

Committee Report  
Monday, September 16, 2019

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## **Subject:** Outdoor Christmas Market 2019

### **Recommendation:**

**THAT Committee Receive Report #2019-00070; and recommend:**

**THAT Council designate Christmas in Pelham – Outdoor Christmas Market, to be held on Friday, December 6, 2019 from 4 pm to 10 pm on Pelham Town Square, as a Municipally Significant Event;**

**AND THAT the Clerk be authorized to make application for a Special Occasion Permit for Christmas in Pelham – Outdoor Christmas Market;**

**AND FURTHER THAT Council authorize the following road closure: Pelham Town Square entrance at Pelham Street to 55 metres east of Pelham Street, from 12:00 pm to 12:00 am on Friday, December 6, 2019.**

### **Background:**

As the anchor event of the Christmas-in-Pelham season, the Town annually delivers an Outdoor Christmas Market on the first Friday in December. The event is held at Pelham Town Square from 4 pm until approximately 9:30 pm. Modeled on traditional European Christmas Markets, the market features local artisans and their seasonal offerings, along with local businesses and restaurants offering seasonal products and food. The event provides Town residents with an opportunity to gather, meet with friends and family, enjoy the spirit of the season while listening to live entertainment, visit with Santa and various other activities, including the very popular carriage rides.

It is proposed, as in previous years, to offer local craft beer, the legendary mulled wine and other warming beverages at this event. A Special Occasion Permit from the AGCO is necessary to serve alcohol and Christmas in Pelham must be designated as a "Municipally Significant Event" in order to apply for such permit.

Staff are also requesting a temporary road closure to facilitate the delivery of this event. The closure request is for Pelham Town Square from Pelham Street to 55 metres east of Pelham Street (see map attached) from 12:00 pm to midnight on Friday, December 6, 2019. The temporary closure will limit through traffic but allow business parking access.

### **Analysis:**

The outdoor Christmas market started in 2013 and has been a popular seasonal outing each year since. Depending on the weather, the event can draw between 1,800 – 2,500 in attendance.

### **Financial Considerations:**

An approved budget amount of \$6,700 supports this event. Additional revenues are raised from vendor fees, sale of beverages and corporate and community donations.

### **Alternatives Reviewed:**

The alternative would be to not host this event.

### **Strategic Plan Relationship: Build Strong Communities and Cultural Assets**

This events provides residents with the opportunity to come together with friends, family and neighbours in a pleasant and festive environment an allows locals businesses to gain exposure and sales.

### **Other Pertinent Reports/Attachments:**

Street closure map is attached.

### **Consultation:**

Publics Works; Roads & Beautification; By-law Services

### **Legal Consultation, If Applicable:**

NA

**Prepared and Recommended by:**

Vickie vanRavenswaay, Director of Recreation, Culture & Wellness

**Approved and Submitted by:**

David Cribbs, Chief Administrative Officer