



---

**Subject:** Canada Day Update

**Report to:** Thorold City Council

---

## Recommendations

1. That the \$50,000 additional funding approved in Budget 2023, **BE ALLOCATED:** 50% to Canada Day; 30% to Thorold Community Market and 20% to the Santa Claus Parade; and
2. That Council **AUTHORIZE** staff to spend surplus sponsorship revenues to enhance Canada Day weekend festivities.

## Key Facts

- The City of Thorold is responsible for planning and managing Canada Day and Rock N Blues on the Battlefield.
- Canada Day and Rock N Blues on the Battlefield are municipally significant events that attract between 5,000 to 6,000 guests each year.
- Council directed staff to recruit a Special Event Coordinator to support municipal events, however the recruitment process was unsuccessful.
- The City of Thorold has recruited sole proprietor Bob Liddycoat to provide Stage Production Services for Canada Day and Rock N Blues on the Battlefield.

## Budgetary Status

Staff budgeted \$50,000 of municipal funds and \$20,000 of sponsorship revenue to fund purchased services on Canada Day and Rock N Blues on the Battlefield. These costs include, but are not limited to, equipment rentals, bands, children's entertainment, professional services, licences, marketing costs and supplies.

The City has received \$10,000 through the Celebrate Canada Grant and an additional \$2,500 of sponsorship revenues so far. City staff anticipate additional sponsorships are forthcoming.

Council approved an additional \$50,000 to hire a temporary Special Event Coordinator to support Canada Day, Rock N Blues on the Battlefield, and the Santa Claus Parade. In lieu of an Event Coordinator, this amount will be reallocated to fund event service providers and staff overtime to support municipal events. Staff recommend this be allocated as follows: 50% of budget to Canada Day, 30% to the Thorold Community Market and 20% to the Santa Claus Parade.

## **Analysis**

The City of Thorold is responsible for planning and managing Canada Day and Rock N Blues on the Battlefield Celebrations. Staff organize these events based on the guidance and recommendations of volunteers and the Community Events Advisory Committee. Staff are responsible for various tasks including recruiting reputable vendors, developing public safety procedures, marketing and communications, venue set up, regulatory compliance and risk management.

In lieu of a Special Event Coordinator, the City has optimized department and volunteer resources to execute this event. This is a short-term solution to ensure the success of this year's celebrations. Furthermore, the municipality has recruited sole proprietor Bob Liddycoat to secure bands and facilitate sound production services.

Staff have successfully developed a strategy for this year's Canada Day and Rock N Blues on the Battlefield Event. Details of this year's event have been summarized in Appendix 1. Further promotions and advertising will be released throughout the month of June.

## **Alternatives Reviewed**

That the City of Thorold re-post the Special Event Coordinator Position. This is not recommended due to time constraints and the challenge of recruiting a qualified professional on a short-term contract. Instead, the City will revisit the need of full-time staff following the impending Organizational Review.

## **Relationship to Strategic Plan**

This recommendation is consistent with Council's strategic priorities;

- Businesses and Economic Growth
- Vibrant, Inclusive Neighbourhoods

- Service Modernization

## Other Pertinent Reports

Not applicable.

---

**Prepared by:**

Stephanie Jarvis  
Programmer  
Community Services

---

**Recommended by:**

Geoff Holman  
Director  
Public Works and Community Services

---

**Approved and Submitted by:**

Manoj Dilwaria  
Chief Administrative Officer

*This report was prepared in consultation with Dave Baldoni, Acting Manager,  
Community Services.*

## Appendices

Appendix 1              Canada Day & Rock N Blues on the Battlefield Itinerary