

**THE CORPORATION OF THE TOWN OF SMITHS FALLS
BY-LAW NO. 10565-2024**

**BY-LAW TO ADOPT A PROGRAMMING / EVENT PLAN AND
ASSOCIATED POLICY FOR TOWN SQUARE**

WHEREAS Section 8 of the Municipal Act, SO 2001, as amended provides that a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other Act;

AND WHEREAS Section 9 of the Municipal Act, SO 2001, as amended provides that Section 8 shall be interpreted broadly so as to confer broad authority on municipalities to enable them to govern their affairs as they consider appropriate and to enhance their ability to respond to municipal issues;

AND WHEREAS pursuant to Section 5(3) of the Municipal Act, 2001, as amended provides that a municipal power, including a municipality's capacity, rights, powers and privileges under Section 9, shall be exercised by by-law unless the municipality is specifically authorized to do otherwise;

AND WHEREAS Strategic Initiative 6.6 – Develop a Programming/Event Plan for the New Town Square aims to bring residents together in a vibrant and engaging environment, fostering a sense of community and enhancing the overall quality of life within the Town.

AND WHEREAS this high-level plan sets out a range of example events and activities for people from across the community that may be orchestrated by the Town and its partners, and is accompanied by a policy that clarifies the Town's position and approach to the use of the facility by third-parties.

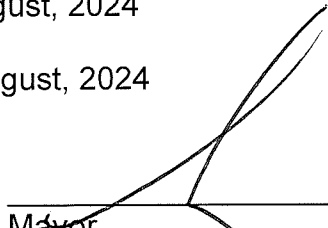
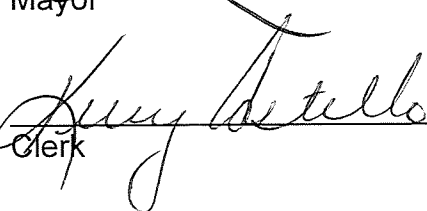
NOW THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the Town of Smiths Falls enacts as follows:

1. THAT the Town of Smiths Falls adopt a Programming/Event Plan and Associated Policy for Town Square attached as "Schedule A" forming part of this by-law.

2. THAT this by-law shall take effect on the date of its passing.

Read a first and second time this 6th day of August, 2024

Read a third time and passed this 6th day of August, 2024

Máyor 
Clerk 

Policy Title: Town Square- Third Party Programming	Policy Number: CS24-001
Department: Community Services	
Approved by: Stephanie Clark, Director of Community Services	
Director Signature:	Effective Date: 6 August, 2024nek

Policy Statement

The Town of Smiths Falls is committed to fostering community engagement and well-being by providing access to the Town Square facility for approved events and activities that serve the public good.

Our goal is to create a vibrant and inclusive space that enriches the lives of residents and strengthens community bonds. To achieve this, the policies and procedures contained within this policy outline the parameters for complimentary use of the Town Square facility. Those activities and events not granted complimentary access to the facility shall be subject to the relevant fees and charges as outlined in the Town’s fees and charges bylaw.

Definition of Community Good:

Events and activities deemed to be for the community good are those that promote social cohesion, cultural enrichment, educational opportunities, or support the well-being of residents. These may include but are not limited to:

- Cultural festivals celebrating the diversity of our community.
- Educational events on topics relevant to residents’ needs and interests.
- Health and wellness programs aimed at improving community health outcomes.
- Community forums or town hall meetings addressing local issues and concerns.
- Volunteer-driven initiatives benefiting underserved populations within the community.
- Community-focused events orchestrated by Town-adjacent organizations

Ineligible Events:

Events and activities deemed to be outside the public interest and/or not in the Community Good will not be considered for complimentary use under the terms of this policy. These may include, but are not limited to:

- Commercial product launches or promotional events primarily aimed at marketing goods or services.
- Events hosted by for-profit corporations or businesses that are designed to expand product sales/reach/marketing.
- Private functions such as weddings or birthday parties.
- Political rallies or campaign events that endorse specific candidates or parties.
- Events promoting discriminatory or divisive ideologies that undermine community cohesion.
- Any activity that poses a risk to public safety or violates the facility’s usage guidelines.

Eligibility Criteria:

The following entities are eligible to apply for complimentary use of the Town Square facility:

- Non-profit organizations registered with the appropriate authorities.
- Community-based groups with a demonstrated commitment to serving the local community.
- Government agencies or departments organizing events or activities for public benefit.
- Organizations managing events organized on behalf of the Town, Council, or Committees of Council.
- Town-Adjacent organizations (e.g. the Smiths Falls Downtown Business Association, Smiths Falls Chamber of Commerce, Smiths Falls Public Library.)

Frequency of Use:

Entities eligible for complimentary use of the Town Square facility may do so on a periodic and/or occasional basis. Complimentary use will be tracked and requests will be reviewed regularly to ensure equitable access to the facility while accommodating diverse community needs.

At the discretion of the Town, as led by the Department of Community Services, organizations may be asked to provide regularized programming in the area.

Procedures:

The Town of Smiths Falls follows a comprehensive Special Events Policy. Parties interested in hosting an event at the Town Square must make application for their activity/event through this process. Activities and events that qualify for complimentary access to Town Square will be contacted directly by the Special Events review committee.

The committee may require additional information such as the event’s alignment with the greater community good. The Special Events review committee shall advise each applicant if their event qualifies. Priority will always be given to events that best meet the criteria outlined in this policy.

The Town reserves the right to revoke permission or modify arrangements if the proposed event or activity deviates from the stated criteria or poses a risk to the well-being of participants or the broader community.

Review:

This policy shall be reviewed annually or otherwise as required.





Example Annual Event Plan for Town Square

The Department of Community Services has been tasked with undertaking Strategic Initiative #6.6 – *Develop a programming/Event Plan for the New Town Square*. This priority item aims to bring residents together in a vibrant and engaging downtown environment, fostering a sense of community and enhancing the overall quality of life for residents and visitors alike.




This high-level plan sets out a range of potential events and activities for people from across the community. The event suggestions below offer potential opportunities for the Town, its partners and other organizations and individuals to offer programming in this space.

The Town Square facility is a part of the rentable outdoor inventory that is on offer through the Community Services Department, and is subject to the relevant fees and charges as set out in the related bylaw, unless otherwise approved by the department.

The following objectives were used to identify potential programming opportunities:

-  Promote community engagement and social interaction.
-  Enhance the Town’s cultural diversity by celebrating various traditions and interests.
-  Provide opportunities for skill development and knowledge-sharing.
-  Foster a sense of pride and belonging in the community.

The concepts for this plan have been categorized as follows:

-  Meet & Greet
-  Music
-  Events

To better manage the process and ensure fair, transparent and equitable application of the procedures, the Town Square- Third Party Programming policy has been developed in conjunction with this document.

The chart below outlines a range of suggested activities for Town Square. These activities are not yet confirmed and will require formal planning and coordination. The intention behind these suggestions is to collaborate with partners such as the Downtown Business Association (DBA) and the Smiths Falls Public Library to develop a diverse, engaging programming schedule throughout the year. This collaborative approach aims to offer expanded programming that will more broadly engage the community and enhance the utilization of the space.

It is also important to note that the Town Square facility is intended to serve as a flexible and dynamic space for the community. While organized activities and events are a key component of the vision, the space is also designed to accommodate organic, spontaneous use by community members. This balance ensures that the park remains a versatile and welcoming environment for a wide range of activities and experiences.

Town Square Example Event Plan

Meet and Greet		
Concept	Description	Organizing Body
Coffee with a Cop	Work with Smiths Falls Police to move their current program “Coffee with a Cop” that currently takes place at Starbucks to Town Square. This would enable a wider range of local demographics to attend.	SFPD & Community Services
Coffee with a Councillor	Work with Council and create a new program entitled “Coffee with a Councillor”.	Corporate Services & Community Services
Smiths Falls Bears Meet and Greet	Work with Smiths Falls Bears Jr A & B teams and set up meet and greets with fans.	Community Services
Music		
Concept	Description	Organizing Body
Children’s Music Program	Align with local schools and have their music program perform. IE Christmas Carols, Bands etc. Work with school guidance councillors and have high school students volunteer at the event and promotions.	Community Services
Summer Music Series	Saturday music series in July and August (3 hours each Saturday excepting the Civic Holiday) with an August finale.	DBA
Busking	Summertime busker program	DBA
Events		
Concept	Description	Organizing Body
Lighting of Town Assets	At community request and with Council approval, light the bandstand.	Council and Community Services
Art in the Park	Engage with local artisans and performers to host arts-based programs.	DBA
Summertime Pyjama Stories	Weekly children’s story time hour in the evenings.	Smiths Falls Public Library
Community Market	Promote the Town Square as a prime market location	Ec Dev and Community Services
Easter Eggstravaganza	Easter activities	DBA
Skele-bration	October, Halloween based activities	DBA

Treat Accessibly	Halloween Accessible Trick or Treating Event	Accessibility Advisory Committee
Twilite Tuesday	Tuesday evenings starting in June, Smiths Falls Car Show downtown (note cars will be located throughout the downtown in specified areas, with Town Square host to various related activities (e.g. food, vendors, etc))	DBA