



Report to Council

Department: Community Services
Division: Community Services
Date: June 16, 2025
Prepared by: Jake Morassut, Director, Community Services
Report Number: Community Services-2025-21
Subject: Special Event Notice – Essex Fun Fest
Number of Pages: 4

Recommendation(s)

That Community Services-2025-21 entitled Special Event Notice – Essex Fun Fest, prepared by Jake Morassut, Director, Community Services, dated June 16, 2025, be received, and

That Council approve a temporary noise exemption under Noise By-Law #2038 from 3:00 PM to 1:00 AM on Thursday July 3, 2025, from 11:00 AM to 1:00 AM on Friday July 4, 2025, from 11:00 AM to 1:00 AM on Saturday July 5, 2025, and from 11:00AM until 6:00PM on Sunday July 6, 2025, at the Essex Centre Sports Complex to accommodate the entertainment for the Essex Fun Fest; and

That Council approve closing Talbot Street North between Cameron Avenue and Laird Avenue, Wilson Street from Talbot Street North to the entrance to the municipal parking lot, Centre Street from Talbot Street North to Alice Street North, and Gordon Street from Talbot Street North to Fox Street on Friday July 4, 2025 from 2:00 PM to 8:30 PM for the car show;

That Council approve closing Harvey Street, Albert Street, Medora Avenue, and Talbot Street between Gosfield Townline and Maidstone Avenue in Essex Centre on Saturday July 5, 2025, between 10:00 AM and 11:30 AM for the Essex Fun Fest Parade;

That Council approve the Essex Fun Fest for Significant Event Status for the purposes of applying for their Special Occasion Permit (SOP) for their event on July 3 to 6, 2025; and

That Council permit the Essex Fun Fest to provide alcohol sales with volumes up to 473ml rather than only 355ml, which falls outside of the Municipal Alcohol Policy, and permit the sale of only four (4) drink tickets sold at one time.

Purpose

To obtain Council approval of a noise exemption under Noise By-Law #2038, and for approval of a Significant Event Status for the purpose of applying for a Special Occasion Permit for the Essex Fun Fest on July 3 through July 6, 2025. In addition, the Fun Fest is requesting Council permission to allow for amended parameters for alcohol consumption that falls outside of the Municipal Alcohol Policy.

As well, to receive Council approval for a two road closures, the first being for the Car Show on Friday July 4th 2025 from 2:00 PM to 8:30 PM and the second closure for the Parade on Saturday July 5th 2025 from 10:00 AM to 11:30 AM.

Background and Discussion

The Alcohol and Gaming Commission of Ontario (AGCO) requires a municipality to designate a special event as 'Significant Event Status' for the purpose of those applying for liquor licensing permits and approval, regarding their operation of liquor services during their event. For the AGCO to issue the permits allowing the sale of liquor during events on municipal property, they require the municipal designation. The AGCO regulations also state that this designation must be secured annually for the organization to obtain a Special Occasion Permit.

The AGCO and the Special Events Resource Team (SERT) discussed allowing 473ml alcohol for this event have no objection to the amendment as there are both police and security on site;

however, the SERT did want to see a reduction in the number of tickets a person can purchase at anyone time, which is reduce from five (5) tickets to four (4) tickets.

Town Administration and the SERT have reviewed the event and have no objection to any of the activities and recommend recommend an exeption to Noise By-Law #2038 at the Essex Centre Sports Complex to accommodate the entertainment for the Essex Fun Fest at the below dates and times:

3:00 PM to 1:00 AM on Thursday July 3, 2025

11:00 AM to 1:00 AM on Friday July 4, 2025

11:00 AM to 1:00 AM on Saturday July 5, 2025

11:00AM until 6:00PM on Sunday July 6, 2025

The SERT also concurred with the road closures for the Car Show on Talbot Street North between Cameron Avenue and Laird Avenue, Wilson Street from Talbot Street North to the entrance to the municipal parking lot, Centre Street from Talbot Street North to Alice Street North, and Gordon Street from Talbot Street North to Fox Street on Friday July 4, 2025 from 2:00 PM to 8:30 PM, and for the road closure for the parade on Talbot Street between Gosfield Townline and Maidstone Avenue in Essex Centre on Saturday July 5th, 2025, between 10:00 AM and 11:30 AM for the Essex Fun Fest Parade with the lineup prior to the event taking place on Harvey Street, Albert Street and Medora Avenue for the parade.



Financial Impact

There is no financial impact.

Consultations

Special Event Resource Team (SERT)

Link to Strategic Priorities

- Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- Leverage our Town's competitive advantages to promote jobs and** economic investment.
- Take care of our natural environment and strengthen the sense of belonging to everyone **who makes Essex "home"**.
- Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives

Report Approval Details

Document Title:	Special Event Notice - Essex Fun Fest - Community Services-2025-21.docx
Attachments:	
Final Approval Date:	Jun 9, 2025

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



Kate Giurissevich, Chief Administrative Officer - Jun 9, 2025 - 3:32 PM