

# DECISION/DIRECTION NOTE

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**Title:** George Street Association - New Year's Eve Event

**Date Prepared:** October 30, 2024

**Report To:** Committee of the Whole

**Councillor and Role:** Councillor Jill Bruce, Cruise and Special Events

**Ward:** N/A

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**Decision/Direction Required:** Seeking Council approval to provide in-kind support to the George Street Association, for Parking Enforcement staff to implement the road closure associated with the George Street New Year's Eve event.

**Discussion – Background and Current Status:** In 2019, the City of St. John's moved the New Year's Eve fireworks display from a midnight to an 8pm event to appeal to a family audience. The public voiced a desire to also have a countdown event to ring in the New Year at midnight. To fill this gap, the George Street Association planned an all-ages, free event, which included a countdown and pyrotechnics shows at midnight. This was supported by the City with a grant of \$5000. The George Street pyrotechnics event did not go ahead in 2020-2021 due to covid but did return in 2022.

After the 2022 NYE pyrotechnics, it was determined by members of the Special Event Regulatory Committee that the 2023 George Street New Year's Eve event required a road closure on Duckworth Street, in the area of the pyrotechnics display in order to maintain public safety. City of St. John's Parking Enforcement staff were present during the 2023 event to assist with the implementation of the road closure required. The midnight pyrotechnics are open to all ages and complete a full day of celebrations led by the City. To show support, the cost of Parking Enforcement was charged to the Special Events budget.

The George Street Association are again seeking support from the City of St. John's with the provision of Parking Enforcement staff to implement the road closure for their NYE pyrotechnics. The approximate cost is \$1200.

**Key Considerations/Implications:**

1. Budget/Financial Implications: To be paid through Special Events budget for 2024, and to be incorporated into operational budget of Parking Services for future events.
2. Partners or Other Stakeholders: George Street Association.

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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: Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities.

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 provision of in-kind support to the George Street Association for Parking Enforcement staff to implement the road closure associated with the George Street New Year's Eve event pyrotechnics.

**Prepared by:** Christa Norman, Special Projects Coordinator

**Approved by:** Erin Skinner, Manager of Tourism, Culture, and Business Growth

**Report Approval Details**

Document Title:	George Street Association - New Year's Eve Event.docx
Attachments:	
Final Approval Date:	Oct 31, 2024

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

**Erin Skinner - Oct 31, 2024 - 9:26 AM**

**Tanya Haywood - Oct 31, 2024 - 9:27 AM**