



Subject: Experience Ontario Grant Application

Report to: Thorold City Council

Recommendations

1. That Report PWCS 50-2023 **BE RECEIVED** for information; and,
2. That staff **BE DIRECTED** to prepare a report on the results of the grant submission.

Key Facts

- Last year, the City of Thorold assumed responsibility for operating the Thorold Santa Claus Parade for the first time, attracting approximately 10,000 guests. This year's parade will take place Saturday November 25th at 4:00PM.
- The Experience Ontario Grant Program provides funding for Festivals and Events taking place in Ontario between April 1, 2023 and March 31, 2024.
- The Experience Ontario Grant support events that have a positive economic impact and encourage visitors to discover Ontario.

Budgetary Status

Council approved \$50,700 for the City to host the 2023 Santa Claus Parade.

Staff are requesting \$20,000 through the Experience Ontario Grant to support several holiday activities and events between November 25th and December 31st.

Analysis

The City of Thorold hosts several holiday programs and events each year. These include the Thorold Santa Claus Parade, the Thorold Festival of Lights and Holiday Skates at the Thorold Community Arena.

Staff reviewed funding opportunities for the Experience Ontario grant and determined that the Thorold Santa Clause parade was best suited for this application.

Staff have applied for the Experience Ontario Grant to enhance 2023 holiday events and add several activations at the Battle of Beaverdams Park. This will include a holiday tree lighting ceremony and one day Winter Market.

Alternatives Reviewed

Council may direct staff to withdraw the Experience Ontario Grant Application.

Relationship to Strategic Plan

The recommendation is consistent with Council's Strategic Priorities;

- Businesses and Economic Growth
- Vibrant, Inclusive Neighbourhoods
- Service Modernization

Other Pertinent Reports

Not applicable.

Prepared by:
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Recommended by:
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Acting Director, Public Works &
Community Services

Approved and Submitted by:
Manoj Dilwaria
Chief Administrative Officer

This report was reviewed by Dave Baldoni, Manager, Community Services.

Appendices

Not applicable.