



MEMO

VILLAGE OF POINT EDWARD



MEMO RE: Proposal to Update Special Events

DATE: April 9, 2024

PREPARED FOR: Finance Committee

PREPARED BY: Health and Safety Coordinator

RECOMMENDATION: THAT Christmas in the Village be cancelled in 2024 and THAT the funds budgeted for the event be used to supplement the 2024 Canada Day Celebration.

DESCRIPTION: A proposal to cancel the Christmas in the Village event and expand the Canada Day event will be considered.

DISCUSSION:

The Christmas in the Village event was an idea that was brought forward by members of the Village business community for the purpose of stimulating the economy of our downtown core. The first event was held in 2011 and the emphasis was on the businesses located along Michigan Avenue. In the following years, the event expanded to include as many Village businesses as possible, located in the core and throughout the Village, with the same goal of attracting patrons to the Village businesses and stimulating the local economy.

Committees were formed in the first several years to plan and organize the event. However, interest and commitment from the business community was not sufficient to complete the required tasks involved in making the event come together. The event has been organized and managed solely by myself, for more than a decade.

I have compiled the attached list indicating the businesses that have actively participated in this event in the past 2 years.

Over the past 12 years more than \$120,000 has been allocated to Christmas in the Village and there has been little benefit to the Village Business community as a whole and unfortunately, this event has not assisted in revitalizing our downtown core.

I would like to put forward the suggestion of re-directing the special events funds that are currently dedicated to the Christmas in the Village event and increasing the budget for the Village Canada Day Event.

The Canada Day event, which is already extremely popular and successful, could be extra special by:



MEMO

VILLAGE OF POINT EDWARD



- Adding more activities – additional inflatables such as hockey shootout, super slides, animal playland for the toddlers, a ferris wheel to give everyone a spectacular view of the waterfront park and river, a carousel, etc.
- More entertainment - jugglers, magicians, extended time for the band to play, etc.
- More Canadian inspired food stations – maple taffy pops, a poutine station, maple flavoured snow cones, beavertails, etc.
- Plan, promote and hype the 2nd Annual Best Decorated Business Challenge.

The Canada Day event seems to be an event that is easier to identify with and promoting this patriotic event has the potential to draw larger crowds to the Village and improved participation from the Village business community.

The Chief Administrative Officer was consulted in the preparation of this report.