



## Administration and Operations Committee Report

---

**To:** The Chair and Members of the Administration and Operations Committee  
**From:** Olga Denisova, Special Events and Filming Coordinator  
**Date:** July 15, 2025  
**Report #:** RPT - 0289 - 25  
**Subject:** St. George Apple Fest  
**Purpose:** For Approval

---

### Recommendation

---

That the annual St. George Apple Fest, be considered an approved event by County of Brant Council;

And that, the annual St. George Apple Fest be exempt from the County of Brant Noise By-law #108-22 pursuant to section 6, as, once authorized by Council will be deemed to fall under Schedule D, subsection 3;

And that, the annual St. George Apple Fest be exempted from the licensing requirements and fees for peddlers and mobile refreshment sales under the County of Brant Business Licensing By-law #50-06, pursuant to section 2(1)(x) as part of an event approved by Council where a Special Event Application has been filed by the event organizer in accordance with the Special Event Request Procedure.

### Strategic Plan Priority

---

Strategic Priority 3 - Healthy, Safe, and Engaged Communities

### Impacts and Mitigation

---

#### Social Impacts

Special events allow the community to come together, bring more visitors to the area, showcase the County of Brant's communities and culture, and support local businesses and tourism.

#### Environmental Impacts

N/A

#### Economic Impacts

Special events positively contribute to the local economy. The estimated attendance for the St. George Apple Fest is 30,000 people over two (2) days.

### Report

---

## Background

The purpose of this report is to seek Council approval for the annual St. George Apple Fest.

When an event is approved by Council, it allows for exemptions from various County of Brant By-laws and application processes including requirements for Noise Exemptions and Business Licensing permits, creating further opportunities for vendors and entertainment to be a part of the event without incurring additional costs.

## Analysis

<b>Event</b>	<b>Location</b>	<b>Date/Time</b>	<b>Activities</b>	<b>Estimated Attendance</b>
St. George Apple Fest	Downtown St. George	Saturday, September 20, from 9:00 am until 11:00 pm and Sunday, September 21, from 9:00 am until 5:00 pm	Food vendors, non-food vendors, children's entertainment area, local organizations showcase, buskers, live music and beer garden.	30,000

The St. George Apple Fest has been an annual event since 1984 taking place on Main Street, High Street, and at Water Works Park in Downtown St. George. The event brings a variety of apple-related vendors to celebrate apple blossoming season in the community. It is a family-friendly event with local and guest food and non-food vendors, children's entertainment, buskers, live music, and beer garden.

Economic Development and Tourism staff are planning to implement changes to the County's Special Event Application process to better support and encourage a variety of events in the County. In addition, Economic Development and Tourism staff are working with other departments to identify barriers that impact special events applications in an effort to improve customer service and create better efficiencies.

## Summary and Recommendations

Staff are recommending that the St. George Apple Fest be endorsed as a Council approved event for the purpose of simplifying exemption process for the festival organizers and allowing to bring live music and vendors.

## Attachments

None

## Reviewed By

Amanda Paine, Supervisor of Enforcement Services  
Gregory Bergeron, Director of Enforcement and Regulatory Services  
Melissa Connor, General Manager of Strategic Initiatives

**Copied To**

---

Zach Gable, Director of Economic Development and Tourism

**By-law and/or Agreement**

---

By-law Required	No
-----------------	----

Agreement(s) or other documents to be signed by Mayor and /or Clerk	No
---	----