

## Appendix C

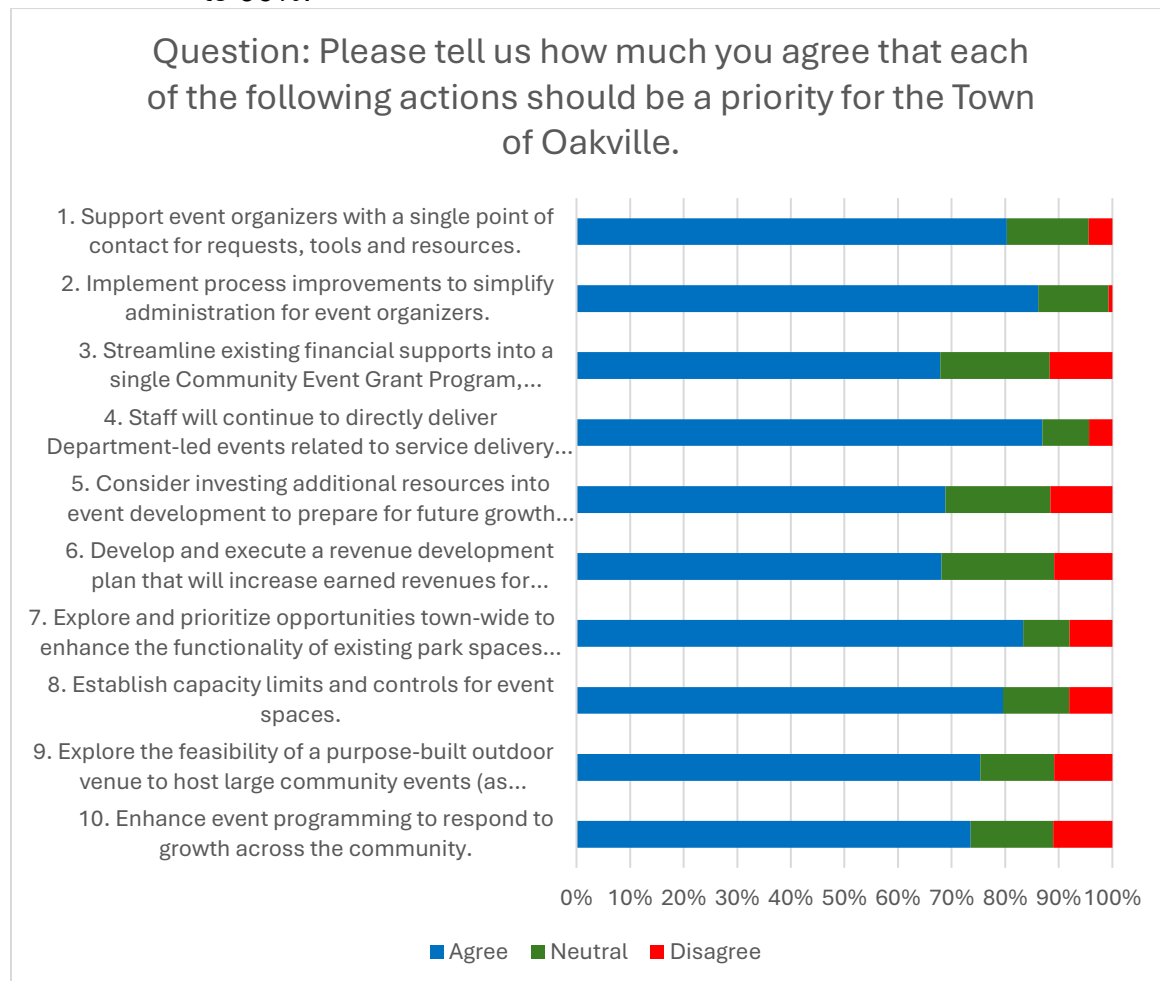
### Oakville Special Events Plan – Phase Two Consultation Summary

(August 2025)

Phase Two of consultation (May–August 2025) focused on testing and validating the draft Oakville Special Events Plan. Engagement included a Council workshop and discussions (May 6, June 21 –June 25), followed by a public and stakeholder survey (July 9–August 1, 2025). In total, 185 responses were received from residents, community groups, and event producers.

#### Key Survey Findings

- Vision for Events:
  - 73% agreed with the proposed vision; including neutral responses, 95% expressed no opposition.
- Outcomes for Events:
  - 75% agreed with the proposed outcomes; including neutral responses, 94% expressed no opposition.
- Priority Actions:
  - Across the ten actions, overall support (agree + neutral) ranged from 87% to 96%.



## **Common Themes in Feedback**

- Programming & Experience:
  - More adult-oriented activities, street festivals, concerts, and showcasing local talent.
  - Balance between large signature events (Canada Day, Santa Claus Parade) and smaller neighbourhood-based events.
  - Requests to see events like Midnight Madness, the Jazz Festival, and the Waterfront Festival, return.
- Funding & Support:
  - Desire for multiple grant deadlines per year and feedback for unsuccessful applicants.
  - Simplified permitting and application processes.
  - More guidance and transparency in grant eligibility, evaluation, and reporting.
- Promotion & Accessibility:
  - Stronger event promotion beyond social media (signage, transit, outreach).
  - More equitable distribution of events across the community.
  - Interest in accessible, low-cost/free events, mindful of tax impacts.
- Venues & Infrastructure:
  - More use of existing spaces (e.g., Coronation Park bandshell, Town Square).
  - Support for a dedicated large event venue.
  - Concerns with parking, noise management, and crowd control (particularly in Bronte).

## **Council & Leadership Feedback**

Briefings with the Mayor and Councillors in July 2025 reinforced several themes:

- Events should remain community-rooted and grassroots-led, with the Town as a facilitator and partner.
- Volunteerism challenges (e.g., volunteer fatigue) must be acknowledged and supported.
- The granting program should include robust vetting to ensure funds go to community and nonprofit groups.
- Importance of clear costing and transparency regarding Town services and fees.
- Support for a centralized events promotion platform to help residents and organizers.
- Recognition of both the opportunity and caution around exploring a large event space.
- Endorsement of multi-year support for legacy events (e.g., Terry Fox Run, Remembrance Day).

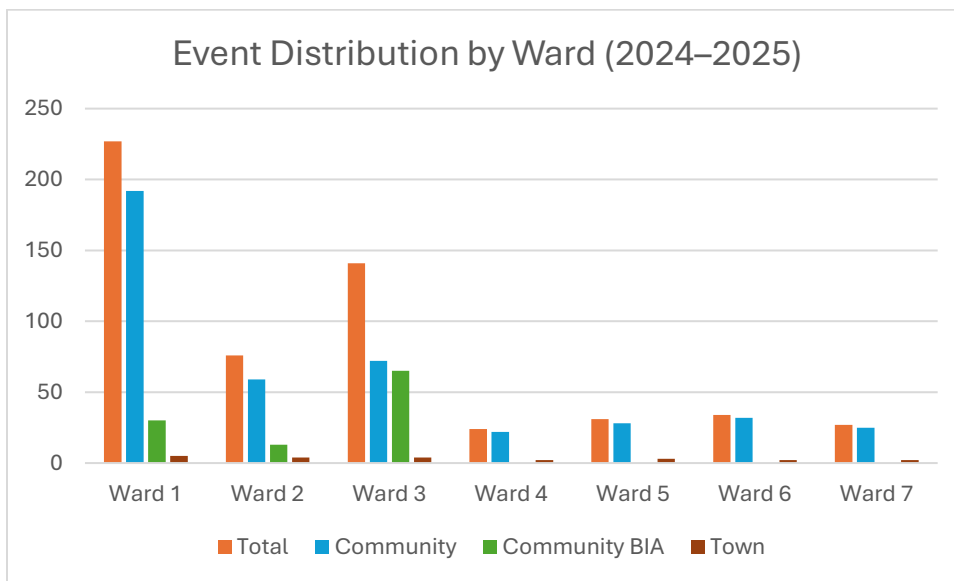
## **Event Distribution by Ward**

While BIAs are designed to animate their districts, the overall distribution of events shows a concentration of activity in certain areas. This reinforces both survey and Council feedback that events should be more evenly distributed across Oakville's

neighbourhoods, while continuing to support established hubs like Downtown, Bronte, and Kerr.

### Summary of Events – 2024 and 2025 Firmed Contracts

Ward	Total	Community	Community BIA	Town
Ward 1	227	192	30	5
Ward 2	76	59	13	4
Ward 3	141	72	65	4
Ward 4	24	22	0	2
Ward 5	31	28	0	3
Ward 6	34	32	0	2
Ward 7	27	25	0	2
<b>Total</b>	<b>560</b>	<b>430</b>	<b>108</b>	<b>22</b>



### Recommended Refinements

Based on Phase Two feedback, the following refinements are recommended:

- Reorder select priority actions.
- Add commitments to:
  - Strengthen support for adult programming, local talent, and low-cost/free events.
  - Allow more than one grant application intake per year.
- Advance feasibility of a large event venue as a nearer-term priority.
- Enhance clarity in the grant Terms of Reference: transparent criteria and review process, annual reporting to Council.
- Strengthen links to broader strategies (e.g., Lakefront Strategy, community facility planning).

- Include clear costing, staffing supports, and consideration of infrastructure needs in the Council report for implementation of the plan.
- Explore development of a centralized event promotion platform to improve visibility and access.
- Support volunteerism through training and capacity-building workshops.
- Refine sponsorship approach: pursue partnerships while avoiding over-commercialization of community spaces or competition with community organizers.