

## ATTACHMENT C – City of Toronto Standard Definitions for Special Events

*A special event is defined as:*

- Any pre-planned one-time, annual or infrequently occurring temporary<sup>1</sup> activity;
- Involves the use of, or having impact upon, public property, facilities, public parks, sidewalks or street areas owned, leased or controlled by the City of Toronto;
- Requires a permit and/or pre-approval from the City; and
- Involves the use of any city services that would not be necessary in the absence of such an event.
- Can be organized by a private, charitable or not-for-profit organization.
- Admission can be free or a charge.

As there are literally thousands of events that occur in Toronto which could easily be classified under the above definition, it is recommended that the definition is divided into the following subtypes:

Term	Proposed Definition
<b>Local Special Event</b>	<ul style="list-style-type: none"><li>• A one off or recurring sporting, cultural or other type of special event that impacts the municipality or a specific community.</li><li>• Attracts mostly local or community visitors.</li><li>• Has low local media coverage.</li><li>• Has a low economic and business benefit for the host destination.</li><li>• Characteristics may include one of more of the following criteria:<ul style="list-style-type: none"><li>○ Use of single community or local venue or site;</li><li>○ Expected attendance of less than 1000;</li><li>○ Single level of government coordination; and</li><li>○ Cost of between \$25 and \$1, 500 in City services, staff time and equipment use.</li></ul></li></ul> <p><i>Examples: Local Block or Street Party</i></p>
<b>Emerging Special Event</b>	<ul style="list-style-type: none"><li>• A one off or recurring sporting, cultural or other type of special event that impacts the municipality or a specific community.</li><li>• Attracts mostly domestic visitors.</li><li>• Has moderate local media coverage.</li><li>• Has a medium economic and business benefit for the host destination.</li><li>• Characteristics may include but not be limited to:<ul style="list-style-type: none"><li>○ Use of single local venue or site;</li><li>○ Expected attendance between 1000 and 200, 000;</li><li>○ Single level of government coordination;</li><li>○ Cost of between \$1, 500 and \$50, 000 in City services, staff time and equipment use; and</li><li>○ Promotes the City of Toronto within the event's marketing campaign.</li></ul></li></ul> <p><i>Examples: Cabbagetown Festival, Junction Arts Festival</i></p>

<sup>1</sup> For the purposes of these definitions "temporary" means no more than 10 consecutive days during any calendar year.

Term	Proposed Definition
<b>Significant Special Event</b>	<ul style="list-style-type: none"> <li>• A one off or recurring sporting, cultural or other type of special event that impacts the municipality or region.</li> <li>• Attracts international and domestic visitors and participants.</li> <li>• Has wide domestic and international media coverage.</li> <li>• Has a high economic and business benefit for the host destination.</li> <li>• Characteristics may include but not be limited to:               <ul style="list-style-type: none"> <li>○ Use of multiple local venues or sites;</li> <li>○ Utilization of up to 2 hotels;</li> <li>○ Expected attendance between 200,000 and 1, 000, 000</li> <li>○ Two levels of government coordination;</li> <li>○ Cost of between \$50, 000 and \$200, 000 in City services, staff time and equipment use; and</li> <li>○ Provides the City of Toronto with media/branding opportunities via television, radio, or print advertising.</li> </ul> </li> </ul> <p><i>Examples: Scotiabank Caribbean Carnival, TIFF, Taste of the Danforth</i></p>
<b>Signature Special Event</b>	<ul style="list-style-type: none"> <li>• A one off sporting, cultural or other type of special event that impacts the municipality or region.</li> <li>• Attracts a large number of international and domestic visitors and participants.</li> <li>• Has a high global media profile.</li> <li>• Has a substantial economic and business benefit for the host destination.</li> <li>• Characteristics may include but not be limited to:               <ul style="list-style-type: none"> <li>○ Use of multiple local and regional venues or sites;</li> <li>○ Utilization of 3 or more hotels;</li> <li>○ Over 1, 000, 000 expected attendance;</li> <li>○ Multiple levels of government coordination;</li> <li>○ Cost of over \$200, 000 in City services, staff time and equipment use; and</li> <li>○ Provides the City of Toronto with media/branding opportunities via television, radio, or print advertising.</li> </ul> </li> </ul> <p><i>Examples: G-20, SARS Stock, ,World Youth Day</i></p>