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**Date:** March 21, 2017  
**To:** Mayor and Council  
**Author:** M. Durocher  
**RE:** Folk Festival Letter of Significance  
**Report No.:** PR-2017-01

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## **AIM**

**Designation of the 2017 Kingsville Folk Festival as an “event of municipal significance” for the purposes of their application with the AGCO**

## **BACKGROUND**

Founded in 2012 by John and Michele Law, and incorporated as an Ontario non-profit, the Sun Parlour Folk Music Society exists to promote the live performance of folk music and to establish and maintain cultural activities amongst its members and the community at large. The SPFMS presents the annual Kingsville Folk Music Festival the 2nd weekend of August with **Proceeds from this event being used to enrich the lives of youth in the region through access to arts and cultural education and mentorship.**

## **DISCUSSION**

The Kingsville Folk Music Festival is a one of a kind event being held west of London in southwestern Ontario. With five stages and numerous national and international performers, the Festival is modelled after the most successful and longest running Canadian music festivals: Edmonton, Vancouver, Winnipeg and Stan Rogers Folk Festivals. The Festival Organizers are bringing world class entertainment to Kingsville during this event, which will feature a licensed area featuring area wineries and craft beers. The organizers are asking council to deem this event as “an event of municipal significance” in order to comply with the AGCO regulations for outdoor events.

## **LINK TO STRATEGIC PLAN**

Promote our amenities including recreational facilities, parks, human services, heritage and culture and other attractions in the Town of Kingsville as assets that support the quality of life.

## **FINANCIAL CONSIDERATIONS**

Designation as an event of municipal significance allows for a significant savings to the festival organizers

## **CONSULTATIONS**

LCBO Special Occasion Permit Process, Kingsville Folk Festival Organizers

## **RECOMMENDATION**

Council approves the request for Event of Municipal Significance status for the 2017 Kingsville Folk Festival.

*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