



Special Events

Guidebook



Town of Midland Special Event Planning Guidebook



Thank you for your interest in holding a Special Event in Midland. The Town of Midland is known for many festivals and events and is a great location for your Special Event.

Staff in the Culture and Community division are the main contacts for Event Organizers and knowledgeable staff in multiple departments are involved in ensuring the safety and success of a Special Event for the enjoyment of our residents and visitors.

This guidebook outlines important information about the responsibilities of Event Organizers using outdoor Town of Midland property.

Questions about the Special Event Application process should be directed to Culture and Community staff via tourism@midland.ca
705-526-4275 ext. 3206

Event Organizers need to complete an online [Special Event Application](#). When submitting a Special Event Application, it is understood that the Event Organizer has read, understands, and agrees to all procedures outlined in the [Special Event Policy](#) and this guidebook. Should the event be approved, the Event Organizer will enter into an Agreement with the Town of Midland. The Agreement will be signed by individuals authorized to bind both parties and a copy will be retained on file with the Town.

Special Event Applications will be reviewed by Town staff and the Special Event Advisory Team. Simply submitting a Special Event Application does not guarantee that the Special Event will be approved or permitted to take place.

All Special Events on Municipal Property shall 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.

Personal information contained in the Special Event Application form is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of issuing this permit and for record-keeping purposes. Questions about this collection should be forwarded to clerks@midland.ca.

Any changes or updates to provincially or municipally legislative requirements supersede the information in this guidebook.

Who needs to submit a Special Event Application?

A Special Event Application must be submitted by a Third-Party Event Organizer who wishes to organize a Special Event on Municipal Property located in the Town of Midland.

A Special Event is an organized gathering of people on Municipal Property that:

- is defined as a one-time, annual, infrequently occurring, or is an ongoing series of events;
- celebrates or displays a specific theme – community, culture, arts, heritage, recreation, sport, etc.;
- has pre-determined opening and closing dates/times;
- requires coordination of municipal services;
- is open to the general public and/or is promoted to the general public;
- is organized by Town staff, the general public, a community organization or association, a charitable or not-for-profit organization, or a commercial enterprise; and
- includes but is not limited to, festivals, walk-a-thons, running and cycling events/races, parades, and concerts.

Municipal Property means all indoor and outdoor property owned and/or operated by the Town of Midland, including, but not limited to, parks, sidewalks, roads, public spaces, parking lots and the North Simcoe Sports and Recreation Centre.

Events taking place at some Town owned and/or operated facilities may also have to enter into a facility agreement and adhere to those additional rules and regulations.

A Major Event has an anticipated attendance of 1,000 or more, a liquor licenced area, a road closure of more than one block within the Downtown core or the closure of the road through Little Lake Park.

A Minor Event has an anticipated attendance of less than 1,000, no liquor licenced area, and no road closures.

Application and Review Process

The Culture and Community Division will be the primary point of contact for processing Special Event Applications.

Depending on the scope of the event, the application may also be reviewed by the Special Event Advisory Team which includes Town of Midland staff from Culture and Community, Operations, By-law, Building, and Engineering, and representatives from the Midland Fire Department and Southern Georgian Bay Ontario Provincial Police. They may also connect with other Town departments and divisions, the Simcoe County Paramedic Services, the Simcoe Muskoka District Health Unit, the Alcohol and Gaming Commission of Ontario, private security companies and any other area of expertise as required.

During the review process, the Event Organizer may be invited to a meeting with the Special Event Advisory Team to discuss logistics and to seek further information and clarification.

Special Event Applications will be reviewed and assessed based on the criteria and guiding principles outlined in the Special Event Policy. The submission of a Special Event Application does not guarantee that the Special Event will be approved to proceed.

The Town of Midland wishes to create a balance of road closures, park use, respect for residents and businesses, and the protection of municipal property and infrastructure. Applications for a Special Event of a similar theme or purpose to an event that already occurs may not be considered.

Special Events found to be operating on Municipal Property without the appropriate agreement, permissions or permits shall be required to cease operation immediately. The Event Organizer may be prohibited from hosting a Special Event on Municipal Property in subsequent years and may be subject to further legal action and/or fees.

Timelines for submitting a Special Event Application

Applications for Major Events shall be submitted a minimum of six months in advance and applications for Minor Events shall be submitted a minimum of three months in advance.

Should an Event Organizer miss these application deadlines, consideration of their application will be at the discretion of the Special Event Advisory Team.

Special Event Application Fees

This is a non-refundable administration fee associated only with the review of the Special Event Application. Should an event be approved to take place, the Event Organizer may be responsible for additional fees for services provided by the Town of Midland or permits.

- Less than 100 attendees \$50.00
- Between 101 to 499 attendees \$75.00
- More than 500 people attendees \$300.00

Fees shall be in accordance with the Town of Midland's Fees By-law as amended from time to time.

Fee exemptions:

Elementary and Secondary Schools located in Midland will be exempt from paying the Special Event Application fee.

Not-for-Profit and charitable organizations serving the North Simcoe community with events with an estimated attendance of less than 500 will be exempt from paying the

Special Event Application fee. There will be no exemption for events with an estimated attendance of more than 500.

Fees associated with other required permits or services provided by the Town of Midland may still be applicable.

Permit and Event-Related Fees

Event Organizers are responsible for all fees and expenses related to the Special Event, including for all permits, applications, insurance, services provided by Town of Midland departments, and event-related expenses.

Insurance

As part of the Special Event Agreement, the Event Organizer shall agree to indemnify and hold the Town of Midland harmless from and against any liability, loss, claims, demands, costs, and expenses including legal fees occasioned wholly or in part by negligence or acts of omissions during use of Municipal Property.

The Town's insurance shall not afford any protection to the Event Organizer.

The Event Organizer will provide copies of General Liability Insurance and all other insurance deemed necessary, at least 20 business days prior to the Special Event on Municipal Property, **with limits of not less** than \$2-million inclusive per occurrence for bodily injury, death and damage to property, including loss of use thereof. The General Liability Insurance Policy must be in the name of the Event Organizer and must name the Town of Midland as an additional insured. The General Liability Insurance Policy must include coverage for Cross Liability and shall contain an endorsement to provide the Town of Midland with thirty (30) days written notice of cancellation or material change that would diminish coverage.

Special Events with liquor licenced areas, midways, fireworks and other high-risk activities are required to have General Liability Insurance of no less than \$5 million per occurrence naming the Town of Midland as additional insured. The Town reserves the right to request higher amounts and/or require additional coverage based on the activities offered at the event.

Operations Plan

Depending on the size of the Special Event, anticipated attendance and/or if there is a liquor licenced area, the Town may require that an Event Organizer provide an operations plan. This plan will be to the satisfaction of the Town, the Southern Georgian Bay OPP and the Midland Fire Department and will include, but not be limited to, any of the following components:

- Contingency plan in the event of an emergency situation or disaster
- Emergency plan and access
- Fire prevention measures to avoid personal injury and property damage
- Lost child protocol
- Communication management

- Security management
- Volunteer management

If a Special Event includes the use of tents where people assemble, specific fire safety planning and measures are required.

If a Special Event includes food vendors, specific requirements apply to equipment used.

If a Special Event is to be held within an enclosed/fenced area, specific requirements apply to occupant load restrictions, exits, etc.

An unobstructed fire lane/emergency services land must be left open for emergency vehicle access to a Special Events with a road closure and/or enclosed/fenced area.

Site Plan Map

Event Organizers are to provide a to scale site plan map/event layout with their application and all physical components including, but not limited to, tents, stages, portable washrooms, licenced areas, activities, walk/run route, parking and access routes.

Should the Event Organizer request a GIS map from the Town of Midland to assist with the site plan layout and tent permits, [fees](#) may be applicable.

Site Inspections

Pre- and post-event site inspections by Town staff and/or the Event Organizer may be required for Minor Events. Pre- and post-event site inspection meetings with the Event Organizer and Town staff shall be required for all Major Events. These inspections shall serve to review the site plan and assess site conditions.

Where possible, the site inspection will be conducted two weeks out from the Special Event and Major Special Events may also have a second site inspection one week prior to the Special Event date.

Road Closures

For Special Events that include road closures:

- Emergency access must be provided at all times during a road closure and an unobstructed fire lane must be left open for emergency vehicles. Depending on the width of the road, the fire lane must be at least three (3) to six (6) metres.
- If a road closure has any impact on area businesses or residents, the Event Organizer will need to inform all residents or businesses in the area of the road closure, by letter or hand-delivered memo, at least 14 days in advance of the Special Event, of the particulars of the approved temporary road closure and any detour route available to them. This notice needs to be approved by the Culture and Community division prior to being circulated.
- The requests for a road closure may be subject to event/site specific conditions or alternative routes at the discretion of the Special Events Advisory Team.
- The Event Organizer will be responsible for all costs associated with the closure of a road, lane or parking lot and will be responsible for hiring and paying a security guard to be stationed at such closures, if required.

Transportation and Parking

The Event Organizer is responsible for:

- Ensuring there is sufficient parking for the Special Event including additional and nearby accessible parking.
- Arranging off-site parking if there is no onsite parking available. Requests must be indicated on the Special Event Application.
- Requests to use paid parking lots at no charge may require approval by Council.
- Arranging shuttle service for off-site parking if required.
- Encouraging and promoting active transportation and considering providing bicycle parking and promoting the use of public transportation to and from the event.

Parking of cars, trucks, food stock trailers or sleeping quarters is not allowed on Municipal Property without prior approval. Any vehicles on Municipal Property without permission of the Town of Midland will be towed at the owner's risk and expense.

First Aid

The Event Organizer shall provide certified first aid services on-site for a Major Event and at the discretion of the Town for a Minor Event.

Security

Events with attendance of 5,000 or more should include Security personnel and depending on the nature of the event, the Special Event Advisory Team may require Security at events with attendance of less than 5,000.

- Special Events with road closures and licenced areas will need to contract Security services and/or paid duty officers per the AGCO, Municipal Alcohol Policy and any requirements determined by the Special Event Advisory Team.
- Fees associated with security/paid duty officers will be at the Event Organizer's expense.
- Security is often required when materials and equipment are left onsite overnight. The Town of Midland will not be responsible for any damage or theft of materials/equipment left onsite overnight.

Event Staff and Volunteers

Staff and volunteers for Third-Party Events will fall under the responsibility and processes of the Event Organizer and the Town of Midland may request copies of WSIB and volunteer procedures.

Licenced Events, Gaming and Lotteries

- The Town of Midland Municipal Alcohol Policy indicates which Municipal Properties may have liquor licenced areas. Event Organizers wishing to host a licenced event on a location not included in the Municipal Alcohol Policy will require approval of Council.
- Special Events with a liquor licenced area will obtain a Special Occasion Permit (SOP) from the [Alcohol and Gaming Corporation of Ontario](#) (AGCO). Event

Organizers must adhere to any and all guidelines provided by the AGCO and other applicable legislation as well as the Town of Midland's Municipal Alcohol Policy.

- In addition to other Special Event Applications requirements, Event Organizers with a licenced area must submit all of the following documentation:
 - Copy of the Special Occasion Permit issued by the AGCO
 - List of bartenders, tickets sellers, etc. with Smart Serve Training
 - Request Letter informing the Town Clerk*
- Special Events looking to incorporate gaming as part of their event, will also need to:
- Obtain permissions and permits from the AGCO.
- Special Events selling tickets for a chance to win a prize require a Lottery License administered through the Town of Midland. Not all organizations are eligible to raise funds through a lottery (50/50, raffles, bingos, etc.) and there are set parameters regarding how funds generated through a lottery can be utilized by the organization. For further information and to obtain the pre-qualification package, contact clerks@midland.ca.

*If the Event Organizer would like to request a letter from the Town Clerk's office deeming a Special Event a community festival or a festival of Municipal Importance, the request must be made in writing to clerks@midland.ca.

Smoking, Vaping and Cannabis

The Event Organizer and event attendees must adhere to the [Smoke-Free Ontario Act, 2017](#), as amended.

Event Sites Maintenance and Waste Management

A Special Event shall not cause any damage to Municipal Property or infrastructure during set-up, operation, or tear-down and Event Organizers are responsible for clean up of the Special Event site.

- The Town of Midland will provide all normal maintenance services to its current routine standards. Any additional maintenance required by the Event Organizer prior to, or during, the event should be requested and [fees](#) will apply.
- The Event Organizer is expected to run the Special Event in an environmentally-friendly manner.
- Recycling is required at all events and recycling receptacles must be available at all events.
- Confetti, streamers, and helium balloons are prohibited, and the Event Organizer shall remove and dispose of all cable ties in the appropriate waste receptacle.
- Vehicles are prohibited from operating within Town parks without prior approval. Permission may be revoked at any time due to weather, turf conditions or at the Town's discretion.
- Staking, digging, painting, or attaching/affixing to Municipal Property, including but not limited to buildings, trees, signs, light standards, asphalt, and ground, is prohibited. Staking for the purpose of securing tents is not permitted in

Harbourside Park, David Onley Park, or any sports field. Staking for the purpose of securing tents may be permitted in other parks with prior approval.

Tents, Stage Permits and Staking

The Ontario Building Code regulates requirements for tents, stages and other temporary structures. Any changes and/or updates to the Ontario Building Code Regulations supersede these procedures:

- No building permit is required for tents less than 60 m² (645 ft²) in area that are not attached to another structure and are not less than 3 meters (9.8 ft.) away from other structures.
- A [building permit](#) is required for tents between 61 m² (646 ft²) - 225 m² (2,422 ft²) in area and the completed application must include:
 - A site plan indicating the location of the tent with setbacks to other buildings and property lines;
 - The structure must maintain 3 meters (9.8 ft.) to property lines and other structures;
 - The ground enclosed by the tent must be clear of flammable material (grass cut short is acceptable);
 - Copy of Flame Resistance Certification must accompany application – must state compliance with either NFPA 701 or CAN/ULC-S109;
 - Access must be provided for firefighting (must be easily approachable by emergency personnel) and will be reviewed by Midland Fire Department.
- A [building permit](#) is required for tents greater than 225 m² (2,422 ft²) in area and the completed application must include:
 - All requirements for tents between 61 m² -225 m² shall apply, in addition to the following;
 - Professional Engineer must design the supporting framing structure and anchorage system, sign a Commitment to Review form and inspect the tent after it is erected but before it is put in use;
 - A copy of the Engineer's report is to be submitted to the Building Department prior to the Special Event;
 - Sanitary facilities must be provided in compliance with the Building Code, (Guidelines from the SCDHU are also attached).
- General requirements for all tents:
 - If more than one tent is used and they are placed within 3m of each other, the total area of all such tents are considered as if they are a single tent.
 - Building permit application must be submitted a minimum of 10 days prior to erection.
 - The addition of bleachers or side walls automatically puts the tent into the greater than 225 m² category regardless of size.
 - An inspection by the Building Department is required prior to the tent being put into use where a permit is required. Fire Department

- staff will accompany the Building Inspector to perform a joint inspection scheduled through the Building Department.
 - Tent diagrams must include all requirements of the Fire Department.
- All requests for installation of any object that penetrates the ground including fence posts, sign installation etc. must be approved. Locates for gas, electric and all other services in or near the area may be requested and must be obtained prior to any installation. Any associated costs will be borne by the Event Organizer.
- There will be no staking in David Onley Park, Harbourside Park, or any sports field due to the underground irrigation system. If water barrels are used, the Event Organizer is responsible for the associated [cost](#) to have them filled.
- All stages require a [building permit](#) and subsequent inspection.

Hawker and Peddler Vendor Permit Application

A [Hawker and Peddler licence](#) is required for all vendors that are selling goods, wares, merchandise or produce or who carry and expose samples, patterns or specimens of any goods, wares, merchandise or produce that will be delivered after the event.

Vendors must also pay the associated application and licence fees.

- Special Events with more than four (4) hawkers and peddlers in attendance, must complete the [Joint Hawker and Peddler Event application](#).
- If a Joint Hawker and Peddler event is being organized by a not-for-profit or charitable organization, but the vendors in attendance are for-profit, then the appropriate licence fee shall apply.
- The following are exempt from paying the required licence fee (application fee still applies):
 - If the goods, wares, merchandise or produce are being sold on behalf of a not-for-profit or a charitable organization.
 - If the goods, wares, merchandise or produce are grown, produced or manufactured locally and are hawked, peddled or sold by the grower, producer or manufacturer or his agent or employee.
 - If the goods, wares, merchandise or produce are hawked, peddled or sold by a person who pays commercial taxes in the Town, or by his employee, or by his agent.

Food Vendor Licence

Anyone preparing, selling or dispensing food or drinks intended for consumption by the general public is required to have a [Food Vendor Licence](#) and pay the associated fees.

- A Food Vendor License is required for a food vendor of any type, with or without a vehicle, or a portable unit designed for the purpose of preparing, selling or dispensing food or drinks intended for consumption by the general public.
- The following are exempt from paying the required food vendor licence fee (application fee still applies):
 - If the vendor is involved in a one-day event on behalf of a not-for-profit or

- charitable organization
- If the vendor is located directly in front of the restaurant of which they are the proprietor as an ancillary use (downtown core only)

Fuel-Fired Cooking Equipment and Outdoor Food Service Units Approval Requirements

Special Events utilizing fuel-fired cooking equipment and/or Outdoor Food Service Units must adhere to the following:

- If the Special Event requires the use of fuel-fired cooking equipment, the date of the last inspection must be shared with the Town and annual inspection forms must accompany fuel-fired mobile food service equipment units to the event.
- The Event Organizer must show proof that a BBQ/appliance has been inspected by a licensed gas technician within the last 12 months. Note: Fuel Fired Mobile Food Service Equipment are subject to TSSA inspection and all approvals and documentation must accompany equipment to the Special Event site.
- The Event Organizer must provide and have on-site at all times a minimum of 3A10BC rated portable fire extinguishers.
- Portable fire extinguishers must be new or have been serviced and appropriately tagged by a qualified service technician within the previous 12 months as per the Ontario Fire Code.
- The Event Organizer will be required to demonstrate that they, or designated individuals, are knowledgeable in the use of portable fire extinguishers ie PASS (P-Pull the pin, A-Aim the extinguisher at the base of the fire, S-Squeeze the handle of the extinguisher, S-Sweep the extinguisher back and forth across the base of the fire).
- The Event Organizer will be required to submit for approval a diagram showing the location of the following:
 - Site location and name of closest cross streets
 - Location of BBQ/appliance on site
 - Location of protective barriers or means of protecting the public from accidental contact with BBQ/appliance
 - Proper clearance to combustible materials (one (1) meter minimum)
 - Location of portable fire extinguisher(s) on site
- Propane cylinders that are empty or full should never be stored indoors or unattended.

Fireworks

A Special Event that wishes to include consumer fireworks, must review, understand and agree to [By-law 2024-33](#) and complete a Fireworks Permit to be approved by the Midland Fire Department Fire Chief. There is no cost for a one-time use Fireworks Permit.

A Special Event that wishes to include display event fireworks must receive approval of the Midland Fire Department Fire Chief by contacting firehall@midland.ca

Electrical Inspection

An Event Organizer may be required to complete inspection documents associated

with the Ontario Electrical Safety Code (Ontario Regulation 164/99) before commencing work at a Special Event. It is very important to ensure that individuals working or attending Special Events are safe from any potential fire or shock hazard.

An Event Organizer is required to contact ESA at least 14 days prior to a Special Event so that proper permits are in place prior to an event load-in. www.esasafe.com

Noise By-law

The Town of Midland's [By-law 2009-104](#) regulates noise within the Town. The By-law sets out parameters with respect to prohibitions by time based on the specific zoning of the location of the event.

Should the Event Organizer wish to request an exemption to the By-law, a request in writing needs to be made to Council for the Town of Midland via

SOCAN

If live or recorded music of any kind is included at the Special Event, the Event Organizer is required to pay a license fee to SOCAN. SOCAN is the Society of Composers, Authors and Music Publishers of Canada. Visit the www.socan.ca to determine the applicable license and fee.

Signage

The Event Organizer shall ensure that signage and promotion is erected and maintained in accordance with the Town's [By-laws](#), including any limitations on advertising in advance of the event and the location of the advertising.

Rotary Stage Bookings

Bandshell [bookings](#) in Little Lake Park may be made for a variety of reasons that are for the enjoyment of the general public or a specific audience. These are normally less than eight hours in duration and include, but are not limited to, concerts, fundraisers and ceremonies.

Dogs

Dogs shall not be permitted to run at large during events and must be leashed. Some Special Events may exclude dogs from attending, with the exception of service dogs. The organizer of a dog-friendly event shall ensure that owners clean-up after their pets and dispose of waste in the appropriate receptacle.

Successful Special Events require responsible leadership, a high level of organization and proper planning, sufficient time and resources, contingencies for the unexpected, communication and evaluation.

We look forward to working with you to ensure a success Special Event in the Town of Midland for the enjoyment of our residents and visitors!