

COMMITTEE OF THE WHOLE – JUNE 19, 2006

RECREATION AND CULTURE'S COMMERCIAL PHOTOGRAPHY PERMIT SYSTEM

Recommendation

The Commissioner of Community Services and the Director of Recreation and Culture recommend:

1. That the Recreation and Culture's Commercial Photography Permit System be revised to remove the Kleinburg Scout House and Railway Station as a city-owned property available for commercial photography and the corresponding references to restricted sites and exclusive use which no longer apply; and,
2. That a By-Law be enacted to amend the Photography Permits By-Law Number 82-2006, to delete all references to the Kleinburg Scout House and Railway Station as a city-owned property available for commercial photography.

Economic Impact

Due to the start up costs required to launch the program, the net economic impact to the Recreation and Culture's 2006 operating budget will be approximately \$1,500. It is anticipated that the revenue will be nominal in 2006 and will increase in 2007.

Purpose

The purpose of this report is to obtain Council's approval to remove Kleinburg Scout House and Railway Station as part of a potential photography location in the Commercial Photography initiative and to enact a By-Law to amend the associated By-Law 82-2006.

Background - Analysis and Options

At the Council meeting of March 20, 2006 Council adopted the Recreation and Culture's Commercial Photography Permit Initiative and enacted a Photography Permits By-Law Number 82-2006. In addition due to the proposed commercial photography permit fees, a public meeting was required prior to making amendments to the City's Fees and Charges By-Law 396-2002.

At the Council meeting of April 24, 2006, Council was presented with the proposed amendments to the Fees and Charges By-Law 396-2006 and at that time Council directed that the matter be deferred to allow consultation with the Kleinburg Business Improvement Area (KBIA) and the Kleinburg Area Ratepayers Associations (KARA).

Staff met with Geri Harper, the chair of the KBIA on Thursday May 18, 2006. Representing both the KBIA and KARA, Ms Harper requested that the city not proceed with a commercial photography permit initiative for the Kleinburg Scout House and Railway station until they complete a review of how commercial photography fits into the Kleinburg community as a whole. Both businesses and residents have expressed concerns regarding commercial photography and their preference is that the city defers adding this location to the inventory pending the outcome of their review.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

As identified in the Vaughan Vision 2007, it is a strategic priority to promote economic development, expand revenue sources and to pursue innovation. The implementation of the Recreation and Culture's Commercial Photography System will effectively complement these strategies.

Conclusion

The removal of the Kleinburg Scout House and Railway Station from the Recreation and Culture's Commercial Photography Permit initiative, while limiting the opportunities in the short term, will not negatively impact the launch of the program.

The new procedure will allow staff to plan, govern and apply terms and conditions on this premium service and ensure the public is not unduly impacted.

Attachments

1. City of Vaughan, Recreation and Culture's Commercial Photography Permit System

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Respectfully submitted,

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Commissioner of Community Services

RECREATION AND CULTURE

COMMERCIAL PHOTOGRAPHY PERMIT SYSTEM

PROCESS:

- Bookings are accepted on a first-come first-served basis. A permit will reserve a 1 hour block of time unless otherwise specified, which includes arrival, photographs and departure from the photography site. At popular sites a 1/2 hour buffer will be scheduled. To reserve photography sites, callers contact Recreation and Culture's Client Services Division, and in particular the Facility Booking Staff, at 905-832-8500.
- Permits are issued once the location has been determined to be feasible and not disruptive to the public's enjoyment of such facility. For example, the Thoreau MacDonald House, the Vellore School, Hall and Heritage Square, most heritage buildings, many parks and the Japanese Garden at City Hall to name a few.
- Once terms and conditions are agreed upon a contract is issued which must be carried while conducting activities at the photography site on the day of the booking.
- The permit becomes valid once signed by the applicant, fees are paid in full and supplementary requirements and conditions are met. Credit card numbers are required for payment for possible damages. Users are given the emergency dispatch number to contact should a conflict arise and advised to bring permit on site.
- Sites designated suitable will be adequately signed to advise that permits are required to control conflicts. Staff may be scheduled during peak times and locations to respond as needed.
- Enforcement Services, Parks and/or Building and Facilities staff receive pertinent permit details to monitor compliance.
- The City of Vaughan reserves the right to refuse any application that is not in the best interest of the City or revoke permission without notice if terms and conditions of the permit are violated.

HOURS AND DATES OF OPERATION:

- Photography will not be done outside of normal operation hours without prior approval by the Department of Recreation and Culture.
- Permits are issued year-round provided access to the requested facility is unrestricted and remains open year-round.

FEES:

- The following fees apply to Photography Permits (eg., Wedding, Family, and Group photographs):
 - \$ 75.00 + GST Vaughan Residents
 - \$100.00 + GST Non Residents
- The permit fee must be paid in its entirety upon time of booking.

- The permit fee is non-refundable.
- The photography fee reserves the non-exclusive use of all public sites for one hour of photography.
- Catalogue shoots, commercials, professional videos and the like must be approved by both the City Clerks and Recreation and Culture departments. Additional fees are charged for Commercial Photography/Filming. General guidelines apply.

TERMS:

- In addition to the terms and conditions listed herein, the applicant shall abide by all Recreation and Culture Rental Contract Conditions & Regulations found on the back of the permit.
- The City of Vaughan provides a non-exclusive reservation of the photography site only. Because some photography sites are open to the public every day, special arrangements cannot be made to quarantine an area from normal visitor traffic.
- City of Vaughan events are continuously updated. Any City of Vaughan event will supersede and take priority over photo sessions.

CONDITIONS OF USE:

- All vehicles are to be parked in designated areas only.
- All photography must be conducted without disruption to site operations or limitations to accessibility of stairwells, entrances/exits, high traffic areas and other locations of interest to other guests.
- An emergency contact phone number is provided to all permit holders should a conflict arise and staff be needed to assist with conflict resolution.
- The photo session must not interfere with other visitors' enjoyment of the parks, heritage and public sites.
- To ensure the preservation of City of Vaughan photography sites, use of the following items are not permitted:
 1. fog machines,
 2. confetti, rice, or glitter,
 3. sparklers, fireworks, and pyrotechnics, and
 4. any other items that the City deems a hazard to the preservation of City of Vaughan photography sites or visitors.
- To ensure the safety of all visitors, use of the following items is not permitted:
 1. additional lighting or equipment set-up that involves more than a camera tripod,
 2. electrical needs involving cables,
 3. outlets or generators,
 4. backdrops or set pieces,
 5. canopies or tents, and
 6. any other items that the City deems a hazard to the safety of photography sites and visitors.
- The applicant is responsible for the conduct and supervision of all persons in their party. The applicant shall pay for the repair of all damages which have been caused to City of Vaughan property as a result of use by the applicant or his/her party. This includes, but is not limited to,

any and all damages to any plant material, building, structure, equipment or other property of the City of Vaughan. Disturbing any gardens, standing on rocks or displays, blocking paths, or climbing garden or fountain walls is prohibited.

- The use (or presence) of alcoholic beverages or intoxicating substances is prohibited. Subsection 31(2), of the Liquor Licence Act of Ontario reads: "No person shall have or consume liquor (alcohol) in any place other than a residence, or premises in respect of which a licence or permit is issued".
- It is the responsibility of the applicant or group to ensure that the grounds are left clean for others.