



**Report Number:** EC2022-0662

**Meeting:** Executive Committee

**Meeting Date:** 2022 May 17

## NOTICE OF MOTION

**RE: Developing Municipal Event and Landmark Policy Areas**

**Sponsoring Councillor(s):** Councillor Carra, Councillor Wong, Councillor Walcott

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**WHEREAS** Festivals and events have been an integral part of cities' social and economic fabric for centuries. They serve to bring people together to share experiences in meaningful ways;

**AND WHEREAS** The City of Calgary recognizes that festivals and events enhance quality of life and are essential elements in creating complete communities by providing opportunities to celebrate, gather, connect, create unique experiences and share transcultural values;

**AND WHEREAS** The festival and event industry contributes significantly to the local economy and is essential to Calgary's economic diversification strategy (as reported through Alberta Live Events Coalition (ALEC), the event industry impact to the Alberta economy equals to approximately 35,500 direct jobs and contributes \$4 Billion to the GDP);

**AND WHEREAS** Landmark locations are fundamental to the character of cities, as well as to the experience that cities offer residents and visitors alike. They help people to connect with the city and enhance the qualities of a city, playing a role in how cities are perceived and remembered;

**AND WHEREAS** Calgary's landmark locations help to define communities, encourage community pride and attract families to the area while playing a role in diversifying, growing and supporting the economy. Balancing the need to accommodate visitors and tourists with the use and enjoyment of local residents and businesses is crucial to maximizing the potential of landmark locations;

**AND WHEREAS** Issues related to land use planning, urban design, parking, social disorder, street access, and public space usage impact surrounding communities that are adjacent to:

- Landmarks,
- Major events (especially during events), and,
- Locations where landmarks and major events coincide,

Engagement with the local community and broader stakeholders is required in order to better understand the scope of this impact;

**AND WHEREAS** There are significant internal costs to The City associated with major events and points of interest in terms of the impacts they have on the surrounding community and the maintenance of public safety (i.e. traffic infrastructure costs, increased Police and Bylaw presence, stationed street entrances to ensure local access, logistical measures to minimize negative behaviour, etc) which are unsustainable as events and visitors grow and community service expectations increase;

**AND WHEREAS** As Calgary aspires to become an Eventful City and increase its stature as an international tourism destination, event and landmark related issues will continue to impact communities, requiring that a policy and process framework and funding strategy be developed that can be applied across all communities regularly impacted by major events and/or well visited landmarks to address these issues, rather than reacting on a case-by-case basis;

**NOW THEREFORE BE IT RESOLVED** that Council:

1. Using the communities surrounding and adjacent to Crescent Heights, Scotsman's Hill Prince's Island Park and Millennium Park as pilots, directs Administration to:
  - a. Engage with the broader community and event organizers to understand the scope of the issues and the communities' concerns in the area;
  - b. Develop recommendations on how best to address event and point of interest impacts to these select communities with an optimized approach to address these issues and the operational and capital costs required to test and implement the recommendations; and,
  - c. Develop a scalable program to enable Administration to replicate and implement these measures across Calgary in affected communities to minimize impacts events have on surrounding communities;
2. Approves one-time funding of up to \$200,000 for consulting services from a source or sources to be determined, and to report back through the Community Development Committee with an implementation plan no later than September 2022.
  - a. Under the Eventful City Strategy, return to Council with a funding strategy through the 2023-2026 Service Plans and Budgets process.

Attachments:

1. Notice of Motion Checklist
2. Ramsay Community Association Letter