



City of Cambridge

**Special Event Advisory Team (S.E.A.T.)**

**Terms of Reference**

2016 – 2017

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## 1. Purpose

The Special Event Advisory Team (S.E.A.T.) is to provide expertise and guidance to event organizers in the City of Cambridge to ensure events on City property or under City Liability are executed safely and successfully. The S.E.A.T. initiative aims to streamline special event applications and the city approval process for event organizers; while enhancing the coordination of municipal services.

## 2. Mandate

The City of Cambridge Special Events Advisory Team (S.E.A.T.) has a mandate which includes:

- Reviewing all applications for special events on city property received by city special events staff or through any city department directly;
- Ensuring applications for special events satisfy all necessary city requirements;
- Working collaboratively between city departments to ensure the coordination of municipal services and requirements;
- Mitigating the city's exposure to risk associated with special events;
- Consulting with event organizers to offer municipal and event expertise in order to ensure event success;
- Streamline the flow of event-related information throughout all city departments involved with supporting and managing the requirements of special events;
- Provide the event-related guidelines, policies and procedures set out by the City of Cambridge for event organizers

## 3. Alignment with Corporate Goals and Objectives

The mandate is in accordance with the following corporate goals and objectives:

- Promote a caring community where people can make strong connections with others and lead safe, healthy and productive lives
- Provide open, transparent, accountable and innovative leadership in local governance and service delivery.
- Promote a creative environment that encourages arts, culture, heritage and values our unique architectural assets.
- Facilitate and deliver a wide range of accessible and diverse community recreation opportunities.
- Support and promote a strong, dynamic, and innovative local economy.

## 4. Membership

The S.E.A.T. will be comprised of the following positions:

<b>Role</b>	<b>Department - Staff</b>
<i>Project Sponsor</i>	<ul style="list-style-type: none"> <li>Community Services – Supervisor of Events and Culture</li> </ul>
<i>Chair</i>	<ul style="list-style-type: none"> <li>Community Services – Special Event Assistant</li> </ul>
<i>Co-Chair</i>	<ul style="list-style-type: none"> <li>Community Services - Special Event Coordinator</li> </ul>
<i>Scribe</i>	<ul style="list-style-type: none"> <li>Community Services – Administrative Staff</li> </ul>
<i>City Department Representatives</i>	<ul style="list-style-type: none"> <li>Community Services – Parks</li> <li>Corporate Services – Licensing &amp; Bylaw</li> <li>Corporate Services – Inclusion &amp; Access</li> <li>Development &amp; Infrastructure – Transportation</li> <li>Development &amp; Infrastructure – Building</li> </ul>
<i>Reviewers</i>	<ul style="list-style-type: none"> <li>Region of Waterloo – Police Services</li> <li>Region of Waterloo – Emergency Medical Services</li> <li>Region of Waterloo – Public Health</li> <li>Community Services Department – Manager of Community Recreation Services</li> <li>Community Services Department – Director of CSD Administration</li> <li>Office of the City Manager – Economic Development</li> <li>Development &amp; Infrastructure – Manager of By-Law Enforcement</li> </ul>

## 5. Operating Procedures

Below outlines the operations of the S.E.A.T.

### 5.1 Roles and Responsibilities

Below states the roles and responsibilities of the S.E.A.T. members:

<b>Role</b>	<b>Responsibility</b>
<i>Project Sponsor</i>	<ul style="list-style-type: none"> <li>Act as Corporate Champion of S.E.A.T. initiative.</li> <li>Provide overall strategic leadership and support for S.E.A.T. and Special Event Strategy</li> <li>Approval of Term of Reference</li> <li>Attendance of S.E.A.T. meetings is not required</li> </ul>
<i>Chair</i>	<ul style="list-style-type: none"> <li>Compile all special event application submitted by event organizers and circulates to the S.E.A.T. for review</li> <li>Prepare meeting agenda in consultation with the Co-Chair and members of the committee</li> <li>Circulate S.E.A.T. meeting agenda one week prior to meeting</li> <li>Chair meetings</li> <li>Appoint Co-chair or Project Sponsor to chair when not available</li> <li>Circulate minutes one week after S.E.A.T. meeting</li> </ul>

Role	Responsibility
	<ul style="list-style-type: none"> <li>• Confirm meeting dates and provide ample notice to S.E.A.T. members</li> <li>• Manage and update special event application and manual; ensuring current on city website</li> <li>• Liaise between the S.E.A.T. and event organizers</li> <li>• Maintain master special events list</li> <li>• Coordinate and send the S.E.A.T. decision and requirement correspondence to event organizers</li> <li>• Ensure all city requirements are met before special events are given city approval</li> <li>• Coordinate meetings with organizers of large events; including the S.E.A.T. meeting presentations, and site meetings</li> <li>• Organize and maintain master special events file</li> </ul>
<i>Co-Chair</i>	<ul style="list-style-type: none"> <li>• Assist with preparing meeting agenda in consultation with the Chair</li> <li>• Assist the Chair with the operation of the S.E.A.T.</li> <li>• Respond to elevated issues from the Chair</li> <li>• Liaise with new and emerging issues with events on City property</li> </ul>
<i>Scribe</i>	<ul style="list-style-type: none"> <li>• Record minutes during quarterly S.E.A.T. meeting</li> </ul>
<i>City Department Representatives</i>	<ul style="list-style-type: none"> <li>• Attend quarterly meetings and provide input on departmental expertise</li> <li>• Must appoint a designate if not able to attend the meeting and advise the Chair in advance</li> <li>• Review special event application packages prior to the meeting and provide input as required</li> <li>• Coordinate any cross jurisdictional meetings that may be required (i.e. a road event, Development &amp; Infrastructure – Transportation would liaise with the Region of Waterloo)</li> <li>• Advise Chair of jurisdictional decisions outside S.E.A.T. approved event plans</li> <li>• Review minutes and report discrepancies within two weeks of receiving</li> <li>• Advise Chair of any required changes to the Special Events Manual, forms, application or checklists</li> </ul>
<i>Reviewers</i>	<ul style="list-style-type: none"> <li>• Review quarterly S.E.A.T. meeting minutes</li> <li>• Communicate with Chair with any questions or concerns about events taking place on City Property, or that will significantly affect City or Regional Services within two weeks of receiving minutes</li> <li>• Attendance to the S.E.A.T. meeting is available upon request to Chair</li> </ul>

## **5.2 Meetings**

The Special Event Advisory Team will meet quarterly per year:

- Early March – Review Applications submitted before February 25th due date
- Early June – Review Applications submitted before May 25th due date
- Early September – Review Applications submitted before August 25th due date
- Early December – Review Applications submitted before November 25th due date

Meetings will be scheduled a minimum of six months in advance to ensure all members can attend.

## **5.3 Accountability**

Issues or concerns regarding roles, responsibilities or level of engagement in the Special Event process will be brought to staff's respective Supervisor or Manager.

## **5.4 Out of Scope**

The Special Events Advisory Team will not undertake the following:

- Event planning, staffing, and associated requirements for the programming or production of individual events
- Financial accountability for the overall viability or financial success of individual events
- Ownership of or liability for individual events
- Direct strategic planning and/or policy development relating to events