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Date: August 2, 2018
To: Mayor and Council
Author: M. Durocher
RE: 2019 Kingsville Highland Games
Report No.: PR-08-2018

AIM

To provide council with an update on the status of the proposed Kingsville Highland Games tentatively scheduled for June 22 2019 at Lakeside Park.

BACKGROUND

At the June 11 meeting of council, the chair of the proposed Highland Games presented information regarding the games. Following discussion council's direction was as follows:

Recommended Action

That Council considers the request of the Kingsville Highland Games group to bring back the Kingsville Highland Games to Lakeside Park, and further directs Mr. Plumb and other event organizers to attend Special Events Resource Task Force (SERT) meetings in accordance with the Town's Special Events Policy.

On July 16 Mr. D. Plumb attended the SERT committee meeting and presented the information regarding the Highland Games to members of the committee as recommended by council.

DISCUSSION

At the July 16 SERT meeting the proposal for the newly revamped 1 day Highland Games was presented. Due to financial constraints the event has been changed from 2 days to a 1 day event.

Changes to the event include the following:

- Elimination of the program book
- Inclusion of a lost child protocol
- Request for mulch to be provided by the town in the event of rain to assist with wet areas in park
- Elimination of Wrist Stamps in favour of hand stamps for attendees
- The Highland Dance Competition and all amenities associated with to be the responsibility of Pride of Scotland Dance School

Mr. Plumb indicated to the committee that this would be a Town event, with the Town of Kingsville responsible for financing, insurance and liquor license. A liquor license will necessitate an additional motion from Council deeming the Highland Games a significant municipal event

The SERT committee in their review of the proposal as presented made the following recommendations:

- The Beer Garden should be managed by the committee to maximize return on investment
- Mulch is the responsibility of the organizer
- 2 way radios will need to be rented
- In order to minimize O.P.P costs for road closures the Race and the Pipe Band Parade should be held in close proximity to each other
- The event will require 2 paid duty officers during the evening hours
- Security to be hired and deployed to entrances
- Committee is responsible for installing the fence around the periphery of the park

The Highland Games were very popular in Kingsville during the 70's and early 80's. Mr. D. Plumb has assembled a dedicated committee to coordinate the event and entered into partnerships with a number of local groups including Kingsville Legion, Pipe Band Society of Ontario, Pride of Scotland School of Dance, WRACE, and Canadian Scottish Athletic Society. They will also be looking for local sponsorship to assist with funding.

This is an ambitious project that will require community support, active advertising and social media campaign and a large contingent of volunteers to successfully manage. In 2019 Council has already committed to hosting a Tall Ships Event, and there are some synergies that might be possible to cross promote both events to a wider audience including the Michigan and Ohio markets.

LINK TO STRATEGIC PLAN

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

FINANCIAL CONSIDERATIONS

The budget for the event is attached for Council's review. The current budget indicates an \$8195 surplus, based on 2000 attendees and \$8000 in vendor fees.

This event would become the responsibility of the Town of Kingsville and be an operational cost associated with the 2019 budget.

CONSULTATIONS

SERT committee
PRAC committee
Management Team-town of Kingsville

RECOMMENDATION

Administration Recommends that if the event is the financial responsibility of the Town of Kingsville, terms of reference be drafted in preparation for the creation of a sub-committee of PRAC;

And That funding for the 2019 Highland Games be included in the 2019 Operating Budget for Council's consideration;

And That subject to budget approval, the Highland Games be designated as an Event of Municipal Significance so that a Special Occasions Permit can be applied for.

Maggie Durocher

Maggie Durocher Hons. BHK
Manager of Parks and Recreation Programs

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer