

COMMITTEE OF THE WHOLE JUNE 18, 2001

WINTERFEST 2001

Recommendation

The Director of Recreation and Culture, in consultation with the Supervisor of Special Events recommends:

That Winterfest continue as an annual, City-wide event and, to promote greater community exposure, annually rotate the location for Winterfest throughout the City of Vaughan; and

In addition, showcase Winterfest by providing additional winter related events such as Family Fun Days at no charge at every City of Vaughan arena.

Purpose

At the request of Council, staff were directed to address the feasibility, including related cost implications and sponsorship opportunities of having additional events at other City facilities leading up to Winterfest or alternatively throughout the winter season (Committee of the Whole – April 2, 2001).

Background - Analysis and Options

The first Winterfest event was held at Oakbank Pond in 1990. The event was a resounding success although the site had considerable limitations in particular insufficient parking, no indoor facilities and concerns re the safety of the ice. The following year it was moved to Uplands Golf and Ski Centre. Uplands Golf and Ski Centre had come into the City's ownership in late 1988 and Winterfest provided the residents with an opportunity to visit Uplands and experience this unique facility. Over the past twelve years, the population has exploded and other excellent indoor and outdoor facilities have been developed. In order to give greater community exposure to an event as significant as Winterfest and to showcase other City indoor and outdoor facilities, it is recommended that the venue for Winterfest be rotated throughout the City of Vaughan starting with the West Woodbridge Community Centre and Father Ermanno Bulfon Park in February 2002.

Additionally, to promote Winterfest and encourage participation by all residents, the Department of Recreation and Culture will initiate no charge, Family Fun Days throughout the winter months. The focus of the day's events will be skating-related and will include prizes, coupons, etc. related to Winterfest.

Sponsorship

Most sponsors make an annual commitment covering all City of Vaughan special events rather than individual events. With the addition of Family Fun Days and the opportunity for even greater exposure, not only will staff make every effort to increase the financial commitment of those sponsors already on board but will seek additional sponsors specifically for these days.

Budget

Recognizing the limited staff resources, it is anticipated that Family Fun Days will have a relatively low level of structure, therefore, minor budgetary impact. These "special days" will be promoted in the already existing Guide to Recreational Services delivered each season to every household in Vaughan and through the City's corporate page in the Liberal newspaper. Use will

be made of existing equipment, materials and supplies. In order to facilitate participation, it is recommended that Family Fun Days be provided at no charge impacting slightly on revenue projections.

Conclusion

Annually rotating Winterfest to different venues throughout the City will showcase a variety of Vaughan facilities and promote greater community exposure. No charge Family Fun Days will not only encourage Winterfest participation by providing a variety of incentives but will also motivate family to actively participate together at a City facility.

Attachments

N/A

Report prepared by

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Respectfully submitted

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