



Date: May 6, 2024
To: Mayor and Council
Author: Karen Loney
RE: Kingsville Pro Rodeo

RECOMMENDED ACTION

1. That Administration **PROVIDE** a letter of “Municipal Significance” for the Kingsville Pro Rodeo, to be held at Trimble Farms from July 26 to July 28, 2024, for the purpose of allowing the event to obtain a licence to serve alcohol.

BACKGROUND

The Sun Parlour Rodeo event, which was successfully held for twenty years, ended in 2023. The event raised funds for numerous charities, but the family determined it was time for them to retire.

Mr. Adam Trimble from Trimble Farms volunteered to continue the event and agreed to rebrand it to Kingsville Pro Rodeo and host it on his 41.3-acre farm located at 383 County Road 27 E (at the intersection of Road 11). Mr. Trimble contacted the Manager of Special Events and Programs to confirm any town regulations or requirements he would have to meet.

Mr. Trimble provided some information regarding the event, and noted that he was anticipating 5,000 people per day attending and it was agreed that, though it was not being held on public lands, the event would benefit from a review by the Special Events Review Team (SERT) which took place on April 22, 2024.

DISCUSSION

The schedule for the Kingsville Pro Rodeo is as follows:

- Friday, July 26, 2024, from 5 pm to 11 pm,
- Saturday, July 27, 2024, from 5 pm to 11 pm, and,
- Sunday, July 28, 2024, from Noon to 7 pm.

Full details of the event can be found at www.kingsvilleprorodeo.ca.

Funds from the event will be allocated to the Cottam Rotary Club and programs through Canadian Mental Health, Agriculture Wellness Ontario and Farmers Wellness Initiatives. Plus, the Windsor–Essex Therapeutic Riding Association First Responders Program and the Children's Bereavement Programs.

To help recover costs and raise funds for charities, Mr. Trimble is planning to include a fenced-in area where alcohol would be served. As the event is on private property, for him to acquire a Special Occasion Permit through the Alcohol and Gaming Commission of Ontario (AGCO), he must have a letter from the Town of Kingsville recognizing the event as municipally significant. There is no formal definition of 'municipally significant', but in discussion with the AGCO representative, they explained that it is related to whether the Town sees the event as beneficial to the community.

With approximately 15,000 people attending this event and many people from out of Town, this event is a significant tourism draw. In addition, the funds being re-invested into the community through service clubs and programs. To that end, the event is important in providing financial and mental health support and supporting local tourism and economic development opportunities in Kingsville.

To mitigate the risk of having alcohol at the event, Mr. Trimble has set up the following safeguards:

- The bar will be inside a fenced area, which is not formally required,
- Bartending will be through a professional company called Cheers & Chills who will additionally check identification, limit numbers of drinks individuals can purchase at one time
- Tack-two Emergency Medical service and Fire Suppression Inc. will be on site
- Off-duty OPP officers will be contracted and on site
- Signage for taxis and the importance of having a designated driver will be posted throughout the area
- Trimble Farms will provide a 5 Million dollar certificate of insurance to the Town of Kingsville.

The SERT committee reviewed the event requirements and supported the Kingsville Pro Rodeo application, with the following items being completed.

- Application to the Windsor-Essex Health Unit for a Special Events Permit,
- Application to the AGCO and 5 Million dollars certificate of insurance to the Town,
- Fire and building permits are to be purchased for inspection of food trucks, bleachers, stage, and tents; a Fire Safety Plan is to be submitted.
- Notification to the County of Essex for increased traffic on roads and,
- Marketing on Kingsville Community Calendar.
- Multiple port-a-johns are to be brought in.

FINANCIAL CONSIDERATIONS

There are no financial impacts from this report. Any support provided to the Kingsville Pro Rodeo is within the scope of daily administrative functions. Mr. Trimble will pay multiple permit fees, such as boarding and fire.

ENVIRONMENTAL CONSIDERATIONS

The Town's ban on single-use plastics was reviewed as part of the SERT process.

CONSULTATIONS

SERT Consultation:

- Windsor Essex County Health Unit
- Alcohol Gaming Commission of Ontario
- Ontario Provincial Police
- Essex Windsor Emergency Services
- Town of Kingsville Clerk and Legal Department
- Communications and Public Relations Coordinator
- Kingsville Parks, Recreation and Facilities
- Kingsville Public Works and Environmental Services
- Kingsville Fire and Rescue
- Kingsville Special Events and Programs
- Kingsville Building Department

Senior Management Team

PREPARED BY:



Karen Loney, MA
Manager of Recreation Programs and Special Events

REVIEWED BY:



Richard J.H. Wyma
Director of Planning and Development

A handwritten signature in black ink, appearing to read 'John Norton', with a stylized flourish at the end.

John Norton
CAO