

## **COMMITTEE OF THE WHOLE OCTOBER 18, 2004**

### **REINSTATEMENT OF WINTERFEST AS A CITY EVENT**

#### **Recommendation**

The Commissioner of Economic/Technology Development and Communications, in consultation with the Director of Corporate Communications, recommends:

- 1) That WINTERFEST be reinstated as a City event for the 2005 season;
- 2) That Council approve the Vaughan Sports Village, Rutherford Road, as the location for the 2005 WINTERFEST one-day event; and
- 3) That Council approve the reinstatement of the event operating costs of \$39,500 and the projected sponsorship revenues of \$15,000 to the 2005 budget of the Corporate Communications Department.

#### **Purpose**

The purpose of this report is to provide Council with an overview of the past success of WinterFEST and request the reinstatement of this City event for the 2005 season at The Sports Village, Rutherford Road, in order to provide a premiere seasonal event attractive to the entire Vaughan community, including residents, visitors and corporate partners.

#### **Background - Analysis and Options**

The WINTERFEST event was eliminated from the 2005 schedule of City events as part of the Corporate-wide budget reduction initiative.

The City's 15<sup>th</sup> annual WINTERFEST event was held on Sunday, February 8, 2004 at the Uplands Ski Centre, Thornhill. City event staff reported that the Uplands site has several distinct disadvantages.

The management of Uplands is not fully supportive of this event as it conflicts with regular activities at the facility. The lack of on-site parking is a major issue. The Uplands location is on the far eastern boundary of Thornhill-Vaughan and does not attract any substantial number of families from Woodbridge or Maple. There is no site visibility or exposure, since Uplands is located in the middle of a residential area.

The usable areas of Uplands for WINTERFEST are very limited due to the terrain and the preclusion of using tees and fairways, and as a result it is very difficult to expand activities or introduce new activities. The ability to service the event sponsors by providing display space and on-site activities is very limited.

With consideration to the above, relocating this event to The Sports Village is the recommendation of staff.

The Sports Village provides important advantages to present a new and fresh venue for a dynamic WINTERFEST, including: more opportunities to increase the number, range and scope of activities; ice facilities can accommodate skating and other sports; full on-site restaurant facilities; ample public parking; the large park area behind the facility (owned by the City) can accommodate horse sleigh and dog cart rides and other sports and activities. In addition, City events staff has had positive working relations with the management at The Sports Village, as evidenced by the success and popularity of holding Canada Day celebrations there in 2003 and 2004.

### **Relationship to Vaughan Vision 2007**

WINTERFEST supports the City of Vaughan's commitment to provide service excellence by strengthening the City's image and celebrating our successes as a City (*Vaughan Vision 6.4*). In addition, this successful event strengthens support of Community & Corporate Relations and Sponsorships (*Vaughan Vision 6.2*).

This report is consistent with the priorities previously set by Council. The necessary resources have not been allocated and approved.

### **Conclusion**

Council approval of WINTERFEST as a City event will provide the Vaughan community with a premiere seasonal event and continue a 15-year City of Vaughan tradition. Locating the event to a central site at The Sports Village will generate new interest and greater support for this "city-wide" event among residents and event sponsors.

### **Attachments**

n/a

### **Report prepared by:**

Madeline Zito,  
Director of Corporate Communications

Respectfully submitted,

**Frank Miele**

Commissioner of Economic/Technology Development and Communications