



The Corporation of the Town of Tecumseh

Community & Recreation Services

To: Mayor and Members of Council

From: Beth Gignac, Director Community & Recreation Services

Date to Council: May 23, 2023

Report Number: CRS-2023-10

Subject: 2023 Tecumseh Corn and Music Festival

Recommendations

It is recommended:

That Report No. CRS-2023-10 2023 Tecumseh Corn and Music Festival **be received**;

And that Council **give favourable consideration** to the request from the Optimist Club of St. Clair Beach to **waive** the associated fees for the use of Lacasse Park for the 2023 Tecumseh Corn and Music Festival;

And further that Council **give favourable consideration to** the request from the Optimist Club of St. Clair Beach to **authorize** the sale and service of alcoholic beverages for consumption by patrons at Lacasse Park from Friday, August 25, 2023 through to and including Saturday, August 26, 2023, subject to compliance with the provisions of the Town's Municipal Alcohol Risk Management Policy No. 31 for the purposes of hosting the 2023 Tecumseh Corn and Music Festival;

And furthermore that Council **give favourable consideration and grant relief** from Noise By-law No. 2002-07, as amended, in order to permit the Optimist Club of St. Clair Beach to operate sound amplifying equipment during the 2023 Tecumseh Corn and Music Festival for the purposes of musical entertainment and event announcements on Friday, August 25, 2023 and Saturday, August 26, 2023 from 5:30 p.m. to 11:00 p.m.

Background

The Tecumseh Corn Festival (Festival) began in 1975 when the local Kinsmen Club, with the help of Green Giant of Canada LTD., hosted a family-oriented weekend event in Lacasse Park to showcase and support the local farming community. The Festival ran annually in late August until 2019. Due to pandemic restrictions in 2020 and 2021, the Festival did not operate. In 2022, the event was forfeited in lieu of the Town's 100th Anniversary Celebration that took place last July.

Over the years, the Festival has operated under a variety of organizational structures and management committees. From 1975 to 2007 the Festival was operated through community-led committees. From 2008 to 2017 the Festival was operated by a Council appointed committee which had representation from Council, Administration and the community. Over the 40-plus years of the Festival, increased commitments of support from Town staff and budget resources have been required. In 2018 and 2019 the Festival was completely managed and hosted directly through the Community and Recreation Services (CRS) department.

The Festival has evolved over time ranging between a 3-day and 4-day event and has featured family friendly activities, entertainment, midway carnival, parade, pageant, vendors and hot buttered corn. Attendance at the festival has varied around 10,000 to 15,000 individuals annually.

On November 22, 2022 Council received Report CRS-2022-15 which stated that due to the growth in scope and duration of the Festival, the event had surpassed the capacity of the Town to manage. Consequently, the Town would not be managing a Festival in 2023 and had entered into discussions with the Optimist Club of St. Clair Beach (Optimist Club) to re-invent the Festival. Under the assumed leadership of the Optimist Club of St. Clair Beach, a re-imagined festival is being considered.

Comments

Event Details:

The Optimist Club of St. Clair Beach is planning a renewed Tecumseh Corn and Music Festival. This 3-day festival is planned to take place at Lacasse Park from Friday, August 25 to Sunday, August 27, 2023. There will be two main components: the Main Festival grounds and the Music Festival. The Main Festival grounds is planned to have free entry and include a midway carnival, food trucks, corn cooking, kids' play area, and art and local vendors. The event site will be fenced for crowd control and security checks of all attendees. The Music Festival, located in a separate fenced area inside the Main Festival grounds, will take place Friday and Saturday from 5:30 p.m. - 11:00 p.m. and feature performances from six local bands (three per evening). The Optimist Club has planned for sales of alcohol within the separate fenced area; the Main Festival grounds will remain alcohol-free. Tickets will be pre-sold at \$15 per ticket and capacity

will be limited to 1,200 individuals that must be 19+. The Music Festival entrance will be staffed with security to check IDs and monitor alcohol consumption.

The Tecumseh Corn and Music Festival will impact park users and the surrounding neighbourhood. The Tecumseh Leisure Pool will need to be closed for a 5-day period from Wednesday August 23rd until Sunday August 27th. There will be no access for recreational swim times or for scheduled swim lessons. The Tecumseh Baseball Club (TBC) and the Tecumseh Pickleball Association (TPA) will also have their programming affected by the proposed event. Both groups would need to reduce activity and would have limited access to onsite parking. Other general park and pickleball users will also experience limited park access. Furthermore, the adjacent neighbourhood would see increased traffic and noise from the event.

The Optimist Club of St. Clair Beach has requested that the Town of Tecumseh waive park and event permit fees, and have the Town provide in-kind support to the event through the use of hydro electricity and water, use of fencing and fence erecting, use of the inflatable corn maze, access to onsite parking, use of the Tecumseh Corn Festival logo, access to previous signage, and possession of the 'Nibby' inflatable costume. Additional requests include assistance in advertising on Town of Tecumseh and Tecumseh Recreation social media pages, the Town website, and LED signs.

Town Requirements:

Outdoor Special Events Policy: Administration has reviewed Policy No. 85 as it relates to the request made by the Optimist Club of St. Clair Beach to host the Tecumseh Corn and Music Festival and has determined that the event is in accordance with the Policy. Further, Council has occasionally addressed requests to waive fees in support of events or festivals on a one-time basis, hence the request to waive fees aligns with past practice.

Municipal Alcohol Policy: As part of the 2023 Taste of Tecumseh Corn and Music Festival, the Optimist Club of St. Clair Beach is requesting permission to set up a licensed area within Lacasse Park for the purpose of selling, serving and consuming alcoholic beverages. Administration has provided the Optimist Club of St. Clair Beach with a copy of the Municipal Alcohol Risk Management Policy No. 31, as well as information related to obtaining a Special Occasion Permit from the AGCO.

According to the Municipal Alcohol Risk Management Policy, Council may change the designation of any municipal Park Facility, or Street by resolution at its discretion. Administration recommends that subject to compliance with the provisions of the Town's Municipal Alcohol Risk Management Policy, the Optimist Club of St. Clair Beach be authorized to sell, serve and consume alcoholic beverages at Lacasse Park (in the restricted area previously described) from Friday, August 25, 2023 through to and including Saturday, August 26, 2023.

Noise By-Law: The Optimist Club of St. Clair Beach requires the use of a sound amplifying system for its evening stage entertainment / music and for event announcements. The Optimist Club of St. Clair Beach has indicated it is aware of the surrounding neighbourhood and will make every effort to maintain the sound at an acceptable level and is requesting a waiver of the Noise By-law in order that sound amplifying equipment may be utilized throughout the event operating hours.

Administration recommends that relief be granted from the Noise By-law No. 2002-07, as amended, in order to permit the Optimist Club of St. Clair Beach to operate sound amplifying equipment during the Tecumseh Corn and Music Festival during the following time periods: Friday, August 25, 2023 from 5:30 p.m.-11:00 p.m. and Saturday, August 26, 2023 from 5:30 p.m. to 11:00 p.m.

Consultations

Legislative Services & Clerk
Chief Administrative Officer

Financial Implications

Waived permit & equipment cost: \$6,979.80

Parks staffing cost estimated at: \$3,500

Pool net-expenditure implication: Minimal; savings from substantial reduction of staffing would offset costs of loss revenue from cancelled programming.

Recreation staff time commitments: 30+ hours of meetings/planning.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input checked="" type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Brett Palmer
Senior Manager Recreation Services

Reviewed by:

Beth Gignac, BA Hons
Director Community & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None