



STRATFORD CITY COUNCIL ADDENDUM

Adoption of Addendum to the Council Agenda:

Motion by

THAT the Addendum to the Council Agenda, be adopted as printed to include the following:

7.0 Orders of the Day:

- 7.17 Extended Patios, Stratford Summer Music's MusicBarge, and Streetside Live Requests (COU20-096)

Attachment – Management Report dated June 16, 2020

Motion by

Staff Recommendation: THAT the Patio Extensions and Boardwalk Installation program be approved to:

- **Permit the extension of patios over the sidewalk space adjacent to a restaurant building, and the**
- **Installation of a boardwalk, a wooden causeway, over municipal parking spaces for the 2020 patio season until November 1, 2020;**

AND THAT applicants be required to submit all necessary paperwork and drawings to the Clerk's Office, enter into an outdoor café agreement with the City and comply with the provisions contained in the City's Business Licence By-law 187-2004 and Policy P.3.3;

AND THAT Outdoor Café patio licenses for the 2020 patio season be waived and that any fees previously paid for the Outdoor Café patio license for the 2020 patio season be refunded;

AND THAT the Stratford Summer Music MusicBarge be approved to operate along the Avon River for weekend performances between July 24, 2020 and August 23, 2020;

AND THAT a Temporary Use By-law expiring on January 1, 2021 be brought to Council allowing for the Patio Extensions and Boardwalk Installations, or alternatively that the City enter into licence agreements allowing the business owner to use the portion of the City property for the purposes of the Patio Extension;

AND THAT the City proceed with Option 1 and take responsibility for the installation, maintenance, repair, dismantling and storage of the Boardwalk Installation; or Alternatively that the City proceed with Option 2 and require each business owner to be responsible for the installation, maintenance, repair dismantling and storage of the Boardwalk Installation with City inspection and enforcement;

AND THAT the StreetSide Live program be approved to operate in designated parking spaces downtown for daily performances between August 24, 2020 and August 31, 2020.

MANAGEMENT REPORT

Date: June 16, 2020
To: Mayor and Members of Council
From: Allison Jordan, Events Coordinator and COVID-19 City Initiatives Team
Report#: COU20-096
Attachments: City Initiatives Patio Permits and Extensions.PDF
PatioWalkwaysDrawings-47701-100-June-15-2020.PDF
Stratford Summer Music Proposal 2020 MusicBarge.PDF
Streetside Live - Stratford 2020 (rev 5.1).PDF

Title: Extended Patios, Stratford Summer Music's MusicBarge, and Streetside Live Requests

Objective: To provide Council with information on the proposed Stratford Economic Response & Recovery Task Force initiatives for downtown Patio Extensions and Boardwalk Installation, Stratford Summer Music's MusicBarge, and Streetside Live program.

Background: The City Initiatives Team received a proposal from the Stratford Economic Response & Recovery Task Force to implement the following projects:

- Patio Extensions and Boardwalk Installation
- Stratford Summer Music's MusicBarge
- Streetside Live

Patio Extensions and Boardwalk Installation

The Ontario government has permitted restaurants and bars to open patios starting Friday, June 12. A temporary seasonal patio extension program is intended to support local restaurants and establishments to accommodate more dine-in patrons within extended temporary patios, while complying with health and safety measures during the COVID-19 pandemic.

Additionally, the Stratford Economic Response & Recovery Task Force has recommended waiving associated fees for outdoor café licences for 2020.

Stratford Summer Music's MusicBarge

Stratford Summer Music has submitted a request to install and operate a mobile MusicBarge on the Avon River. The barge would showcase artists from Stratford and

surrounding areas. Performance times would be 2:00 p.m. and 4:00 p.m. each Friday, Saturday and Sunday afternoon between July 24, 2020 and August 23, 2020.

Streetside Live

Streetside Live is a musical arts program designed to enhance and re-animate the downtown core during the pandemic. The program positions musicians in cargo beds of 2 vintage pickup trucks in various locations around the downtown core to offer free musical performances. There would be 12 performances per truck each day between August 24, 2020 and August 31, 2020. Performances would be approximately 1 hour in length.

Analysis:

Patio Extensions and Boardwalk Installation

The design of the patio extensions will convert parking areas into a boardwalk, a wooden causeway, to allow restaurants the opportunity to extend their patio onto the existing sidewalk. The boardwalk will take up approximately 2 - 5 parking spaces per location and has been successfully implemented in other municipalities including but not limited to Barrie and Brantford. The cities of Toronto, Markham and Hamilton are working on allowing restaurants to expand their patios into neighbouring parking lots, sidewalks and parking spaces to allow their customers to practice social distancing. Boardwalks will not be permitted to impede or close off accessible parking spaces, fire hydrants, emergency routes or other municipal infrastructure.

MTE Engineering has provided standardized drawings for the boardwalks that are accessible and construction-ready. These will be modular boardwalks that are patio extensions and only permitted in the area immediately adjacent to the business.

A survey was completed by the Stratford City Centre BIA with the Task Force. Eleven businesses have expressed interest in a patio extension and boardwalk installation. These businesses are already permitted to have a patio under the City's current zoning and permitting requirements. To move forward, interested businesses would submit an Outdoor Café business licence application along with a drawing outlining the proposed table placement and dimensions which will be required to meet the AGCO requirements as set out below. Applications would be received by the Clerk's Office and reviewed by Huron Perth Public Health, Fire Department, Infrastructure and Development Services and Stratford Police Services. Businesses with an existing patio license for 2020 would need to submit an amendment along with the required sketch. Fees for the licences will be waived for the 2020 patio season and any fees previously paid will be refunded.

Within the existing patio agreements, the City is responsible for sidewalks and as the boardwalks will be replacing sidewalks, the same responsibility holds true as it relates to the "boardwalks." The City may own, store and install the boardwalks or alternatively the City could require the business owners to store and install the boardwalks subject to an inspection by the City. As these boardwalks would be located on what is City property the

City would be liable for the boardwalks similar to as it is now for the sidewalks and boulevards and road allowances.

If the City is interested in pursuing the boardwalks, there are two options available:

1. City ownership – The City will be responsible for installation, removal, and any repairs/maintenance of the boardwalks. Policy P.3.3 Use of Municipal Property, Boulevards and Sidewalks provides that street furniture must be removed by November 1. The end date of the temporary boardwalks will be November 1, 2020 to be consistent with the existing policy. In year one being 2020/2021 the Stratford and Area Homebuilders Association (“SABA”) will be a project partner, to assemble and install the boardwalks, at no cost to the City. The Museum has offered to store the boardwalks over the 2020/2021 winter months at no cost. In the subsequent years 2021/2022 and following we recommend that the City increase its permitting/licensing fees for the expanded patios (boardwalks) to cover the costs associated with the installation, removal, repairs/maintenance, and storage of the boardwalks.
2. Business Ownership – The Business owners could be made responsible for the installation, removal, repairs, maintenance and storage of the boardwalks. The City would be responsible for inspection and any enforcement actions if not installed correctly. For year one, 2020/2021, this will likely be cost prohibitive to the business owners due to the impacts of covid-19 and the requirement for social distancing resulting in a reduced capacity being permitted on the existing patios. The financial impact to the businesses in subsequent years would vary depending on the viability of each business. The financial impact to the City would be related to any inspection and enforcement activities.

The Ontario Alcohol and Gaming Commission is allowing restaurants and bars to extend outdoor patio spaces to safely accommodate customers and staff. The AGCO is not requiring that licensees apply or pay of fee for the temporary extensions, licensed establishments are required to ensure that they have municipal approval and meet all other applicable requirements. These measures will be in effect until January 1, 2021 at 3:00 a.m. See Ontario Regulation 719 under the *Liquor Licence Act* (LLA). The criteria for such extensions under the LLA include:

1. The physical extension of the premises is adjacent to the premises to which the licence to sell liquor applies;
2. The municipality in which the premises is situated has indicated it does not object to an extension;
3. The licensee is able to demonstrate sufficient control over the physical extension of the premises;

4. There is no condition on the liquor sales licence prohibiting a patio; and,
5. The capacity of any new patio, or any extended patio space where the licensee has an existing licensed patio, does not exceed 1.11 square metres per person.

The AGCO has also clarified that an existing licensee and its employees are permitted to carry liquor between two licensed areas across and unlicensed area (i.e. from the establishment and across the sidewalk, in the case where the patio extension is on a roadway and does not extend to the sidewalk which we do not anticipate occurring in the City).

Stratford Summer Music MusicBarge

Stratford Summer Music's MusicBarge will float along the river to entertain foot traffic around the river. The mobility of the boat will ensure that crowds do not gather. Noise produced by the activity is permitted within hours of Noise Control By-law 113-79 and does not require an exemption. Marketing materials are not on municipal property and do not require permission from the City.

StreetSide Live:

The two StreetSide Live vintage trucks will be parked curbside in designated parking spaces. The trucks have the flexibility to easily move in and out of the spaces to setup and tear down for performances. Scheduling for the performances will have designated times and will be designed for optimum impact for downtown foot traffic. Street ambassadors provided by StreetSide Live will assist with the flow of foot traffic and oversee safe physical distancing per Provincial regulations and under the direction of Huron Perth Public Health.

Proposed Temporary Use Zoning By-law / Licence

To address any patios that may need municipal approvals the City may use a Temporary Use Zoning By-law to address any zoning requirements including required parking spaces being used for extension of patios. Removing the requirement to provide additional parking would allow any portion of a property to be used as a patio that is not occupied by required works, such as ramps, steps, walkways, fire routes or entrances, drive aisles or landscaping.

The proposed Temporary Use By-law would also seek to apply a consistent standard in protecting adjacent residential uses. Staff may consider that a proposed patio maintain an appropriate minimum setback from any Residential Zone in order to provide some separation between the patio and the residential use, the minimum separation distance will be determined through the planning review process for the Temporary Use Bylaw. The Planning Act authorizes municipalities to pass a Temporary Use Zoning By-law for a defined period of time that cannot exceed three years from the date of the passing of the by-law and allows for limited renewals of these By-laws. The proposed Temporary Use Zoning By-law is intended to meet the immediate needs of businesses during the current Pandemic. The Temporary Use Zoning By-law could expire on January 1, 2021 which is

consistent with the AGCO's expiration date and then reviewed by the City at that time for the 2021/2022 patio season.

Alternatively, the City can issue a licence to each Business owner for the use of the City property (sidewalk, parking space, road allowance) for the use of the area for the Patio Extension and Boardwalk.

Financial Impact:

Patio Extensions and Boardwalk Installation:

The Economic Task Force's budget will cover costs for materials as well as funding for standardized drawings at a reduced cost from MTE Engineering. In partnership with the Stratford and Area Builders Association, the boardwalks will be assembled at no cost.

Estimated loss of revenue from waiving fees for patio extension is approximately \$20,000 for licence fee and fee per sq. ft, based on 2019. If only the licence fee is waived it would be approximately \$9,500.

Staffing costs will be incurred to install and remove boardwalks. Additional costs may be incurred for any needed repairs and maintenance.

Stratford Summer Music MusicBarge:

Funding costs for installing, operating, and removing the barge will be covered between Stratford Summer Music and the Stratford Economic Response & Recovery Task Force's budget.

Staffing costs will be incurred to assist with road closures during the barge installation and removal from the Avon River.

StreetSide Live:

Funding for the proposed budget expenses will be covered by Stratford BIA and the Stratford Economic Response & Recovery Task Force as well as joint sponsorships from local businesses.

Alignment with Strategic Priorities:

Mobility, Accessibility and Design Excellence

Improving ways to get around, to and from Stratford by public transit, active transportation and private vehicle.

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

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- **Installation of a boardwalk, a wooden causeway, over municipal parking spaces for the 2020 patio season until November 1, 2020;**

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AND THAT the StreetSide Live program be approved to operate in designated parking spaces downtown for daily performances between August 24, 2020 and August 31, 2020.



Allison Jordan, Events Coordinator



David St. Louis, Director of Community Services



Joan Thomson, Chief Administrative Officer

Stratford Economic Response & Recovery Task Force - HRT Destination Development Group

Patio Permits:

- The task force is supportive of waiving patio permit fees for the summer of 2020. Tatiana will confirm but the lost revenue/financial implications should be near \$20,000.

Legal & Insurance Review

With respect to the proposed boardwalks – these are replacing the sidewalk. And in the existing patio agreements the business is not responsible for the sidewalk portion – the City maintains responsibility for that. So the same would hold true here.

- The City should own the Boardwalks as they would assume the liability for them.
- The City would also take responsibility for the repair/maintenance and install of the Boardwalks.
- Also the removal at the end of the patio season.
- The City would also need to store the boardwalks in the off season.

Process

- A survey was completed by the Stratford City Centre BIA & the Task Force. At least 13 businesses have expressed interest in the patio extension and boardwalk installation.
- MTE Engineering has agreed to provide a set of standardized drawings for the Boardwalks that are accessible and construction-ready. They will liaise with City of Stratford, Development Services. The cost of these drawings will be significantly reduced (corporate partnership), with the remaining covered by the Recovery Task Force. City Financial Obligation – staff time (Development Services) to review drawings.
- Task Force has a partnership with the Stratford & Area Builders Association to have boardwalks built according to approved MTE drawings. City Financial obligation - \$0
- At least two parking spaces per participating business will be closed. ***this will be determined once the drawings are complete.***
- At the end of the patio season November 1, 2020 City staff will need to uninstall and remove the boardwalks. Winter storage will be required. Should it be needed, the Stratford-Perth Museum can provide storage for the Winter of 2020/21. City Financial Obligation – staff time (Community Services and/or public works)

Recommendation:

Council to reduce patio permit application and fees to \$0.00 for the Summer of 2020.

Council to authorize a by-law amendment to allow the extension of patio permits to the edge of existing sidewalks. Boardwalks must not impede or close off accessible parking spaces, fire hydrants or other Municipal infrastructure.

Addendum

Many municipalities have adopted patio extensions, including most recently in Barrie, Ontario:

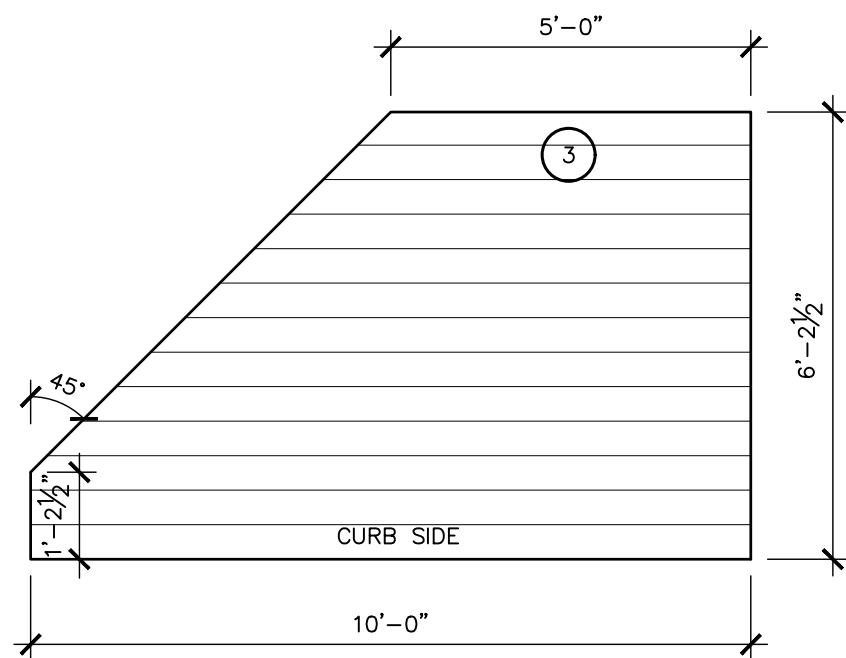
"Council approved a plan June 1 to allow eateries throughout the municipality to convert a few of their parking spaces into an outdoor patio. Any restaurants in the city's downtown, plazas and shopping centres could participate. They would not be required to pay fees, and the online

Stratford Economic Response & Recovery Task Force - **HRT Destination Development Group**

approval process is intended to be quick and seamless.
The program will run until Oct. 15.”

Photo of patio extension implemented in Barrie:

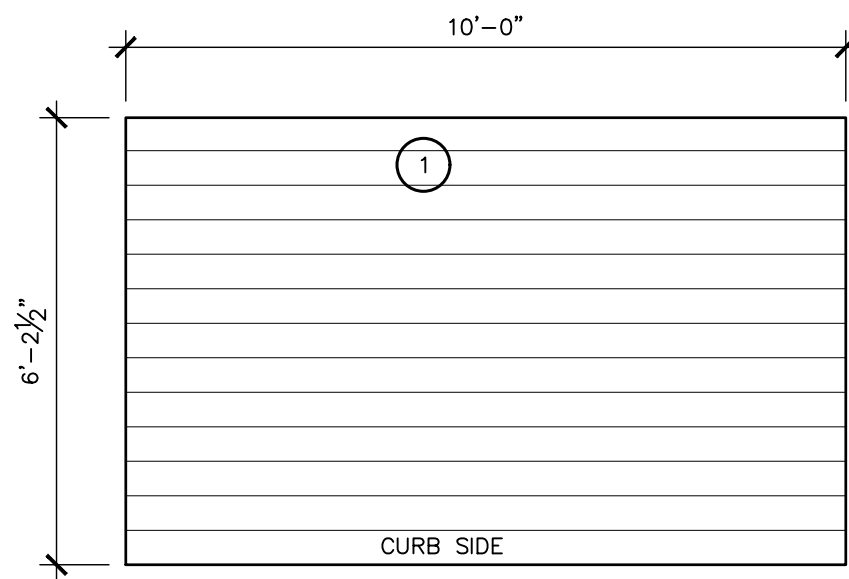




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S1.0

PLATFORM 3

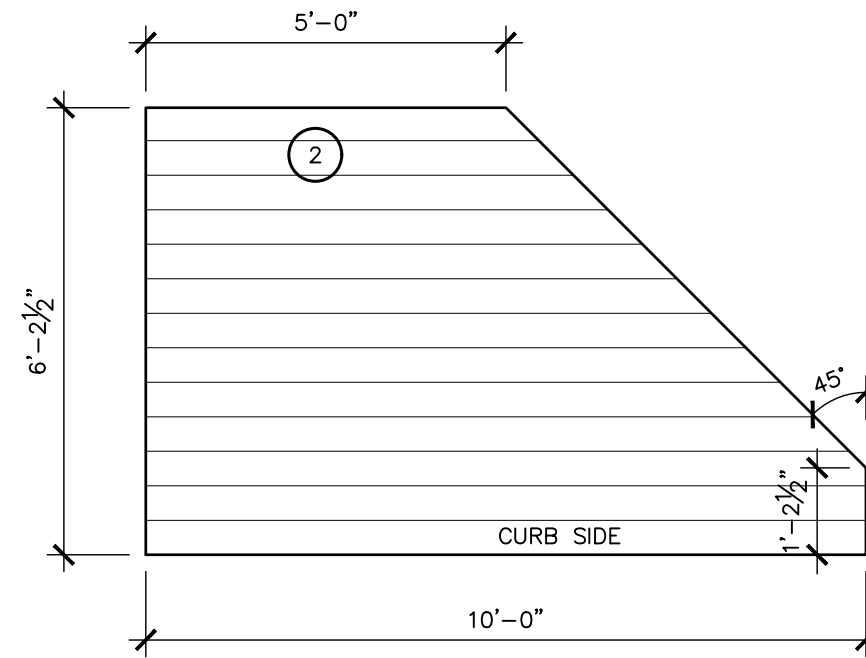
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2
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PLATFORM 1

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3
S1.0

PLATFORM 2

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CONSTRUCTION NOTES

GENERAL NOTES

- CONFORM TO THE REQUIREMENTS OF THE 2012 ONTARIO BUILDING CODE (OBC) INCLUDING ALL THE LATEST STANDARDS REFERENCED THEREIN, AND ANY APPLICABLE ACTS OF AUTHORITY HAVING JURISDICTION. THE LATEST VERSION OF ALL STANDARDS AND CODES LISTED BELOW SHALL BE USED.
- A BARRIER FREE PATH OF TRAVEL IN COMPLIANCE WITH OBC 3.8.1.3 SHALL BE PROVIDED. MINIMUM WIDTH OF 5'-3"(1600mm) AND NO OPENING GREATER THAN 1/2" (12mm)
- READ STRUCTURAL DRAWINGS IN CONJUNCTION WITH ALL OTHER SPECIFICATIONS AND CONTRACT DOCUMENTS.
- THESE DESIGN DOCUMENTS ARE PREPARED SOLELY FOR THE USE BY THE PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS ENTERED INTO A CONTRACT AND THERE ARE NO REPRESENTATIONS OF ANY KIND MADE BY THE DESIGN PROFESSIONAL TO ANY PARTY WITH WHOM THE DESIGN PROFESSIONAL HAS NOT ENTERED INTO A CONTRACT.
- BEFORE PROCEEDING WITH WORK, THE CONTRACTOR SHALL VISIT THE SITE AND BECOME FAMILIARIZED WITH ALL CHARACTERISTICS AFFECTING NEW AND EXISTING CONSTRUCTION. ANY CHANGES, ALTERATIONS OR REVISIONS MUST BE REPORTED TO THE ENGINEER BEFORE PROCEEDING WITH THE WORK.
- ALL WORK IS TO BE PERFORMED IN ACCORDANCE WITH THE OCCUPATIONAL HEALTH AND SAFETY ACT AND REGULATIONS FOR CONSTRUCTION PROJECTS - O.REG. 213/91.

LOADING

THE WOOD SIDEWALK HAS BEEN DESIGNED FOR THE FOLLOWING LOADS

PLATFORM

LL= 100PSF
DL= 10 PSF
110 PSF

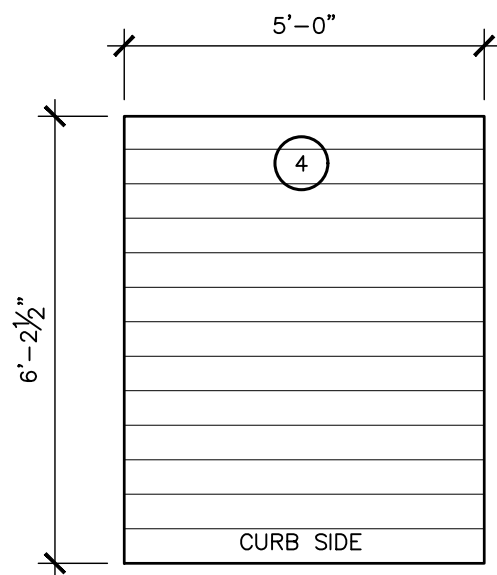
HANDRAIL

LOADING AS PER OBC 3.4.6.5(12).

-CONCENTRATED LOAD = 0.9kN
-UNIFORM LOAD = 0.7kN/M

LUMBER

- SAWN LUMBER PRODUCTS SHALL CONFORM TO THE REQUIREMENTS OF CSA STANDARD 0141. ALL SAWN LUMBER IS TO BE SPF GRADE NO. 2 OR BETTER, UNLESS NOTED OTHERWISE.
- NAILS AND SPIKES SHALL CONFORM TO THE CSA STANDARD B111 "WIRE NAILS, SPIKES AND STAPLES".
- ALL LUMBER TO BE PRESERVATIVE-TREATED. PRESERVATIVE-TREATED LUMBER OF 38 mm (1.5") SMALLER DIMENSION SHALL NOT BE INCISED.



4
S1.0

PLATFORM 4

SMALL MODULE (OPTIONAL)

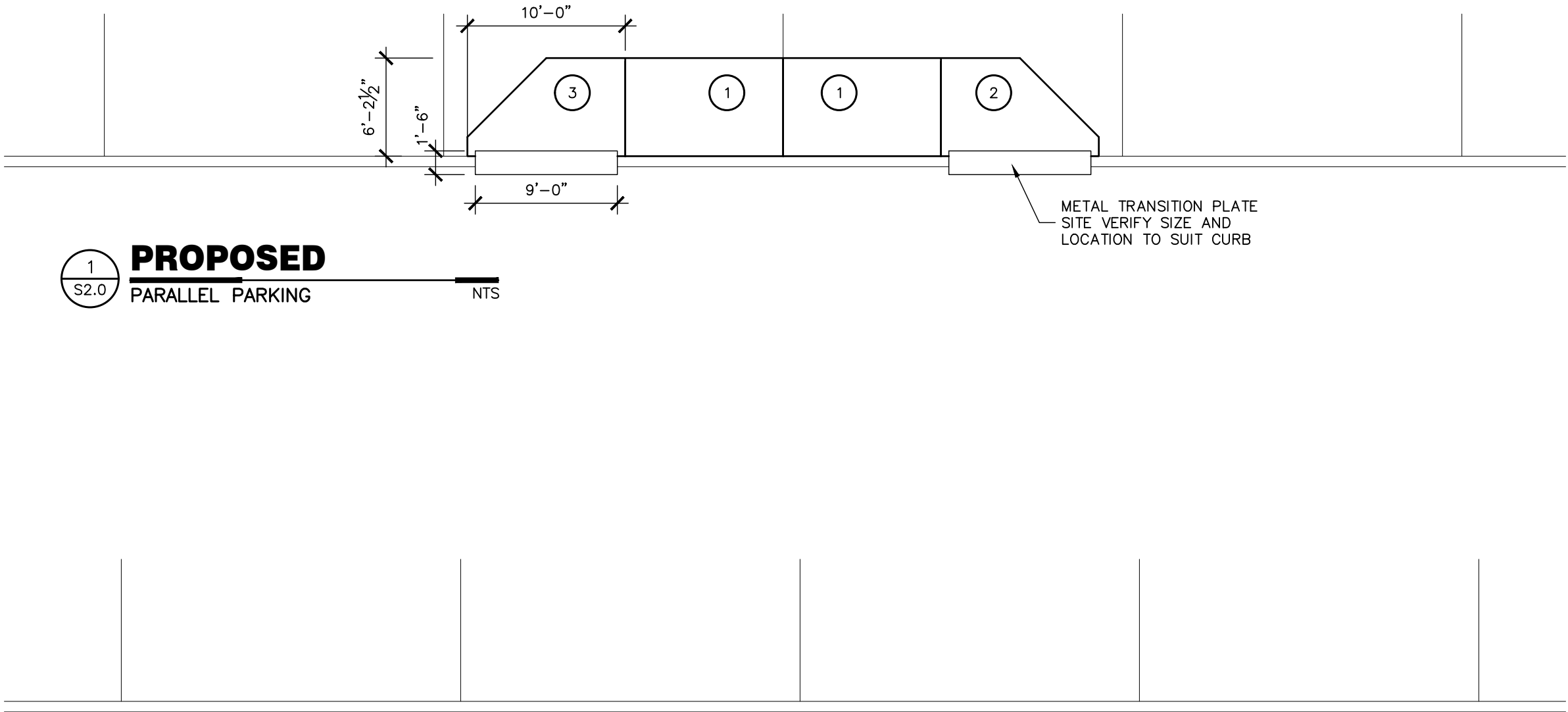
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PROJECT	WOOD SIDEWALK	DRAWING	STRATFORD ON.	Platform Plan
Project No. 47701-100		Drawing No. S1.0		
P.M. MEW		Date JUNE 2020		
ENG. STC		Scale AS NOTED		



Engineers, Scientists, Surveyors


519-271-7952



1
S2.0
PROPOSED
PARALLEL PARKING
NTS

2
S2.0
EXISTING
PARALLEL PARKING
NTS

PROJECT	WOOD SIDEWALK	Project No.	47701-100
		P.M.	MEW
DRAWING	STRATFORD ON. PARALLEL PARKING LAYOUT	Drawn By	STC
		Date	JUNE 2020
		Scale	AS NOTED
		Drawing No.	S2.0



MTE
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519-271-7952



PROPOSED

ANGLED PARKING - 45°

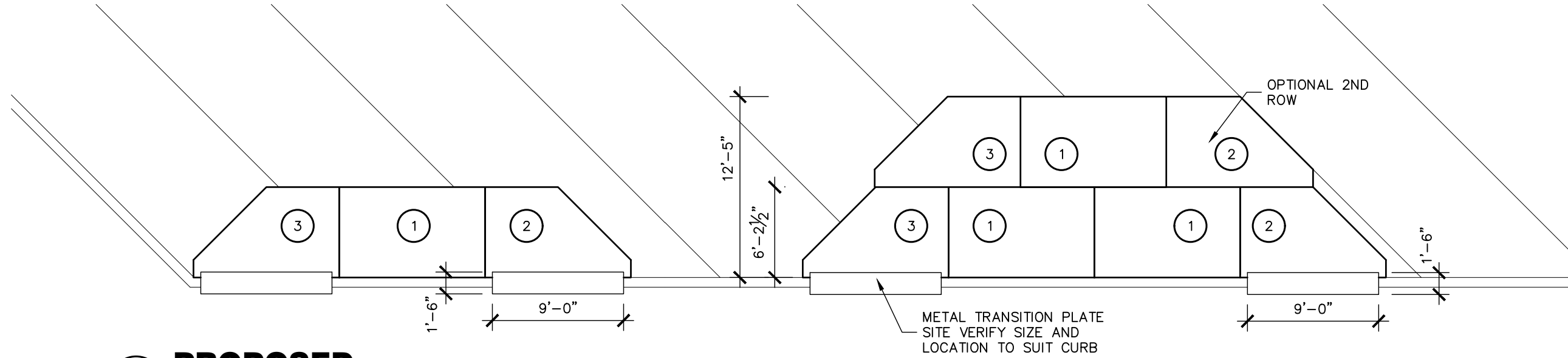
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EXISTING

ANGLED PARKING

NTS



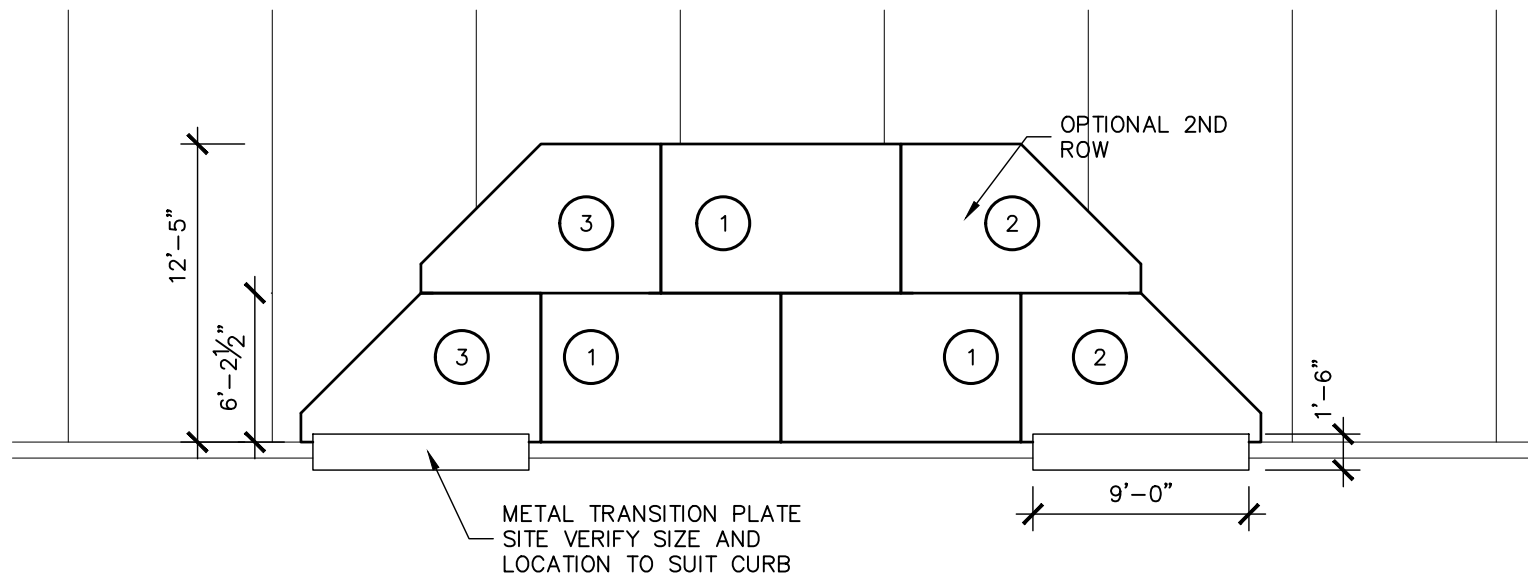
Project No.	47701-100
P.M.	MEW
Drawn By	STC
Date	JUNE 2020
Scale	AS NOTED
Drawing No.	S2.1

PROJECT	WOOD SIDEWALK
DRAWING	STRATFORD ON. ANGLED PARKING LAYOUT



Engineers, Scientists, Surveyors

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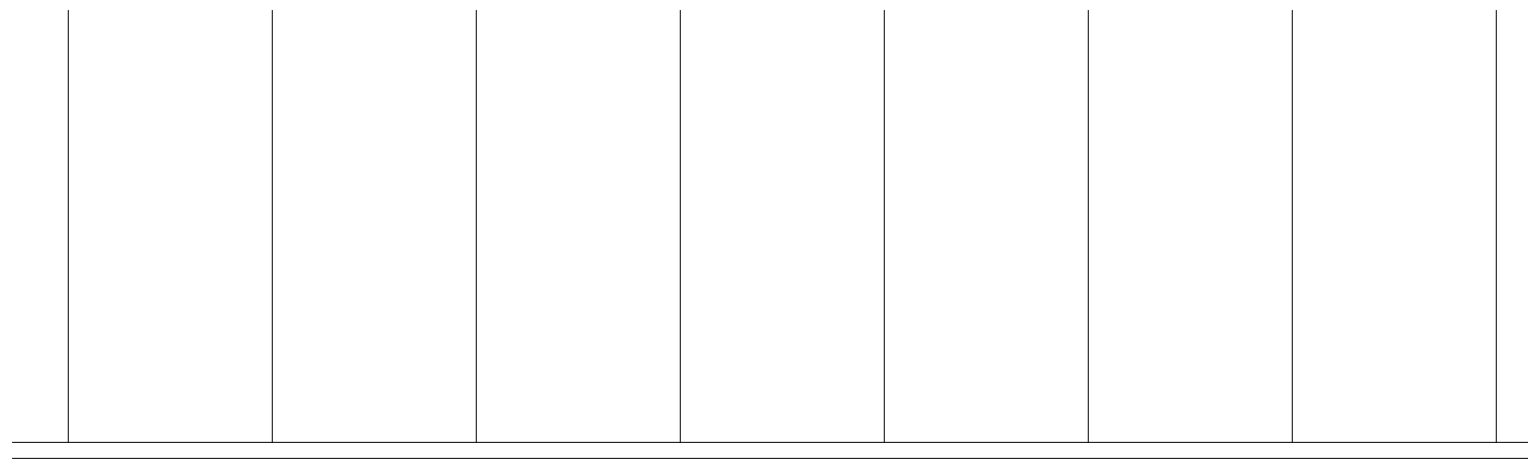


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S2.2

PROPOSED

PERPENDICULAR PARKING

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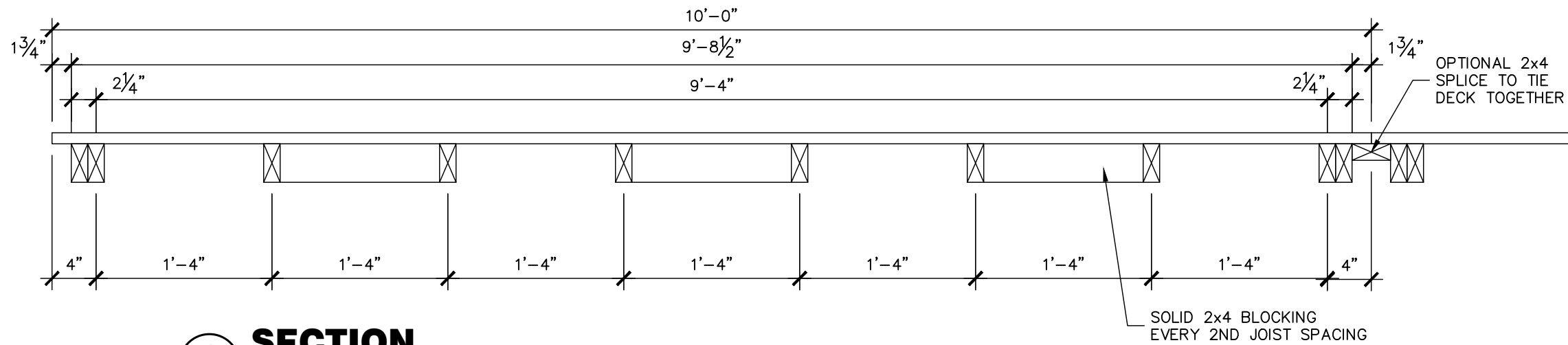
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S2.2

EXISTING

PERPENDICULAR PARKING

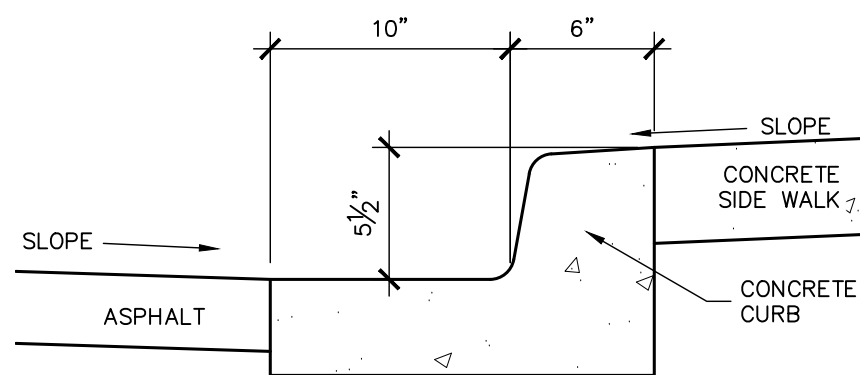
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PROJECT	WOOD SIDEWALK	Project No.	47701-100
		P.M.	MEW
		Drawn By	STC
		Date	JUNE 2020
DRAWING	STRATFORD ON.	Scale	AS NOTED
		Drawing No.	S2.2
		PERPENDICULAR PARKING LAYOUT	
 Engineers, Scientists, Surveyors			
		519-271-7952	



1 SECTION

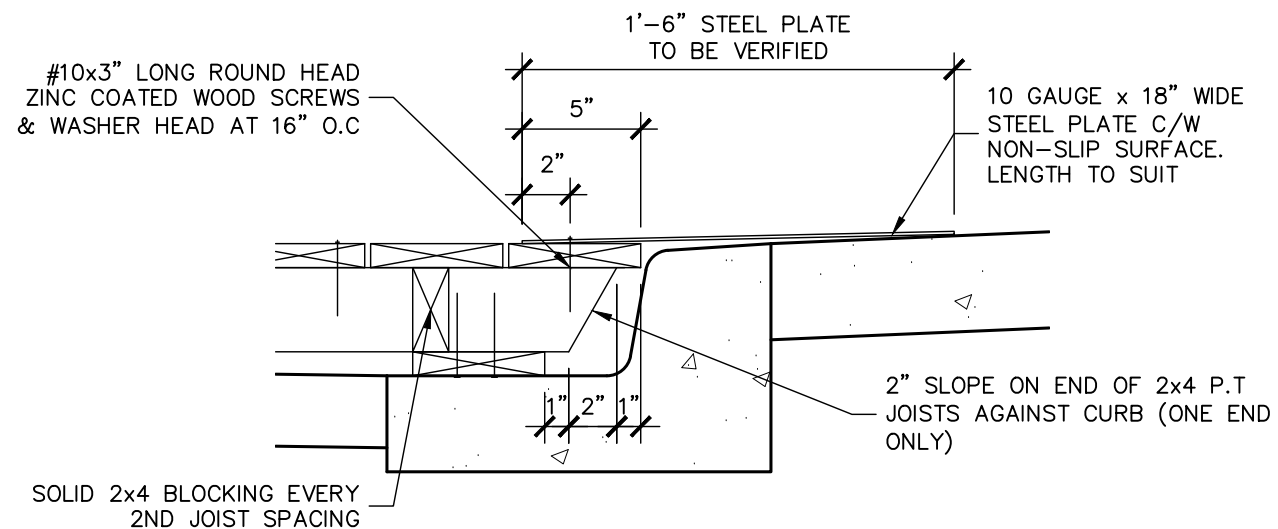
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2 TYPICAL CURB DETAIL

EXISTING CURB

NTS



3 DETAIL

TRANSITION STRIP

NTS

Project No.	47701-100
P.M.	MEW
Drawn By	STC
Date	JUNE 2020
Scale	AS NOTED
Drawing No.	S3.0

PROJECT **WOOD SIDEWALK**

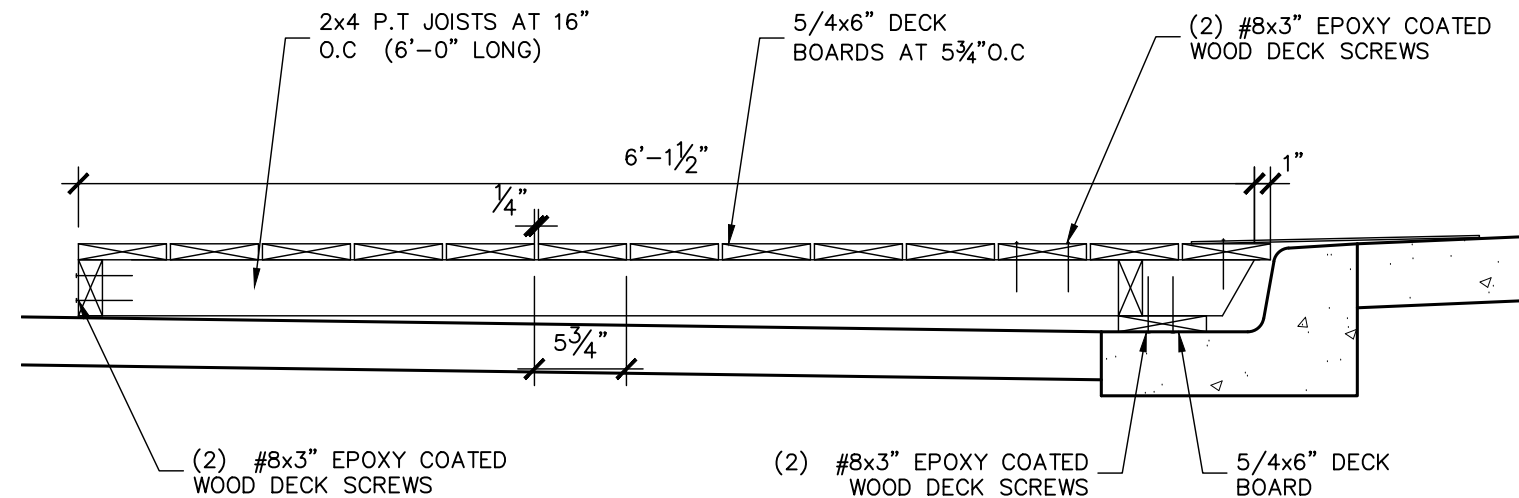
DRAWING **DETAILS AND SECTIONS**

STRATFORD ON.

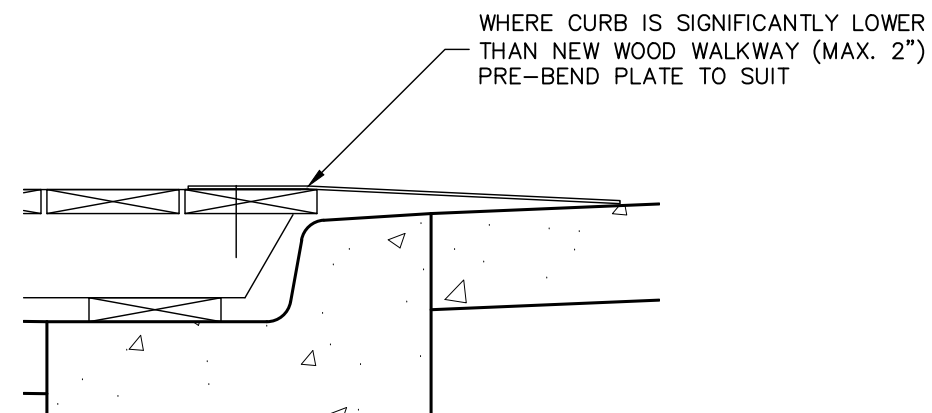


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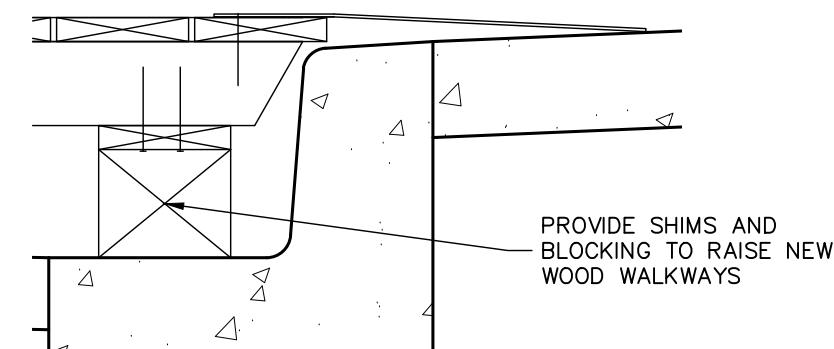
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1
S3.1 **SECTION** NTS




2
S3.1 **DETAIL** WHERE CURB IS SIGNIFICANTLY LOWER THAN NEW WALKWAY NTS



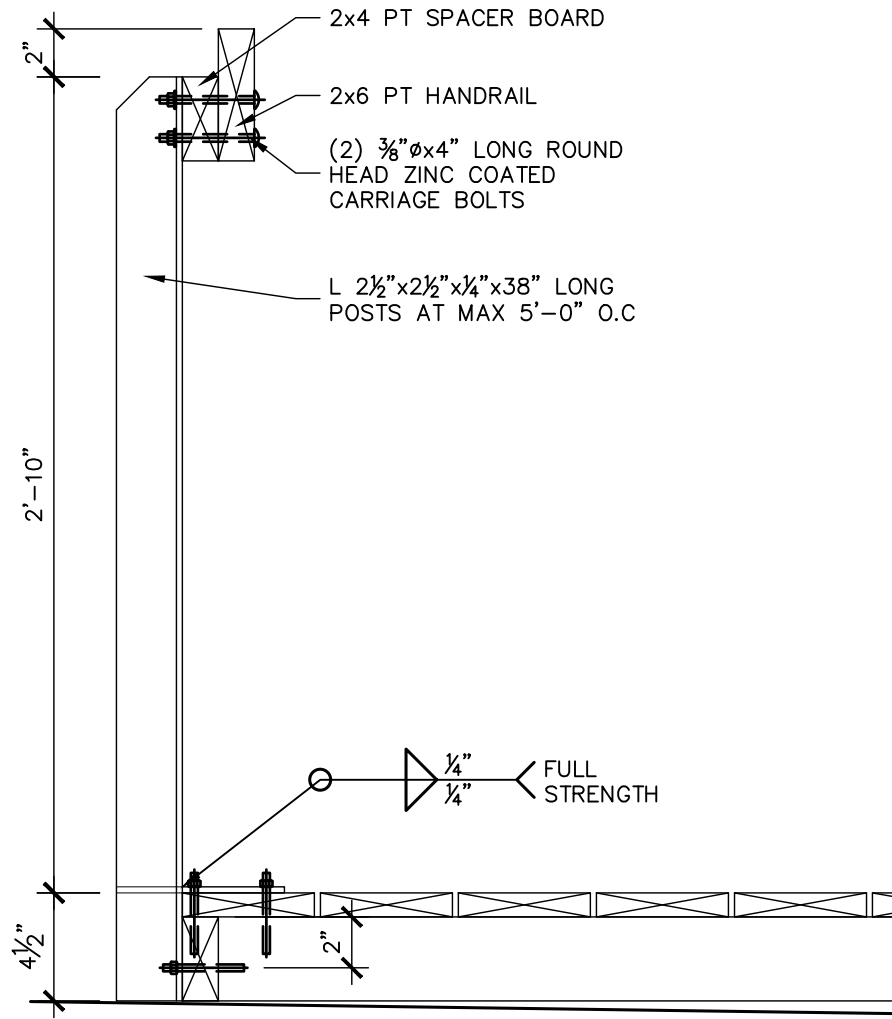
3
S3.1 **DETAIL** WHERE CURB IS SIGNIFICANTLY HIGHER THAN NEW WALKWAY NTS

PROJECT	WOOD SIDEWALK	STRATFORD ON.	Project No.	47701-100
			P.M.	MEW
DRAWING	PERPENDICULAR PARKING LAYOUT	DATE	Drawn By	STC
			Date	JUNE 2020
		Scale	AS NOTED	
		Drawing No.	S3.1	



MTE
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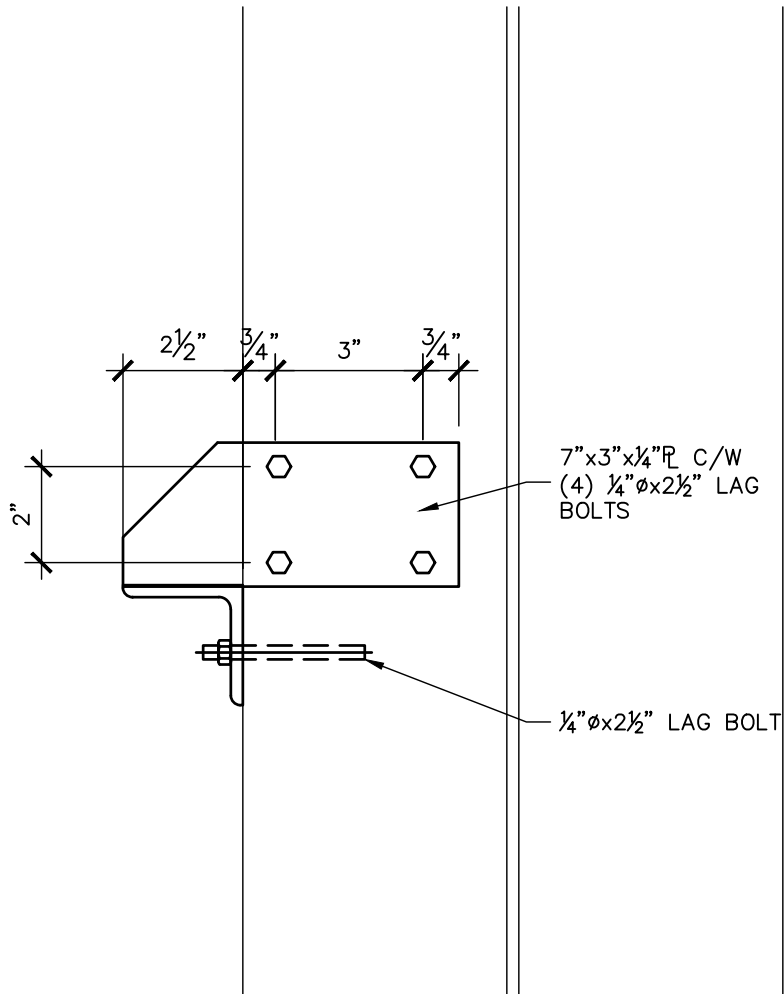
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1
S4.0

RAIL SECTION

NTS




1
S4.0

DETAIL

RAIL CONNECTION DETAIL

NTS

 Engineers, Scientists, Surveyors 519-271-7952		PROJECT	WOOD SIDEWALK	Project No. 47701-100
				P.M. MEW
			STRATFORD ON.	Drawn By STC
		DRAWING	RAIL DETAILS	Date JUNE 2020
				Scale AS NOTED
			Drawing No. S4.0	



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Stratford Economic Response & Recovery Task Force - HRT Destination Development Group

Presented by the HRT Destination Development Group to the Stratford Economic Response & Recovery Task Force for funding and implementation consideration.

11 June 2020



Stratford Summer will present musical artists on our popular Summer MusicBarge, **floating** along the Avon River, playing to people as they stroll, cycle, and picnic on the riverbank. As the MusicBarge will be in **constant motion**, audience members will not be encouraged to gather in groups as in the past.

Each performance day would see TWO free to the public events of 45 – 50 minutes in length. Artists will be from **Stratford and area**, and represent a wide variety of musical styles, appealing to a diverse audience.

The MusicBarge will travel up and down the Avon River between the Boat House and Tom Patterson Island, for the enjoyment of those walking and biking along the path and roadway.

All health and safety protocols will be adhered to by production and barge operations staff. Musical acts will be limited in numbers to provincially allowed group size on the barge. **Physical distancing rules will be strictly followed.**

Performance times are **2 and 4 pm** each Friday, Saturday and Sunday afternoon from **July 24 - August 23**, during our proposed 2020 season footprint.

The artists will encourage listeners to patronize local restaurants and shops after the music ends. Promotional campaign across Stratford and area media outlets to **encourage residents and regional tourists** to take part in the open space entertainment.

Fixed costs of launching and retiring the barge for 2020

Towing and crane	2,000	
Staff	600	
Engine service and storage	150	
Sound equipment rental	2,000	
Barge fixed costs for the season		\$4,750

Per day costs for two performances (2 and 4 pm)	1,000	
Proposing fifteen days (30 performances)		\$15,000

Marketing costs (paid media, signage, posters, collaboration with local restaurants)		\$ 6,250
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Total project budget		\$26,000
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Request of DAP and Task Force		\$20,000
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Stratford Summer Music contribution		\$6,000 (plus administration costs)
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Respectfully submitted by Mark Fewer Artistic Director and Judy Matheson General Manager, Stratford Summer Music



STREETSIDE LIVE





CONCEPT

- An exciting and **innovative music initiative** for the **City of Stratford**
- Designed to enhance and re-animate the downtown core in the era of COVID
- Unique opportunity to draw customers back to **Stratford businesses**
- Based on a highly successful performing arts programme previously developed and executed for the **PanAm Games** in Toronto
- Positions professional musicians in the cargo beds of **vintage pickup trucks**
- Offers a free celebration of exotic, high octane, **irresistible music**

STREETSIDE LIVE - PANAMANIA





LOGISTICS

- **Live music events** will be scheduled for weekend days and/or Friday evenings
- **2 Vintage trucks** are parked “Streetside” in designated parking spots
- Vehicles placed strategically in locations that will have **greatest impact for local businesses**
- Street Ambassadors for traffic flow and oversight of **safe social distancing** as per Health Unit and City Police guidelines
- Each performance will be approx. **1 hour**





PARTNERS & SPONSORS

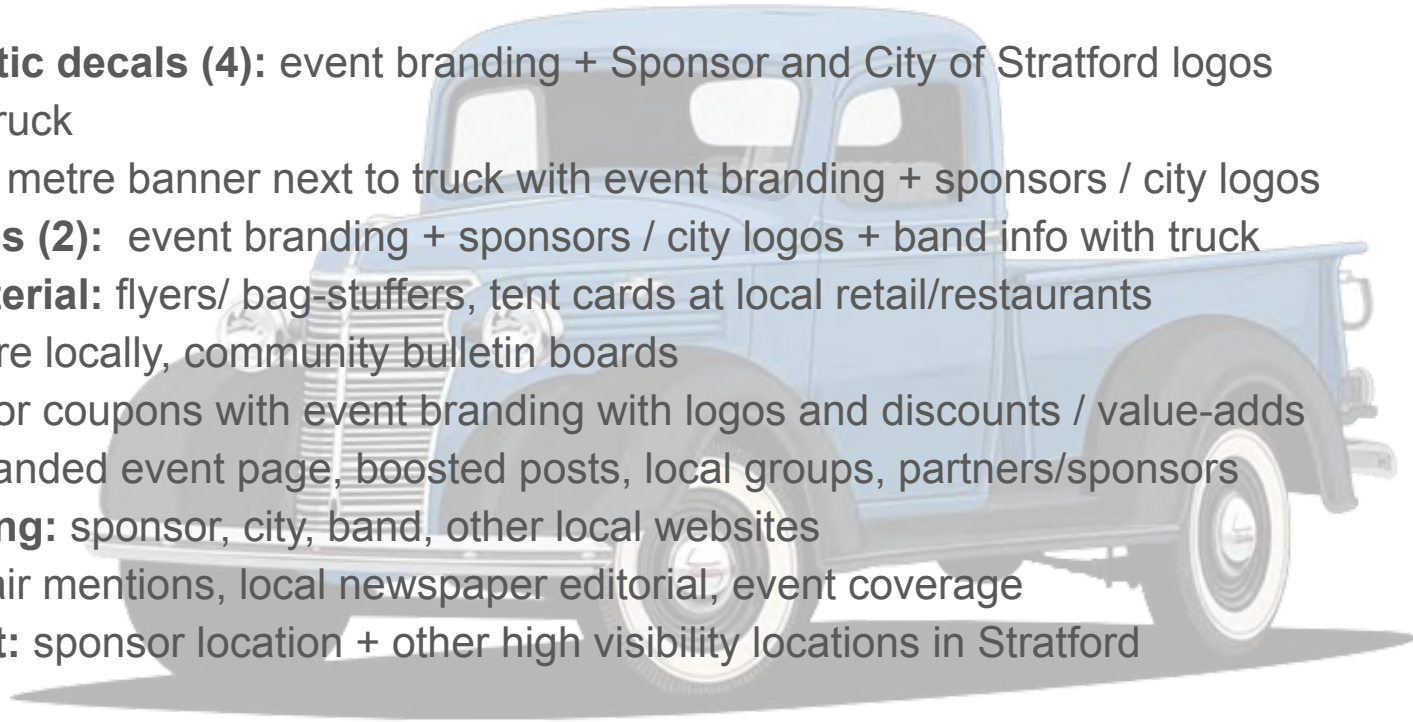
- **Destination Development**
 - Stratford BIA, INVEST Stratford, City of Stratford, Stratford Tourism, plus others
- **GOLD Sponsor (1):** financial institution, insurance, real estate, automotive (TBC)
- **SILVER Sponsor (3):** Rheo Thompson (committed), Pazzo (TBC), plus one more





MARKETING

- **On-truck magnetic decals (4):** event branding + Sponsor and City of Stratford logos on both sides of truck
- **Banners (2):** two metre banner next to truck with event branding + sponsors / city logos
- **Sandwich Boards (2):** event branding + sponsors / city logos + band info with truck
- **Promotional Material:** flyers/ bag-stuffers, tent cards at local retail/restaurants
- **Postering:** in-store locally, community bulletin boards
- **Coupons:** sponsor coupons with event branding with logos and discounts / value-adds
- **Social Media:** branded event page, boosted posts, local groups, partners/sponsors
- **Website Marketing:** sponsor, city, band, other local websites
- **Radio/Print:** on-air mentions, local newspaper editorial, event coverage
- **Truck Placement:** sponsor location + other high visibility locations in Stratford





NEXT STEPS

- Move forward with **Destination Development** group on funding and planning
- Secure primary **GOLD Sponsor**
- Work with secondary **SILVER Sponsors** on activation plan
- Complete detailed programme plan/timing
- Recruit trucks, talent, production, security, contracts, licensing, marketing materials, staffing, etc.
- **Finalise budget** - proposed budget for total programme: **\$44.5k (+HST)**



ADDENDUM

Vehicles used for **2015 PanAm Games** **STREETSIDE LIVE** events throughout GTA

1950 GMC



1954 Chevy



1948 Chevy



1958 Chevy



1953 Chevy



1941 GMC



1947 Chevy



1965 Chevy



1959 Chevy



1938 Chevy





PROPOSED BUDGET

PROPOSED BUDGET: STREETSIDE LIVE - EXPENSES

ITEM	DESCRIPTION	PER UNIT COST	QUANTITY	NET	TOTAL (incl. HST)
<u>EXPENSES</u>					
Performer Fees:	Aug 24-Aug 31 (8 days): 12 performances x 2 trucks with bands (flat rate - incl HST)	\$600.00	24	\$14,400.00	\$16,272.00
Truck Rental:	2 trucks for 4 weeks x 2 days	\$5,000.00	1	\$5,000.00	\$5,650.00
Vehicle Storage/Transportation:	TBD (est.) - secured site for overnight storage plus flatbed for in-city transport	\$2,000.00	1	\$2,000.00	\$2,260.00
Insurance:	TBD (est.) - vehicle and general liability	\$2,500.00	1	\$2,500.00	\$2,825.00
Sound Equipment:	Live sound and staging - \$250/wk x 4	\$250.00	4	\$1,000.00	\$1,130.00
Marketing:	truck decals, banners, flyers, SoMe boosted posts, etc.	\$5,000.00	1	\$5,000.00	\$5,650.00
Music Licensing:	TBD (est.) - entandemlicensing.com	\$500.00	1	\$500.00	\$565.00
General Accounting:	Taxes, payroll, expenses, etc. (TBC)	\$750.00	1	\$750.00	\$847.50
Legal Services:	Contracts (i.e., sponsor, performer, City of Stratford), licensing	\$1,500.00	1	\$1,500.00	\$1,695.00
Street Ambassadors:	Foot traffic flow, onsite setup, security - 2 ppl x \$90/wknd x 4 weeks (no HST)	\$180.00	4	\$720.00	\$813.60
Production Manager:	Production and sound technician for 4 weeks (no HST)	\$750.00	4	\$3,000.00	\$3,390.00
Project Management:	Planning, staffing, budgeting, contracts, deliverables, admin (no HST)	\$2,000.00	1	\$2,000.00	\$2,260.00
Producer / Concept:	Artistic Direction, staffing, scheduling, fund raising, sponsorships, project oversight. royalty for concept and execution (flat fee)	\$3,500.00	1	\$3,500.00	\$3,955.00
Contingency:	At 5% total budget to manage any cost overruns	\$2,225.00	1	\$2,225.00	\$2,514.25
Miscellaneous Expenses	Supplies, water, admin expenses, etc.	\$405.00	1	\$405.00	\$457.65
TOTAL				\$44,500.00	\$50,285.00

PROPOSED BUDGET: STREETSIDE LIVE - PROJECT INVESTMENT

ITEM	DESCRIPTION	PER UNIT COST	QUANTITY	NET	TOTAL (incl. HST)
<u>PROJECT INVESTMENT</u>					
Stratford BIA / Destination Dev	TBC	\$22,000.00	1	\$22,000.00	\$24,860.00
GOLD Sponsor:	TBC	\$7,500.00	1	\$7,500.00	\$8,475.00
SILVER Sponsor:	Rheo Thompson (committed), Pazzo (TBC), plus one additional	\$5,000.00	3	\$15,000.00	\$16,950.00
TOTAL				\$44,500.00	\$50,285.00