

425 Holland Street W



townofbwg.com/publicsquare

DRAFT

Bradford
west
Gwillimbury



Public Square Event Organizer Welcome Package



Congratulations

Your event application for BWG's Public Square has been approved. To support you in planning a safe and successful event, we've prepared the Public Square Event Organizer Welcome Package, which outlines the next steps, important deadlines and required documentation leading up to your event.

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Event Planning Checklist

Task	Details	Due Date	Status
Submit Event Application with Supporting Documents & Pay Application Fee	Complete Public Square Rental Application form and pay application fee	At time of initial submission	✓
Attend Application Review Meeting	Meet with Town staff for application feedback and revisions	Scheduled by Town (TBD)	
Sign Event Agreement	Agreement to secure date & pay 25% non-refundable deposit	Upon application approval	
Submit Final Payment	Remaining balance paid in full	60 days prior to event	
Submit Event Sign Design for Approval	Submit digital copy for Town approval	60 days prior to event	
Submit Organizer Insurance Certificate	\$2M liability, Town as Additional Insured	20 business days prior to event	
Temporary Business Licence Applications	For refreshment vehicles or carts (food trucks)	20 business days prior to event	
Collect and Submit Vendor Insurance Certificates	All vendors require \$2M liability insurance	15 business days prior to event	
Submit Coordinator Application to Simcoe Muskoka District Health Unit (SMDHU)	Apply here	30 days prior to event	
Ensure each food vendor submits their Vendor Application to SMDHU	Apply here	14 days prior to event	
Install Event Ground Signs	If approved, up to 75 signs; follow placement guidelines	21 days prior to event	
Begin marketing event	Social media, Bradford Today, press releases, Community Event Calendar, Event Posters	4-6 weeks prior to event	
Submit Final Site Map	Final version for Town review and approval	10 business days prior to event	

Vendor Checklist

Vendor Requirements

The following checklist summarizes the documents the event organizer is responsible to collect from each vendor participating, including but not limited to all community groups and/or organizations attending the event and setting up a booth.

Document	Non-Food Vendor	Food Vendor	Food or Ice Cream Truck	Food or Beverage Cart
Certificate of Insurance (2 Million Liability with Town of Bradford West Gwillimbury listed as an additional Insurer)	√	√	√	√
TSSA Propane Inspection		√	√	√
Simcoe Muskoka District Health Unit Approval/Inspection		√	√	√
Business License (full or temporary) for the Town of Bradford West Gwillimbury issued through Town's Licensing Officer.			√	√
Vehicle Ownership, Insurance and Safety.			√	√

List of Vendors

A complete and final list of vendors along with their documentation is to be sent to the Leisure Events & Marketing Coordinator a minimum of 15 business days before an event. Note: Food and refreshment trucks/carts are required to submit their paperwork to obtain a Temporary Business license at minimum 20 business days prior to the event. *The following chart is an example of a list of vendors that can be submitted to the Coordinator.*

Event Marketing Tips

Promoting your event is key to attracting attendees and creating excitement in the community. Here are some best practices:

1. Start Early

- Begin promoting at least 6–8 weeks in advance.
- Build anticipation with “Save the Date” posts and teaser content

2. Use Multiple Channels

- Social Media: Share regular updates, behind-the-scenes sneak peeks, and event countdowns.
- Community Boards & Newsletters: Submit your event to the Town's events calendar, local media outlets, and community newsletters.

3. Engage with Partners & Vendors

- Encourage vendors, performers, and sponsors to share event information on their own platforms.
- Provide them with ready-made graphics, captions, or hashtags.

4. Visual Appeal Matters

- Use high-quality photos and videos to highlight what people can expect. Keep messaging short, clear, and engaging.

5. On-Site Promotion & Signage

- Event signage is a key way to reach the community, but must follow Town guidelines:
 - Maximum of 75 ground signs (max size 24" x 24") per event.
 - Signs may be placed no sooner than 21 days before the event and must be removed within 48 hours after the event.
 - Must not be placed within 10 metres of another sign or of a driveway or intersection
 - If placed on boulevards, signs must be adjacent to the sidewalk (not the road) to protect driver sightlines.
 - A digital copy of your sign design must be submitted to
 - events@townofbwg.com at least 60 days before your event for approval.

6. After the Event

- Share highlights, photos, and thank-you messages.
- Tag vendors, sponsors, and participants to extend your reach and build excitement for future events.

BWG Public Square

Site Map



Terms & Conditions Quick Reference

Before Your Event:

Confirm signed Permit and payment.

Submit 25% non-refundable deposit; full payment due 60 days before event.

Provide Certificate of Insurance:

\$2M for standard events. \$5M if your event includes approved inflatable games.

Confirm any special approvals (tents, water feature off, elevated equipment, alcohol, refreshment vehicles, inflatables).

Setup & Facility Use:

Access begins at scheduled start time; early access requires approval & fee.

Keep all fire exits clear at all times.

Prohibited items: confetti, rice, glitter, sparkles, coloured powder, straw bales, ladders.

Inflatable equipment, including bouncy castles, slides, and obstacle courses, is strictly prohibited. Some inflatable games (where participants do not go on or in) may be permitted with prior Town staff approval. Approval requests must be submitted in writing at least 20 business days before the event.

Elevated installations must use certified lifts with proof of training.

Electrical outlets available throughout the facility.

Vehicles are not allowed inside Public Square.

Food vendors must place protective matting under equipment to protect concrete.

During Your Event:

Supervise all attendees.

Remove bottles and glasses promptly.

Use garbage bags provided.

Clean spills or broken glass immediately.

Follow Fire Plan, Fire Code, and capacity limits.

Licensed alcohol: Smart Serve staff, permit displayed, food & non-alcoholic drinks available.

Music: Ensure Entandem fees are paid.

No unapproved zoo entertainment.

Smoke-free facility.

Cleanup & Departure:

Remove all decorations, signage, tables, dishes, and personal items.

Bag all garbage.

Leave facility in same or better condition.

Cleanup must be completed immediately after event.

Vacate facility by scheduled end time to avoid extra charges.

Cancellation:

≥60 days before event: no cancellation fee (deposit retained).

<60 days before event: 50% of rental fee forfeited.

Town may cancel for non-compliance (no refund), emergency (full refund), or other municipal reasons with 7 days' notice (full refund).

Safety, Insurance & Liability:

Maintain liability insurance (\$2M standard; \$5M if inflatables or alcohol).

Indemnify Town for damages or injuries (except gross negligence by Town).

All personal property at your own risk.

Additional security may be required; costs charged to Permit Holder.

Important Notes:

No sales of items without prior approval.

All signage or advertising in facilities must be approved.

Follow all applicable by-laws (Noise, Loitering, Parks, Smoke-Free, Alcohol).

Contact Information

Please direct your questions to the Events & Marketing Coordinator

Tasha Bain

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