



Oshawa's

Special Event

Information and Planning Resource

specialevents@oshawa.ca

Welcome

Thank you for considering Oshawa as a location for your special event, tournament or gathering. Oshawa has made a firm commitment to further enhancing and expanding special events within the City.

Annually, the City hosts or facilitates hundreds of events and tournaments. These range from one-day celebrations to multiple-day festivals; from hundreds of participants to the over 30,000 who join us to celebrate Canada Day each year. The number, frequency and variety of leisure, sporting, cultural and business functions and events are expected to grow with the opening of our new state-of-the-art sports and entertainment facility, the General Motors Centre.

With the volume of requests for access to our facilities growing, the City of Oshawa has developed a number of resources to aid and guide you, the Special Event organizers, to the successful implementation of your event. A 'Special Event Coordinator' within the Recreation and Culture Division of the Community Services Department provides one-stop shopping for all your event needs. The Coordinator, in conjunction with many specialists throughout the City, will work to assist and resource your planning and implementation stages.

This 'Event Planning and Information Resource' contains important items and guidelines that an event organizer needs to consider before and during the application process. We have included as many municipal, regional and provincial resources to assist you.

Most special events represent a major investment of time and money by many volunteers and staff. When well conceived and planned, events bring rewarding dividends to both the organizers and to the host City and venue. Successful events do not just happen, they are a result of:

- Responsible and accountable leadership
- Careful advance planning
- Good consistent organization
- Attention to details
- Anticipating the 'unexpected'
- Adequate financial and non-financial resources

Once again, thank you for considering the City of Oshawa - let us help you make your event a success.

City of Oshawa's Commitment to Special Event Organizers

1. We are committed to maximizing your planning experience by providing access to the municipal resources you need.
2. We are committed to responding to all of your requests and questions in a timely, thorough and informative fashion.

Special Event Organizer's Commitment to Oshawa

1. Plan your work and work your plan ... by:
 - a. Clearly identifying and sharing the intended outcomes of the event with the City of Oshawa.
 - b. Thoroughly itemizing and disclosing all of your event needs during the planning phase of your event - please use the Event Information and Proposal form on page 11 to get you started on this step.
 - c. Ensuring strict adherence to all applicable federal, provincial, and municipal laws, by-laws, rules, regulations and policies.
 - d. Placing the safety of participants and the general public at the centre of all planning steps.
 - e. Supporting Oshawa's commitment to accessibility by incorporating this element into all aspects of your event.
 - f. Respecting and preserving our facilities, venues and community by leaving it in the same condition as you found it so that others may continue to enjoy them for years to come.

SPECIAL EVENT COORDINATOR (SEC)

The Special Event Coordinator (SEC) is the first stop for the planning of any event which occurs in or on City of Oshawa facilities and outdoor space. The SEC, upon assessment of the scope and details of your event, will provide guidance and resources related to licensing, road closures, permits and facility contracts and special equipment such as tables and chairs, staging and sound systems.

The SEC is the City of Oshawa's liaison for third party-operated events such as Autofest, Aviation Expo, Ribfest, CIBC Run for the Cure, Celtic Festival, Remembrance Day Ceremony, Jazz and Blues Festival, Santa's Parade of Lights, Fiesta Parade, and any special events at Memorial Park

The SEC can be contacted at (905) 436-3892 or specialevents@oshawa.ca

SPECIAL EVENT SERVICES

City of Oshawa

The Coordinator, in conjunction with many specialists throughout the City, will work to assist and resource your planning and implementation stages.

Facility Booking Office (FBO)

The Facility Booking Office (FBO) coordinates the permitting of a wide variety of municipally-owned and operated indoor and outdoor facilities. Organizers looking to rent ice, arena floors, ball diamonds, fields, meeting and picnic facilities, wedding and photograph sites, etc. need to submit an application for review and processing at the FBO.

The FBO can be contacted at (905) 436-3888 or email indoorpermits@oshawa.ca or outdoorpermits@oshawa.ca

Transportation and Parking Services

Transportation and Parking Services coordinates the permitting and operations for any event affecting City of Oshawa roads, traffic, parking areas and sidewalks.

City Clerks and Licensing

The City Clerks and Licensing Branch processes licenses for a number of special event functions such as short term food shop licenses, carnival licenses and vendor permits.

Parks Services Branch

The Parks Services Branch coordinates and implements event on-site logistics including fencing if required, portable staging assembly, refuse receptacles and other functions as required for outdoor events held within City of Oshawa parks and open space.

Fire Services

Fire Services provides emergency services as required, mobile food vending inspections, process and approve a number of special event functions such as pyrotechnic displays and road closures.

Corporate Communications and Marketing (City Manager's Office)

The Corporate Communications and Marketing Branch will work with event organizers to provide communications support in the form of posting event information on the City's website and in City publications, distributing supplied promotional materials to City facilities, and providing community contact information for event listing postings.

By-Law Enforcement

The By-Law Enforcement Branch provides enforcement of all City of Oshawa By-Laws and will provide on-site staffing for events as required.

Region of Durham

For all events within the City of Oshawa, the SEC will assist with the coordination of the Region of Durham Services.

Durham Works (Transportation and Parking/Roads)

Any event involving traffic or road closures of regional roads requires approval from the Region of Durham. An event liaison maybe assigned depending on the size and scope of the event.

Durham Transit

Durham Transit provides an event liaison for large scale events that might affect City and regional bus routes. They are also capable of providing event shuttle bus services for a fee.

Durham Health

The Durham Region Health Department is involved in the approval process for all food licenses. They also conduct on-site inspections of food vendors at events.

Durham Emergency Medical Services (EMS)

Durham EMS often will provide perimeter support of larger events upon request. They will provide on-site service for a fee.

Durham Regional Police Service

The Durham Regional Police Service is involved in the approval process and operations of any events involving traffic, parking areas and road closures. Auxiliary police services are often available free of charge for community events. Durham Regional Police also provide a paid duty police security service upon request.

Durham Regional Economic Development and Tourism

The Region will promote your event on www.durhamtourism.ca at no cost. Each year, events listed on this website are considered for publishing in their annual visitor guide. Durham Tourism can also provide additional information on event funding programs and partnered marketing opportunities.

Province of Ontario

GO Transit

If an event affects GO Transit service the SEC will coordinate communication and alternate route planning.

Amazing Places

Lakeview Park

The jewel of all of Oshawa's parks is located on the Lake Ontario waterfront. Lakeview Park includes a shady section which features gazebos, picnic shelters, a 500-seat banquet facility and picnic tables. Five regulation-size sport fields and 3 baseball diamonds make it an ideal tournament location for a variety of sports. This 46-acre park also features a sand beach, play structures, splash pad, boardwalk, public washrooms, concessions and ample parking. Lakeview Park is home to such annual events as Canada Day, Ribfest and Autofest.

General Motors Centre

The state-of-the-art General Motors Centre (GMC) is Durham Region's premiere sport and entertainment centre. Opened in November 2006 in downtown Oshawa, it can accommodate up to 6,500 for events and concerts. It is the home of the Oshawa Generals Junior A hockey club. Two NHL-size ice pads are accompanied by private suites, special hosting rooms, a two-storey restaurant - the Prospects Bar and Grill, which overlook the main rink's activities, concession services and a four-sided video board.

Memorial Park and McLaughlin Bandshell

Centrally located, the scenic Memorial Park can play host to a variety of events and festivals. The historic McLaughlin Bandshell is the focal point for the City's summer concert series and for the annual Celtic and Oshawa Jazz and Blues festivals. This venue features generous bench seating in front of the bandshell, ample parking, renovated washrooms and walkways.

Legends Centre

The award-winning Legends Centre is a 200,000 square foot recreation complex located in the north end of Oshawa. It features four NHL-sized ice pads, a pool with waterslide and lazy river, a seniors' facility, public library, gymnasium, fitness centre and meeting/program rooms. The multi-functional Leisure Room provides a unique retreat complete with fireplace and outdoor patio area. Over 20 ice and floor tournaments are held here annually, serviced by a full concession service, pro shop, convener's room and event support staff.

South Oshawa Community Centre

Opened in 2006, the South Oshawa Community Centre (SOCC) is a recreation facility which can service a variety of unique events. Its distinguishing features include the City's first Youth Room (computers, internet access, games and entertainment area), teaching kitchen and leisure pool with a waterslide which overlooks Lake Ontario and parkland. Event organizers can also access a variety of meeting and program spaces in the high school attached to the SOCC.

Amazing Facilities

Arenas

Six (6) municipal arenas and a total of ten (10) ice/floor surfaces are available for special events in the City of Oshawa. The Legends Centre and the General Motors Centre maintain ice year-round. During the spring and summer months many arena floors become available for activities such as lacrosse, ball hockey and in-line skating. The City also supports 2 ice pads at the Campus Ice Centre on the University of Ontario Institute of Technology campus. A total of 12 ice surfaces enable the City to host major sporting event championships and tournaments.

Soccer

The City of Oshawa has thirty-six (36) outdoor fields, two (2) of which feature lights, suitable for soccer seasonal, occasional and tournament play. The facilities are generally available for use from May to October each year.

Ball

The City of Oshawa operates and maintains a total of 67 ball diamonds, including 14 with lights. We have every type of diamond to serve our ball community from minor softball diamonds to elite fastball and slo-pitch facilities. These facilities are generally open from May to October.

Multipurpose Fields

The City of Oshawa operates six (6) multipurpose fields (3 are lit) that are ideal for football, lacrosse and rugby. These facilities are generally open from May to October.

Stadium

The Civic Fields stadium houses a regulation track facility suitable for regional and provincial track meets and a lighted main field for football, lacrosse and soccer. The

stadium includes a seating capacity of 2,000 spectators, a press box, electronic scoreboard, sound, change rooms, a food concession and parking for 800 vehicles. The main field is surrounded by 3 additional fields (2 are lit), making it an ideal location for tournaments. Parks staff are present from May to October to line and maintain the fields and stadium. The Civic Fields stadium complex is located adjacent to the Civic Auditorium Complex which includes the Civic Dome, fitness and pool facility.

Civic Dome

The Civic Dome features a multi-purpose floor and a 225m, 4-lane track surface covered by an air-support structure. It is located at the Civic Auditorium Complex and is available for booking. The floor located inside the track, has a surface area of approximately 30,000 square feet and is over 50 feet in height. This area is ideal for indoor off season sport training. The indoor track and stretching areas can be used in conjunction with your rental. Bookings for the Dome Floor are accepted from September to April.

Banquet Facilities

The City of Oshawa has several rooms that suit banquets and/or licensed events. These room rentals include the use of tables and chairs. Decorating, linens, and catering are all the responsibility of the renter. All City of Oshawa banquet facilities are smoke-free.

Meeting Rooms

The City of Oshawa has meeting room facilities to accommodate a variety of meetings, seminars and workshops for groups as large as 200 people.

Family Event/Wedding/Picnic

Oshawa's Kinsmen-Valleyview Park is a popular location for wedding photographs. The scenic Lakeview Park is in high demand for family and corporate events and picnics and features a 120-seat covered picnic area. The Jubilee Pavilion located in the heart of Lakeview Park caters to weddings, family and corporate events year round in addition to providing catering services to permitted park events and gatherings.

Municipal Rates and Fees

For a complete listing of fees please go to

http://www.oshawa.ca/mun_res/parkrec.asp?quicklink=018

or call the Special Events Coordinator at (905) 436-3892 or specialevents@oshawa.ca or the Facility Booking Office at (905) 436-3888 for more information.

General Guidelines, Expectations and Requirements

Planning/Organizing Your Event

1. Develop clear, realistic and measurable objectives for your event.
2. Start the planning process well before the event date.
3. Read this information resource and fill out the Special Event Form and forward to the Special Event Coordinator at specialevents@oshawa.ca .
4. Make a list of all of your tasks or review the Successful Event Planning Checklist for ideas.
5. Apply for a permit for your event.
6. As required ...
 - a. meet with City representatives
 - b. fill out all required forms, meeting deadlines as requested
 - c. pursue and obtain required permits and licenses
 - d. provide proof of liability insurance coverage, and
 - e. submit damage deposit(s), payment(s).
7. Develop and complete your budget, marketing, communications, risk management plans.
8. Begin to prepare for event set-up - ensure that you have all of your own program, technical and administration equipment and supplies ordered and tested.
9. Submit all final event plans by deadlines specified - e.g. schedules, contacts, etc.

During Your Event

1. Arrive well ahead of start time of event and ensure event set-up is complete and meets all requirements.
2. Introduce organizers to on-site staff and work cooperatively with staff for the duration of the event. Clarify who, from your event is in charge, and is the main contact.
3. Ensure event staff and volunteers are following the plan and are meeting all safety and security requirements.
4. Should an injury or incident occur, implement your risk management plan, notify on-site staff immediately, and provide full details.

After Your Event

1. Complete all take-down and restore facility to its original condition.
2. Complete post-event evaluation form or meet with the SEC to review event outcomes.
3. Complete all payment requirements.
4. Let City representatives know if you wish to repeat the event again next year. Fill out the appropriate application forms.



Special Event Coordinator
 99 Thornton Road South
 Oshawa, ON, L1J 5Y1
 Telephone: 436-3892 Fax: 438-3145
 Email: specialevents@oshawa.ca

Special Event Form

Please Print

Event Title		
<input type="checkbox"/> Cultural, Educational	<input type="checkbox"/> Social, Religious, Family	
<input type="checkbox"/> Corporate	<input type="checkbox"/> Profit Making	<input type="checkbox"/> Company Event
<input type="checkbox"/> Charitable Charitable #	Proceeds to Benefit:	
<input type="checkbox"/> Entertainment:	<input type="checkbox"/> Other:	
Status of Event	<input type="checkbox"/> Historical	<input type="checkbox"/> One time Only
	<input type="checkbox"/> New	<input type="checkbox"/> Other:
Size of Event	No. of Participants Expected:	No. of Spectators Expected:

Park/Area/Facility Requested <i>Be as specific as possible and include all facilities</i>	Date(s)	Time(s)
Park/Area/Facility Requested:		

For additional dates and hours or specific requests, please attach a letter with details.

Event Description
Please provide a brief description of your event

Please Check All That Apply to Your Event

- | | | |
|--|------------------------------|-----------------------------|
| Will you allow any vendors to sell, distribute or promote any goods or services? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will you be charging an admission fee? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will your event be offering any raffles, lotteries or games of chance? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you plan to bring in any food or beverage services? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Are you planning to serve or sell alcoholic beverages? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Will your event require any road closures? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Event Organizer (Association or Business)

Mailing Address

Street Apt City Postal Code

Primary Contact	Name	Alternate Contact	Name
	Fax		Fax
	Telephone Cell		Telephone Cell
	Email address		Email address

Successful Event Planning and Checklist

1. Program

Pre-Event

- Brainstorm event. (The more brains the better.)
- Displays
- Demonstrations
- Activities
- Sport
- Food
- Entertainment
- Official ceremony
- Contests and prizes
- Identify and invite participants
- Draw up site plan, display space, stage etc.
- Identify and invite volunteers to handle planned activities
- Is there fun for everyone?
 - Pre-schoolers, children
 - Teens, adults
 - Seniors, disabled
- Refreshments. (Use ceramic or paper rather than Styrofoam)
- Rainy day program
- Prepare a schedule of events (time, place, etc.)
- Determine design and distribution of promotional material
- Registration/information system in place
- Prizes secured, delivered, etc.
- Design participant survey

Event Day

- Station counters/surveyors
- Activity schedule posted
- Site map posted
- Info/registration booth set up and give-aways prepared
- All equipment and signage at proper place for activities
- P.A. System, 2-way radio systems, megaphones, inform public/leaders of next activity etc.
- Lost and found area
- First Aid station
- Prizes (awards, ribbons, etc.)

Post-Event

- Clean-up for each area
- Return equipment
- Thank-you's to participating clubs, organizations, volunteers, sponsors
- Evaluation survey analysis

2. Facilities/Transport

Booking Sites

- Review all site facilities with regard to needs
- Check accessibility
- Explore costs
- Book facilities, rain-date facility

Parking

- Assess parking capability
- Inform Police Traffic Section
- Recruit volunteers for security and to direct traffic
- Place signs, barricades for restricted area
- Reserve parking for officials, participants, exhibitors
- Encourage use of non-motorized vehicles, walking, park and ride

Secure Permits

- Vending license
- Street permits
- Building permits
- Fireworks/fire permits
- Liquor license
- Temporary structure permit
- Festival market license?
- Hot air balloon release, parachute permits
- Race permits
- Parking permit
- Raffle permit

Facilities to Secure

- Water areas
- Toilets
- First Aid facility
- Stage(s)
- Display equipment (display boards, electricity, water, phone lines, sound equipment)
- Info/registration booth
- Tables, chairs, linen
- Tents, bleachers, picnic tables
- Sound system
- 2-way radios, cellular phones
- Golf carts
- Post site plan, signs
- Extra garbage cans
- Extra bike racks
- Picnic tables

3. Promotions

Establish Identity

- Letterhead, logos
- Info kits prepared and distributed
- Orientation workshop prepared and presented to:
 - Staff
 - Community leaders/Groups
 - Media
 - Displayers, volunteers

Pre-Event Media

- Develop and distribute promotional material to local businesses, neighbourhoods, participating organizations, schools, city departments
- Calendars of events
- Posters, flyers, stickers
- Restaurant placemats
- Bridge/street banners
- Advertisements

- Bus transfers
- Prepare newsletter for participating organizations, staff and volunteers
- Secure permission to display at other events, malls, etc.
- Prepare buttons, ribbons, T-shirts, entry forms, etc.
- Prepare media kits, media releases
- Publicize rainy day alternatives
- Prepare public service announcements for radio, the press, television
- General mailing to all media. In person visits to key locations. Use event gimmick, costumes, if possible
- Arrange interviews between various media and key participants
- Submit feature articles on event
- Contact media celebrities to participate in event (contests, challenges)
- Increase promotions two weeks prior to event

Day of Event

- Prepare news release for day
- Ensure media passes are at central spot
- Provide an interview area
- Book photographer for event to prepare photo report/feature shots

Post-Event

- Send final media release to let sponsors, participants know what happened
- Send thank you's to media, celebrities and key promoters
- Clip all articles, tape samples and retain for final report
- Post-event follow-up: How did things go?
- Prepare final report with recommendations and ideas for the next year

4. Finance

Pre-Event

- Set up Work Order and account number or bank account
- Prepare and submit budget
- Identify areas to approach sponsors from budget
- Apply for grants
- Identify appropriate sponsors
- Prepare an equipment needs inventory
- Solicit goods and services donations in lieu of money

- Arrange all payments well in advance. The larger the payment, the longer the lead time required.
- Apply for petty cash and floats for the day of the event
- Secure rolls of tickets for admittance, etc.

Day of the Event

- Ensure all vendors have small change
- Have payments available for entertainers, sound equipment, etc.
- Ensure there is a cash box in place for any activity which costs money
- Ensure money is picked up where there is incoming money (i.e., 10% of vendor's profit, etc.)
- Account for all money spent and received
- Allocate funds or food vouchers for volunteers

Post-Event

- Audit funds
- Review budget estimates and actual amounts
- Review unexpected expenses
- Obtain receipts for value of donated goods and services
- Send thank you's with a photo record to sponsors

Source: Adapted from the Toronto **BIA**

Operating Handbook - *Event Planning, Promotions and Communications*

June 2003