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## MEMORANDUM

**Subject:** Rocking the Battlefield - Exotic Car Show & Concert Fundraiser Event

**To:** City of Thorold Council

**From:** Jacob TeDesco, Special Events Coordinator

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Rocking the Battlefield was an overwhelming success bringing out approximately 1,000 people to Battle of Beaverdams Park for a first-time event. The weather forecast called for rain throughout the day and the morning saw the worst weather. In spite of the forecast, the exotic car show still managed to bring out 20 exciting exotic and classic cars set up in Battle of Beaverdams throughout the afternoon with growing crowds of people coming out to enjoy the cars. Thorold Staff monitored and assisted with the event throughout the day by helping with set up, garbage collection and clean-up efforts. In the evening the concert portion of the event saw the crowd continue to build leading up the headline act, Grace 2, celebrating the Tragically Hip.

It should be noted that, given the numbers in attendance as well as the number of entry points into the park, more security guards will be required in the future to improve event security. Security will also need to be scheduled earlier at the event and required to remain on premises until everyone has left the venue. For future events, a more detailed copy of the security schedule including staff numbers and locations covered will be requested from the organizer in order to ensure safety measures are sufficiently addressed.

Staff working throughout the event, security fencing and portable toilets were all provided at the City of Thorold's expense. While the City of Thorold is relatively new to hosting third party events, this event marks a significant milestone as Council approved funds to support this event with in-kind services and resources. As we gain more experience with third party events, staff will be able to provide greater definition for Council when granting in-kind services. The estimated cost of the City's contribution was \$3,417.

From the organizer, Anthony Venneri;

We started the day with our Car Show which because of the terrible forecast and the uncertain weather we only had about 25 cars show up and approx. 200 people come out to see the cars.

The concert at night was an amazing success considering the uncertain weather conditions. We had approximately 1000 people show up for the concert. The bands were great and the feedback from the people in attendance was that they had a great time and loved the bands and the venue. It was very surprising how many times I heard people say that they had never been in that park before and a lot of them were actually born and raised in Thorold. Everyone loved the park and said that more events should be held there. Through our sponsors that covered most of our expenses and the event as a whole we were able to donate \$17,654.00 to Niagara Peninsula Foundation for Children. The foundation was very surprised and excited to receive that large donation which was one of their highest donations. I would like to thank you and the City for all that you did to help make this a huge success. If all is well we are thinking of making this annual event.

Supporting this event had a measurable impact with over \$17,000 raised for the Niagara Peninsula Foundation for Children. The event also brought together approximately 1,000 people consisting of Thorold residents and community members. Events such as this enhance the City of Thorold's image, which can be confirmed through many positive comments received from event attendees. These comments included applause from people happy to see our park utilized more and positive remarks related to the City of Thorold working with local partners to increase the variety of events hosted. The event organizer assumes the majority of the risk and financial investment for the event. Paired with and a relatively small contribution from The City of Thorold, third party events such as Rocking the Battlefield, allow Thorold to increase the offering of events in our community while building relationships with local organizations at the same time.

Attached is the statement from the Niagara Peninsula Foundation for Children regarding Rocking the Battlefield Concert and Car Show

Respectfully submitted and signed by

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Jacob TeDesco  
Special Events Coordinator