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**Subject:** Canada Day Event Update

**Report to:** Thorold City Council

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## Recommendations

1. That the City of Thorold 2024 Canada Day Budget **BE RECEIVED**; and
2. That the dates proposed by The Events Working Group for Canada Day 2025 celebrations **BE APPROVED** and **BE DECLARED** municipally significant.
3. That \$25,000 budget **BE PRE-APPROVED** in the 2025 Operating Budget to allow advanced coordination of the event.

## Key Facts

- Council has requested information detailing the 2024 Canada Day celebration budget and expenses.
- Council approved an overall budget of \$90,116 to organize and run Canada Day festivities for 2024 which was completed with a surplus of \$8,830
- City Staff has met with the Events Working Group and Niagara Jazz Festival and is recommending that the celebrations take place starting *Sunday, June 29, 2025* with World Music in the Park organized by Niagara Jazz Festival, Rock and Blues on the *Battlefield Monday, June 30, 2025* and Canada Day *Tuesday, July 1, 2025*.
- Declaring this event municipally significant now will allow for a head start on obtaining a Special Occasions Permit allowing for proactive organization and planning of the event.
- Pre-approval of \$25,000 in the 2025 Operating budget is requested in order to secure bands and contracted services for the promotion of the event.

## Budgetary Status

Council approved a budget of \$86,000 to organize and execute the 2024 Canada Day celebrations plus \$4,116 for staff costs related to the event. A surplus of \$8,830 was achieved. A Summary of the actual costs is provided in Appendix 1. Details related to the various expenditures are shown in Appendix 2. The proposed budget for the 2025 event is provided in Appendix 3.

## **Analysis**

The City of Thorold's Canada Day Celebration is an annual event that fosters a strong sense of civic pride, enhances The City of Thorold's community image and has a positive impact on community building. By hosting and growing this annual event, Thorold brings together friends, families and members of the community with an entertaining and safe event. Staff in conjunction with the Events Working Group has determined and is recommending the following days for the celebrations to take place in 2025.

- Sunday, June 29, 2025 from early afternoon into the evening for Niagara Jazz Festivals World Music in the Park. This event is a free event programmed by Niagara Jazz Festival concluding their summer event line-up. Music in the Park is open to all and allows The City of Thorold to add another day onto the event line-up while taking advantage of a venue already set up for Rock and Blues and Canada Day.
- Monday, June 30, 2025 in the evening will be Rock and Blues. This year this event will take place in the afternoon into the evening as Monday is a regular working day for most people with Tuesday being a holiday. Reducing the running time for Rock and Blues will likely result in one less band scheduled in the entertainment line-up for that day.
- Tuesday, July 1, 2025 from early afternoon into the evening, in keeping with tradition, this day will be concluded with a fireworks display to celebrate Canada Day.

## **Impact on the Environment, Climate Change**

There are no known environmental or climate change related impacts to this Report.

## **Alternatives Reviewed**

Staff and the Events Working Group have considered breaking these celebrations into several events rather than hosting this as three days of celebration in a row. This is not recommended as hosting these celebrations consecutively allows for cost savings on rented items and equipment such as safety fencing, portable toilets, sound equipment etc.

Additionally, Council could elect to defer approval of the proposed funds for Canada Day 2025 along with the 2025 Operating Budget. However, doing so may result in the

City losing out on booking choice entertainment and contracted services, as performers and service providers often book months if not a full year or more in advance of events. Larger and more popular acts and services tend to book further in advance of event dates; in fact some have already been in touch and looking to secure their booking which requires a deposit.

### **Relationship to Strategic Plan**

The recommendation is consistent with Council's 2024-2027 Strategic Priorities.

- Vibrant and Prosperous Community contributing to Economic Prosperity
- Service Delivery Excellence contributing to Community Engagement

### **Other Pertinent Reports**

[CLK-C 93-2023 - CEAC Jazz Festival event .pdf](#)

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## **Appendices**

- Appendix 1           Canada Day 2024 – Cost Summary
- Appendix 2           Canada Day 2024 – Detailed Cost Summary
- Appendix 3           Canada Day 2025 – Proposed Budget