

Public Square Event Planning Guide

425 Holland Street W



townofbwg.com/publicsquare

Welcome

Thank you for choosing to host your event at BWG's Public Square.

This guide is designed to help you understand and navigate the Town and regional guidelines required to plan a safe and successful event.

Please review the information carefully to ensure your event meets all requirements.



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Questions?

Please Contact:

Tasha Bain - Leisure Events &
Marketing Coordinator
tbain@townofbwg.com
905-775-2162 ext 5106
[www.townofbwg.com/
publicsquare](http://www.townofbwg.com/publicsquare)

BWG Public Square

Site Map



BWG Public Square

A Community Gathering Space

The Town of Bradford West Gwillimbury is proud to offer Public Square — a vibrant space for community events. Through our event booking system, community groups, organizations, and individuals can apply to host approved events.

Currently, Public Square is the only Town space available for third-party community events. We look forward to helping you create a safe and memorable event in the heart of BWG!

Amenities at a Glance

- Stage with band shell.
- Bench seating and covered bench seating.
- Water feature and water misters (can be turned off if requested in advance).
- Light poles with standard power receptacles.
- Fenced in area with single and double access gates.
- Area is mostly concrete with some grassy areas.
- Access to washrooms in the BWG Public Library and Cultural Centre (for small-medium sized events).

What is Permitted in the BWG Public Square

- Events must be community-based.
- Attendance for permitted events must be 2,000 people or fewer.
- Events are only allowed during the Town's permissible months April-November.

What is NOT Permitted in the BWG Public Square

- Inflatable equipment and bouncy castles that involve participants climbing on (with advanced notice some inflatable games may be permitted).
- Open flames, fireworks, sparklers, torches or candles.
- Smoking and vaping (including cannabis) are banned on all Town property and at events.
- Use of confetti, rice, glitter, sparkles, coloured powder or straw bales.
- Vehicles are not permitted within the facility, the lay-by is to be used for off loading.
- Tents must be no larger than 10ft x10ft unless approved by the Town in writing.
- Refreshment Vehicles including but not limited to food trucks, food trailers, etc. are not permitted to operate on Town property unless they are licensed (By-law 2014-70) and have a valid Town Permit. Approved Refreshment Vehicles are to be parked in the designated location.
- No alcohol permitted unless approved by Council along with AGCO Special Occasion Permit, Smart Serve staff, and Town approval are secured.

Application

Application Criteria

To be considered for a permit, community festivals and events must provide a meaningful benefit to the community and must have a direct impact on one or more of the following areas:

- arts and culture;
- education;
- health and wellness;
- physical fitness;
- enrich the character and identity of the Town;
- create unique or innovative experiences;
- extend the overall range and mix of programming in the Town;
- bring visitors from outside of the area
- be openly accepting and inclusive of all multicultural community members

The following types of events are permitted in Public Square are:

Community Event (under 2,000 people) - Not-for-profit community events including, but not limited to walks/runs or cultural/educational. Community events that are operated for a collective, public or social benefit, in contrast with an entity that operates as a business aiming to generate a profit for its owners

Private/Commercial Event (under 2,000 people) - For-profit events including but not limited to food/beverage, artisans/crafts, events with alcohol and events that don't meet the community event criteria.

Application Deadlines

Applications must be received a minimum of 60 business days (approximately 3 months) before the event date to be considered.

Applications are subject to a non-refundable \$100.00 fee which will be deducted from your rental fee upon approval.

2026 Event applications

Applications for returning event organizers will be accepted beginning December 1, 2025.

Applications for new events will be accepted beginning January 5, 2026.

*All Event Organizers wishing to host an event in the Town of Bradford West Gwillimbury's Public Square must submit an application.
Applications can be submitted online at
www.townofbwg.com/publicsquare*



Applications must be received a minimum of 60 business days before the event date to be considered.
Applications are subject to a non-refundable \$100.00 fee which will be deducted from your rental fee upon approval.

Application Process

Step 1: Application Submission

The Event Organizer must submit a Public Square Rental Application along with application fee. Applications must be received a minimum 60 business days before the event date.

Step 2: Application Review

Upon receipt, the Events & Marketing Coordinator will circulate the application to appropriate Town departments and Emergency Services for review, comments, and/or approval.

This review process may take two to four weeks. A confirmation email acknowledging receipt of the application will be sent to the Event Organizer. If additional information is needed from the application the Coordinator will reach out.

Step 3: Staff Review Meeting

An in-person meeting will be scheduled between the Event Organizer and Town staff to review the application in detail and provide feedback.

If revisions are required, the Event Organizer is responsible for making all necessary changes and resubmitting the updated application to the Events & Marketing Coordinator.

Step 4: Application Approval

Once all required changes have been completed, and no further revisions are necessary, the application will be reviewed for final approval by the Director of Recreation and Cultural Services. At this stage, the Event Organizer will be issued a Permit for the event.

Note: Applications that involve the sale or service of alcohol or unprecedented events are subject to Council approval. A formal Event Plan Presentation will be submitted to Council, and the Event Organizer will be required to attend the Council meeting to respond to questions.

Step 5: Agreement & Deposit

A Permit will be officially issued upon completion of a signed agreement between the Event Organizer and the Town. This agreement is required to secure the requested event date.

A 25% non-refundable deposit is required for all Public Square bookings.

The balance of payment must be made in full no later than 60 days prior to the event date.

Application Requirements

The online application does not save progress. All information must be entered and submitted in one session. **Please describe in as much detail as possible for the following when submitting your application:**

Event Overview

- Event name
- Event date
- Alternate date
- Event start time
- Event end time
- Setup start time
- Cleanup end time
- Estimated attendance of attendees
- Estimated number of volunteers
- Estimated number of staff
- Estimated number of performers

Event Schedule / Programming

- Detailed description of all event programming
- Entertainment schedule (performers, speakers, demonstrations)
- Indicate if alcohol will be served and if food vendors or food trucks will be present
- Indicate use of tents, inflatables, amplified sound and the stage
- Indicate if hydro access or generators will be required
- Indicate if security personnel or paid duty police will be hired

In addition to the Event Application Form, organizers must submit the following supporting documents to ensure a safe and well-organized event:

Site Map

A site map provides Town staff, emergency services, and vendors with a clear understanding of your event layout. This ensures safety, accessibility, and efficient placement of resources. Your map must be legible and identify the location of key elements such as:

- Food/beverage/retail/merchant vendors
- Tents or covered structures
- First Aid stations
- Portable toilets and handwashing stations
- Security
- Garbage, fencing, barricades, or restricted access areas

Emergency Response

An Emergency Response Plan ensures that event organizers are prepared to respond effectively in case of incidents, weather events, or emergencies. It provides Town staff and emergency services with evacuation details, communication procedures, and site safety measures to protect attendees and staff.

Traffic Mitigation *(over 1,000 people)*

Large events can create traffic congestion, impact nearby residents, and increase safety risks for pedestrians and drivers. Organizers must provide a traffic mitigation plan outlining parking arrangements, road closures, detours, and safety measures. Collaboration with Town staff, police, and emergency services may be required to ensure smooth and safe operations.

Washroom Guidelines *(over 1,000 people)*

All events must provide adequate washroom and handwashing facilities for attendees, vendors, and staff. The Simcoe Muskoka District Health Unit requires details of these facilities to be included in the event application. Within the BWG Public Library there are 3 female stalls, 1 male stall and 2 male urinals.

Events with over 1,000 people in attendance will require an additional 2 portable washrooms.

Events with over 1,000 people and alcohol served will require an additional 3 portable washrooms.

All supporting documents must be submitted with the Event Application Form. Please see the Event Application Appendix for further information.

Additional Permits & Licenses

Insurance

Event Organizer Insurance

All Event Organizers are required to provide the Town of Bradford West Gwillimbury with a valid Certificate of Insurance as follows:

- Commercial General Liability coverage with a minimum of \$2 million.
Events that have inflatable games (must receive approval) or alcohol (must have SOP) will require a minimum of 5\$ Million Commercial General Liability coverage.
- The Corporation of the Town of Bradford West Gwillimbury must be named as an Additional Insured.
- The Certificate of Insurance must be submitted to the Town no later than 20 business days prior to the event date.

Vendor Insurance

All vendors, including any community group/organization setting up a booth or participating in the event must also provide the Town of Bradford West Gwillimbury with a valid Certificate of Insurance:

- Commercial General Liability coverage with a minimum of \$2 million.
- The Corporation of Town of Bradford West Gwillimbury must be named as an Additional Insured.
- Vendor Certificates of Insurance must be submitted no later than 15 business days prior to the event date.

Important Notes:

- Failure to submit the required insurance documentation by the specified deadlines may result in permit revocation.
- Vendors without valid insurance documentation will not be permitted on-site.

Food Vendor/SMDHU Requirements

Any event involving food preparation, handling, or distribution must comply with the Simcoe Muskoka District Health Unit (SMDHU) regulations.

Coordinator Application (Event Organizer Responsibility)

Event Organizers must submit a "Coordinator Application for Special Event" form to the SMDHU. This application outlines the overall event details, including the list of participating food vendors. The form and further information can be accessed on the SMDHU website: Coordinator Application – SMDHU

Vendor Application (Vendor Responsibility)

Each food vendor must individually complete and submit a "Vendor Application for Special Event Permit" to the SMDHU. Vendors must comply with all Public Health food safety regulations and inspection requirements.

Proof of Submission to the Town

Both the Event Organizer and each participating food vendor are required to provide proof of their application submission to the Town of Bradford West Gwillimbury. Proof of submission must be received by the Town no later than 10 business days prior to the event date.

Additional Permits & Licenses

Business Licensing Requirements for Food Vehicles

(Town of Bradford West Gwillimbury – By-law 2014-70)

Applicability

As per the Town's Business Licensing By-law 2014-70, all food vendors classified as a Refreshment Vehicle or Refreshment Cart are required to obtain a Temporary Business License from the Town of Bradford West Gwillimbury.

Definitions (By-law 2014-70)

Refreshment Vehicle: A vehicle used or designed for the sale of refreshments, including Motorized Refreshment Vehicles and Refreshment Carts.

Refreshment Cart: A non-motorized device or conveyance used or designed for the sale, transportation, storage, or cooking of refreshments to the public.

Temporary Business License Application Requirements

To obtain a Temporary Business License, the applicant must submit the following to the Town's Licensing Officer no later than 20 business days prior to the event:

- Completed Business License Application Form
- Photo Identification (valid government-issued)
- Simcoe Muskoka District Health Unit (SMDHU) Approval
- List of all Operators who will be working the refreshment vehicle/cart
- Certificate of Insurance (minimum \$2 million liability, listing the Town as an Additional Insured)
- Prescribed Application Fee: \$75.00
- Approval/inspection from Bradford West Gwillimbury Fire Services for use of cooking arrangements that require fire suppression systems (e.g., fryers/grills) and for use of applicable fuels
- Approval/inspection from Licensing Officer/By-law prior to the event

Submission & Inquiries

Completed applications and documentation must be submitted to:

licensing@townofbwg.com

For additional information or questions regarding licensing requirements, vendors are encouraged to contact the Licensing Officer directly.

Important Note:

Failure to obtain a valid Temporary Business License may result in prohibition from participating in the event.

Application Checklist

- | | |
|---|--|
| <input checked="" type="checkbox"/> Review Event Planning Guide | <input checked="" type="checkbox"/> Gather Documents for Application |
| <input checked="" type="checkbox"/> Prepare Event Plan | <input checked="" type="checkbox"/> Submit Application & Pay Fee |
| <input checked="" type="checkbox"/> Create Site Map | <input checked="" type="checkbox"/> Schedule Meeting with Town Staff |

Fees

BWG Public Square Rental Fees

| Rental Duration | Event Attendance | Community Group/ Not for Profit | Private/ Commercial |
|--------------------------------|------------------|---------------------------------|---------------------|
| Half Day (8-Hour Rental) Rate | Less than 1000 | \$750.00 | \$1500.00 |
| Half Day (8-Hour Rental) Rate | More than 1000 | \$1150.00 | \$1900.00 |
| Full Day (12-Hour Rental) Rate | Less than 1000 | \$1125.00 | \$2250.00 |
| Full Day (12-Hour Rental) Rate | More than 1000 | \$1525.00 | \$2650.00 |
| Additional Hourly Rate | | \$93.75 | \$187.50 |

*Duration includes set up and clean up times.

Application Fee

Applications are subject to a non-refundable \$100.00 fee which will be deducted from your rental fee upon approval.

Security Deposit

A security deposit is required to ensure compliance with the Town's policies, proper use of the Public Square, and protection of Town property. The security deposit is held by the Town and may be used to cover any damages, additional cleaning costs, or other expenses resulting from the event. The remaining deposit, if any, will be returned to the Event Organizer within 30 business days after the event, provided all Town property is left in satisfactory condition at the end of the permit time and all terms of the permit agreement have been met, including all garbage from the event placed in provided garbage bins. Failure to comply will result in loss of deposit.

- \$250 security deposit is applied for events under 1,000 people
- \$500 security deposit is applied for events over 1,000 people

Music Licensing Requirements (Entandem Fees)

Music is permitted within Town of Bradford West Gwillimbury facilities, including the Public Square, under the following conditions:

Entandem Licensing Fee Requirement

All events that include live or recorded music (including iPods, smartphones, CDs, DJs, etc.) are subject to Entandem licensing fees. The Town is legally required to collect these third-party fees and submit them to Entandem (SOCAN/Re:Sound). Event Organizers are responsible for ensuring the Entandem fee is paid as part of their event booking process.

What is Covered Under Entandem?

Live performances (bands, musicians, DJs), background music (iPods, streaming devices, CDs, etc.) and any music played through amplification or sound systems.

An additional \$266.21 Music Licensing Fee will be applied to events with music.

Event Application Appendix

Required Supporting Documents

To ensure a safe and well-organized event, organizers with events must submit the following documents along with the Event Application Form:

- **Emergency Response Plan** outlining evacuation procedures, emergency contacts, and on-site safety measures.

The following documents are templates and can be revised to fit the details of your event.

Emergency Response Plan Template

Organizer Contact (Primary):

On-Site Emergency Contact 1 #:

On-Site Emergency Contact 2#:

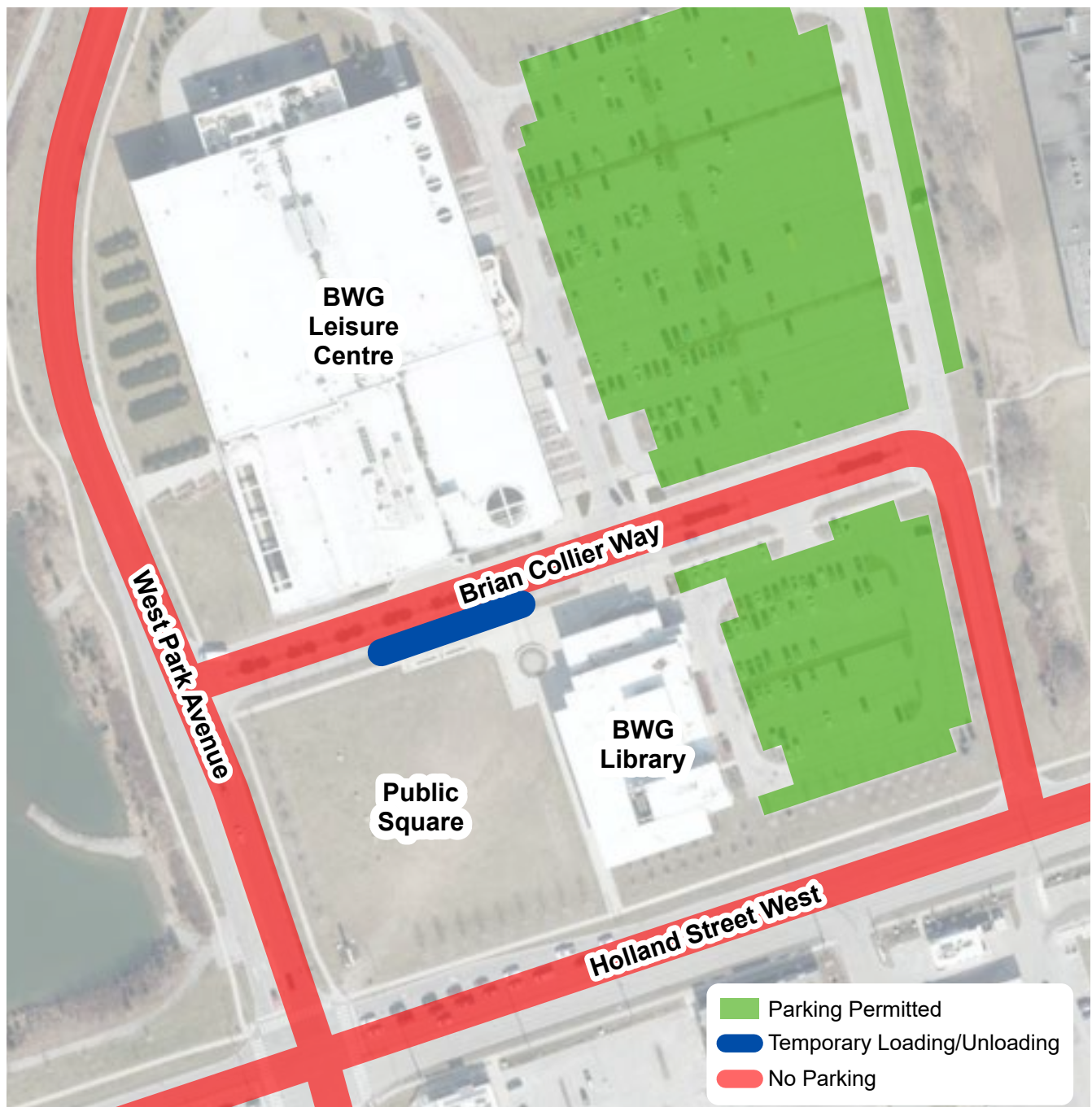
1. How will you communicate with attendees during an emergency (PA system, megaphone, staff briefings)
2. Who is responsible for calling 9-1-1 and directing emergency responders to the scene?
3. What is the designated meeting/evacuation point in case of evacuation?
4. Who will be the lead contact coordinating with Town staff during an incident?

| Situation | Planned Response (before and during the event) |
|---|--|
| Calling off the event <ul style="list-style-type: none">• Who will make the decision to call off the event? <i>*In situations causing or anticipated to cause risk/harm to the public, the Town of Bradford West Gwillimbury and/or South Simcoe Police Service and/or BWG Fire and Emergency Services retains the authority to call off or end any event.</i> | |
| Communication <ul style="list-style-type: none">• Please indicate how the members of your team will communicate emergencies.• Please indicate how your team will communicate to the public. | |
| Severe/inclement weather <ul style="list-style-type: none">• What will you do in case of lightning, heavy winds, or extreme heat?• Where will attendees seek shelter if needed?• How will cancellation or delays be communicated to attendees and vendors? | |

| | |
|---|----------------|
| Medical emergencies <ul style="list-style-type: none"> • Do you have a designated First Aid Station? • Are certified First Aiders on-site? • Where is the closest AED (Automated External Defibrillator)? • What is the procedure if a medical emergency occurs in the crowd/ vendor areas? | |
| Lost person/child <ul style="list-style-type: none"> • What steps will be take if a child is reported missing? • What is your procedure for reuniting a lost child or individual with their guardian? • What communication system will be used to broadcast a missing person alert? | |
| Lost goods <ul style="list-style-type: none"> • What is the designated location for lost and found items? • What is the procedure for documenting and returning lost items to their owners? | |
| Fire or hazardous incident <ul style="list-style-type: none"> • Are all vendors using open flames or generators aware of fire safety regulations? • Do you have fire extinguishers on-site? • Who will manage crowd control in case of fire or hazardous material spill? | |
| Evacuation procedure <ul style="list-style-type: none"> • How will attendees be notified in the event of an evacuation (e.g., PA system, event staff, signage)? • Who is responsible for coordinating and leading the evacuation? • How will accessibility needs (mobility devices, strollers, etc.) be accommodated during evacuation? | |
| Post-Incident Reporting <ul style="list-style-type: none"> • Who will document incidents (injuries, evacuations, emergencies)? • How will incidents be reported back to Town staff after the event? | Type text here |

Traffic Mitigation Plan Template *(required for events over 1,000 people)*

1. Estimated number of attendees:
Parking & Transportation
2. On-site parking capacity is approximately 400 spaces. Please note that the BWG Leisure Centre and BWG Public Library may be operating during your event, which can reduce the number of spaces available to attendees. Event organizers should plan for overflow parking and clearly communicate parking options in advance.
3. Off-site parking arrangements:
4. Shuttle service: Yes / No
5. Accessible parking locations:
6. Road Impacts:
Road Closures Required? Yes / No
Detour Routes Planned? Yes / No
7. Traffic Control Personnel (paid duty officers, volunteers, or traffic marshals).
8. Pedestrian Safety
9. Crosswalk supervision



Photos of Public Square





Grants and Funding Opportunities

The Town of Bradford West Gwillimbury encourages and supports community-led events that contribute to local culture, recreation, and tourism. Event organizers may be eligible for municipal or external funding programs to help offset event costs.

1. Town of BWG – Community Grant Program

The Town of Bradford West Gwillimbury Community Grant Program provides financial support to local community groups and organizations hosting events, programs, or initiatives that benefit residents. Application deadline is October 1, annually. More information and application details can be found at: www.townofbwg.com/grants

2. County and Regional Opportunities

Event organizers may also explore grants and sponsorships available through regional partners such as:

- Simcoe County Tourism, Culture & Sport Enhancement Fund:

Applications generally open at the beginning of the year. More information and application details can be found at: <https://experience.simcoe.ca/resources/tourism-culture-sport-grant/>

3. Provincial and Federal Funding

Depending on the event scope and audience, organizers may be eligible for broader funding streams, including:

- Ontario Trillium Foundation (community impact and volunteer-based programs)
- Celebrate Ontario / Experience Ontario Grants (tourism and cultural events)
- Celebrate Canada/Canada Heritage and Multiculturalism Grants (cultural and diversity programming). Application deadline is November 21 for upcoming year.

Tips for Applicants:

Plan Early: Align your application timelines with your event planning schedule.

Check Eligibility Carefully: Some programs only fund certain types of events or organizations.

Document Contributions: Keep track of in-kind support, volunteer hours, and funding commitments.

Post-Event Reporting: Ensure you understand reporting requirements to remain eligible for future funding.

Contact Information

Please direct your questions to the Events & Marketing Coordinator:

Tasha Bain

tbain@townofbwg.com

905-775-5366 ext 5106