are new and different; and how a wide variety of activities are planned both on and off stage touching aspects of the visual, digital and performing arts.

If specific performers are not yet known, provide information about the genre that will be showcased (e.g. jazz ensemble, pop singer, classical guitarist).

Describe how the screens will be incorporated into the stage performance. The digital screens can be used in a number of ways:

- **Cameras to project the onstage performance.** This eliminates any issues with audience site lines and creates an exciting performance space.
- **Details about your event.** Still slides can be used to brand your event, provide a performance schedule etc.
- **Sponsor recognition.** Still slides can be used to recognize sponsors who have contributed to your event.

PLEASE NOTE THAT COMMERCIAL ADVERTISING IS NOT ALLOWED ON THE DIGITAL SCREENS.

Using the list of indoor and outdoor facilities provided on the application, describe what activities will be organized in each facility (e.g. visual art showcase, seminars).

POTENTIAL FOR ECONOMIC BENEFIT (PAGE 6)

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.

In this section of the application, outline marketing and promotional plans that indicate a Mississauga- wide scope as well as plans that address an audience outside of Mississauga. Include partnerships with local businesses/hotels that will enhance the profile of the festival. Include potential sponsors and past sponsor relationships. Detail any grants you have received for the event in the past and what grants are being applied for currently.

Staff will review records of previous events at Celebration Square for media interest, number of vendors, grant and sponsorship details, marketing and promotion of the event and media clippings. Where the City has no previous record references are contacted and asked to comment on media interest, number of vendors, grant and sponsorship details, marketing and promotion of the event and media clippings.

Include promotional material, media releases/media coverage in as much detail as possible.

Vendor Request

The trellised market area on the lower square is the dedicated place for vendors requiring electrical and water hook ups. 15 vendors can be accommodated under the market trellis without surcharge. There are escalating fees to place additional vendors under the trellis and in other areas of the Square (see fee schedule on page 7 of the application). Vendors not selling goods or services are not included in the surcharge unless they have electrical or hydro requirements. The maximum allowable number of vendors on the Square per day is sixty (60).

ORGANIZATIONAL EFFECTIVENESS (PAGE 7 – 9)

As per policy 05-03-03, there is an expectation that event organizers will comply with all the policies and procedures, rules and guidelines, and terms and conditions. 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.

In this section of the application, the effectiveness of the organizing body is determined in three ways:

1. Information about the structure of the organization.
2. Ability to articulate plans for security at an early stage of the planning. Provide an indication of how many security and pay duty officers are estimated to be required at your event. Security coverage is mandatory for all events on MCS and a “Security Plan” must be submitted after an event has been accepted. The Security Plan is reviewed and approved by City of Mississauga Corporate Security and Peel Regional Police.
3. Ability to create a realistic and sound budget. IF THE CITY SERVICES AND THE EVENT BUDGET PAGES ARE NOT COMPLETED, THE APPLICATION WILL BE DEEMED INCOMPLETE.
 - Fees are in effect until December 31, 2013; new rates are published every January once approved by City Council.
 - City Services pertaining to Technical Support (found under Main Stage fees) are based on a minimum 4 person crew. Technical supervisor will determine if additional staff and charges are required based on the event. Please contact Program Coordinator for assistance.
 - Fill out the budget on page 9 using the total from page 8 as the total cost of your 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 looking for diversity of revenue in terms of grant funding and indications of sponsorship.
 - If your event is a fundraiser, ensure your budget does not include any money raised at the event.

Please note: New booking requests will not be considered until all outstanding balances are paid in full, or until the Director of Culture has authorized an alternative payment plan. Collection of overdue accounts will be undertaken in accordance with Corporate Policy 04-01-05 Payment of Facility Rental Fees.

AGREEMENT

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

APPROVAL

Event organizers will be notified of acceptance once a date has been approved for the event. Organizers will receive an acceptance package that will include the following:

1. **Acceptance Letter confirming use of Mississauga Celebration Square.**
Review the approved dates and times including load in and load out. Four (4) meetings will be scheduled with MCS staff to execute the event. These meetings are mandatory.
2. **Guidelines for Use of Mississauga Celebration Square including fee changes.**
Review the guidelines, sign the Acknowledgement and Acceptance form provided, and return it to the MCS Program Coordinator by the required date.
3. **Draft Fees and Charges for the event and a non-refundable 10% initial payment.**
Based on information provided in the application, MCS will prepare a draft Fees & Charges worksheet. A 10 % initial payment in the form of a cheque or money order made payable to the City of Mississauga and will be required by the same due date.

If the event has been approved, be aware of the following requirements:

EVENT INSURANCE

Event Insurance is required in the amount of \$5 million for all events on MCS. This insurance must name the City of Mississauga as an additional insured for all of the dates of your event including set up and tear down. Proof of Insurance must be provided on the City of Mississauga template (Form 9) which will be provided to you. The Certificate must be received thirty days before the event.

Additional Insurance may be required where an activity falls outside of the event organizers policy. Examples can include, but are not limited to, inflatables, security companies, sponsor activations, sporting activities and vendors. These third party entities must supply proof of insurance (on the City of Mississauga template) naming the City of Mississauga as an additional insured in the amount of \$2 million.

Blanket Insurance Coverage covers all third parties coming on site during an event and is highly recommended to ensure enough coverage is in place to protect both the event organizer and the City. Blanket coverage can be obtained by asking for a quote from an insurance provider specializing in event insurance or through the City's User Fee Program.

The City of Mississauga's User Fee Program offers blanket insurance coverage to event organizers as well as vendors where individual vendors do not have adequate proof of coverage. This program can be accessed by adding the additional insured to the event organizers' Facility Rental Contract. All insurance purchases must be paid for in full before the event.

DAMAGE DEPOSIT

A \$5,000 Damage Deposit must be submitted to the MCS Program Coordinator **NO LATER THAN 30 DAYS BEFORE THE EVENT**. This amount is based on the potential for repair costs and fees for services resulting from the event. All additional repair and additional cleaning costs will be deducted from the Event Organizer's deposit. If the Damage Deposit does not cover the above noted cost, the Event Organizer will be invoiced for additional charges.

A pre and post-event walk-through with the Event Organizer and MCS Staff will occur to determine if any damages are present and additional cleaning is warranted.

PAYMENT SCHEDULE

Schedule	Amount Due
Upon acceptance	10 % of estimated costs
30 days before the event	\$5000 damage deposit; this will be returned once it has been determined that no damage has been done to the site; this typically takes 2 - 3 weeks
10 days before the event	Balance of estimated costs of the event
30 days after the event	Balance owing after reconciliation

For additional information contact:

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 301 Burnhamthorpe Road West, 3rd Floor
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 E-mail: celebrationsquare.bookings@mississauga.ca