

DECISION/DIRECTION NOTE

Title: SERC - 2024 Summer Events 4
Date Prepared: July 4, 2024
Report To: Regular Meeting of Council
Councillor and Role: Councillor Jill Bruce, Cruise and Special Events
Ward: N/A

Decision/Direction Required: Seeking Council approval for the following events: Drag on George on July 19, Shea Heights Folk Festival from July 19 - 21, and the Exeter Avenue Block Party on July 20.

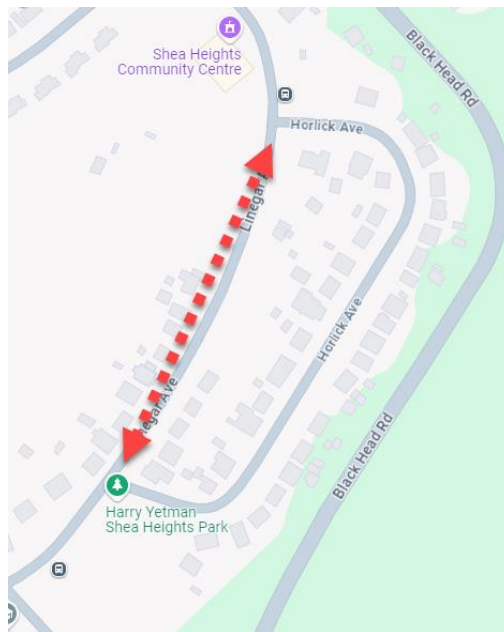
Discussion – Background and Current Status:

Drag on George:

- Friday July 19, 7pm – 11pm.
- Event is a family friendly drag lip-sync battle on the George Street Stage.
- George Street Association are requesting a noise-by law extension until 12:00am as a precaution in case the event runs late.

Shea Heights Folk Festival:

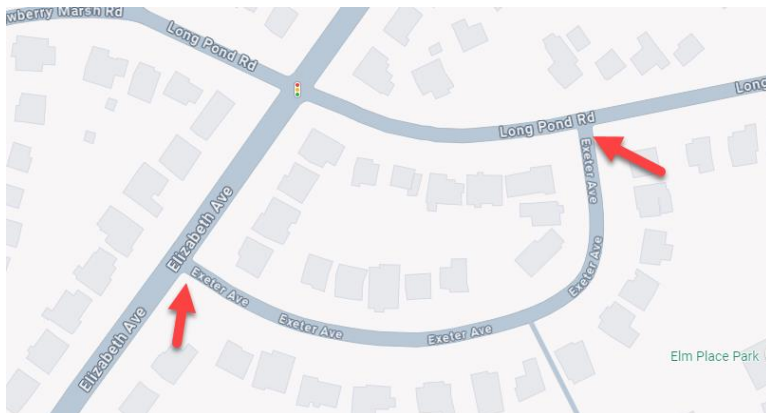
- Friday July 19 – Sunday July 21.
- On Saturday July 20 from 11:00am – 5:00pm, organizers are requesting a temporary road closure on Lingear Avenue between Horlick Avenue.
- Traffic will be diverted on to Horlick Avenue, and local traffic and emergency vehicles will be permitted.
- Volunteers will be stationed on barricades.



ST. JOHN'S

Exeter Avenue Block Party:

- Residents of Exeter Avenue are hosting a block party in the area of 4 Exeter Avenue on July 20.
- Road closure request from 3:00pm – 7:00pm.
- Volunteers will be stationed at each barricade.
- Local vehicle and emergency access will be granted.



Key Considerations/Implications:

1. Budget/Financial Implications: N/A
2. Partners or Other Stakeholders: George Street Association, Shea Heights Community Board.
3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc)

4. Alignment with Strategic Directions:

A Connected City: Increase and improve opportunities for residents to connect with each other and the City.

5. Alignment with Adopted Plans: N/A

6. Accessibility and Inclusion: N/A

4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: N/A
7. Human Resource Implications: N/A
8. Procurement Implications: N/A
9. Information Technology Implications: N/A
10. Other Implications: N/A

Recommendation:

That Council approve the following events: Drag on George on July 19, Shea Heights Folk Festival from July 19 - 21, and the Exeter Avenue Block Party on July 20.

Prepared by: Christa Norman, Special Projects Coordinator

Approved by: Erin Skinner, Manager of Tourism, Culture, and Events.

Report Approval Details

Document Title:	SERC - 2024 Summer Events 4.docx
Attachments:	
Final Approval Date:	Jul 4, 2024

This report and all of its attachments were approved and signed as outlined below:

Erin Skinner - Jul 4, 2024 - 12:22 PM

Tanya Haywood - Jul 4, 2024 - 1:45 PM