

Subject: Summerfest 2019 Final Report

Recommendation:

THAT COMMITTEE receive Report #2019-0121; and recommend that Council declare Pelham Summerfest 2020 (July 16-19, 2020) a “Municipally Significant” event; and

THAT any surplus funds realized in 2019 be carried forward; and

THAT Council maintain the same level of funding for 2020 (\$15,000)

Background:

Summerfest began in 2011 as a single day, to celebrate the completion of the Downtown Streetscaping in Fonthill and to promote a pedestrian friendly town centre. It has since grown to a four day festival event which has been recognized as one of the **TOP 100** Festivals or Events in Ontario every year since 2015.

Residents and visitors, friends and neighbours are invited to come together in Fonthill to explore the lively and walkable downtown! Thursday is the Opener in Peace Park where guests can shop for local produce and goods at the Farmers’ Market, dine at the Supper Market and enjoy fabulous music in the band shell. Friday and Saturday, the popular Street Festival is the place for entertainment on the main stage on Pelham Street, outdoor patios, vendors and more. Saturday is also the day for the exciting and interactive Kids Zone in Peace Park through the day, Teen Zone in the evening and the Active Zone on Pelham Street. Sunday in the Park, with a pancake breakfast, Kids Zone, vendors, blues music in the band shell and the best small town car show in the area rounds out the event.

Pelham Summerfest’s ninth annual event took place Thursday, July 18 to Sunday, July 21, 2019.

Thursday’s Opener enjoyed clear weather conditions and while it was quite warm

through the daytime during set up, the evening temperatures were less humid and a large crowd came out to enjoy the Thursday Night Experience, including the concert by Motown Gold, Farmer's Market products and the food and beverages at the Supper Market. One of the new event ticket booths was set up for a trial run on Thursday and was very well received. Staff appreciated the shelter, security and visibility that the new booth provides. Patrons found it easy to identify where the ticket sales were located. The new booths also allow flexibility with respect to location as they can be set up wherever a 10' x 10' shelter can be erected.

Extremely humid conditions and a mid-afternoon rainfall, with threatening thunderstorms and an hour of rain, slowed down the set up on Friday and the main stage start was delayed by approximately 40 minutes. However once the event got underway the weather was much more cooperative and a great evening, hosted by Country 89, was had by all. On the main stage, the opening act, Marty Allen from St. Catharines, played for his first time at Summerfest. Christine Filipowich and her dancers returned to lead the crowd in line dancing on the street. Evermile was welcomed back to the Summerfest stage after a 4 year hiatus. The closing act, Colin Amey had the crowd dancing and singing in the street.

Temperatures were in the high 30ies, feeling like 43 C with the humidity, presented challenges on Saturday and the event experienced a drop in the number of attendees through the daytime. Saturday evening brought out larger crowds in the early part of the night but thunderstorms moving into the area around 10:30 pm kept the numbers down compared to previous years and necessitated an early shut down of the event, at the direction of the Fire Chief, at 11 pm rather than the scheduled 12 am. A significant drop in revenues was experienced because of the weather conditions and early closure. The Kids Zone in Peace Park also saw a drop in attendance after 2 pm as the temperatures soared. Those that did attend enjoyed the pirate themed inflatables, entertainers in the band shell, as well as throughout the park, twisting balloons, applying glitter tattoos and colourful hair extensions and getting up close with the animals and reptiles from London Reptiles and Safari Niagara Zooniversity. The water activities, the paddles boats and Firefighter's "Burning House", were highly popular during the day.

Sunday saw some relief to the high temperature and humidity, with partial sun and cloud for most of the day. The car show was well attended with 90 registrants showcasing their vehicles. Approximately 400 pancake and sausage breakfasts were served. A new partnership with White Meadows Farms simplified the preparation of the pancakes and serving of the breakfast. Country Corner Market also partnered with the Committee to supply and cook sausages as they have done for several years now. The Summerfest Committee also very much appreciate the assistance of Council with the serving of breakfast.

New for 2019, in addition to the three inflatable units, London Reptiles and Safari Niagara Zooniversity attended with their creatures scaled and furry in the Sunday Kids Zone. Halaloo the Clown and Got Magic were also on site entertaining and twisting balloons.

The Committee would like to acknowledge and thank the many sponsors, volunteers, businesses and staff who have supported Summerfest and the residents and visitors who came out to Chill on the Hill in 2019. 2020 marks the 10th year of Summerfest and we anticipate a spectacular anniversary as we celebrate 10 years of this award winning community event.

Analysis:

Attendance over 4 days:	31,951
Visitors came from:	Pelham – 48.76%; Other Municipalities in Niagara – 44.2%; Outside Niagara Region – 7.1%
Returning Visitors:	76.4%
New Visitors	23.62%
Transit Ridership:	681
Bike Valet Use:	49
Cash Sponsors:	\$39,500
In-kind Contributions:	\$17,155 (Materials, supplies, services & expertise)
	\$30,775 (Volunteer Hours)
Total Volunteer Hours:	1,231
Total Number of Vendors:	65: Pelham Vendors: 34; Regional
Vendors: 22; Outside	Region: 9
Economic Impact (TREIM):	\$2,084,784

Information for the data analysis comes from on-line surveys, draw ballots and Summerfest Ambassadors who engaged attendees directly at the event to conduct on-site surveys gathering feedback and information in a personal and interactive format. 483 surveys were received between the on-site collection and on-line submissions. 741 ballots for giveaways during the event were also utilized in this analysis. Attendance counts are calculated using several methods, including physical counts provided by the security contractor, sales information and mapping tools.

Financial Considerations:

Vendor fees, donations, sales at the Wine and Beer Gardens, Sunday Breakfast, car show entries and an approved budget amount of \$15,000 make up the revenue for Summerfest. Carefully managing the event expenses, the Committee endeavours to maintain a balanced budget and has succeeded in realizing a surplus most years. This surplus is carried forward to sustain the event in future years, balance unexpected expenses and mitigate losses caused by unforeseen circumstances such as weather cancellations.

While all expenses related to Summerfest 2019 have not yet been finalized, a preliminary financial report is attached to this report. A small deficit of approximately \$700 is anticipated. Due to the weather conditions and early closure on Saturday evening, revenues were lower than anticipated for both the Festival and vendors in 2019. Additionally, the Festival had to rent shade structures to replace the shade created by the Arches. This expense will be eliminated next year with the replacement of the Arches. The new ticket booths were another added expense this year but will be utilized in subsequent years at Summerfest and other Town hosted events.

Over the past 9 years, Summerfest has created and funded several legacy items within the community, including upgrades to electrical systems on Pelham Street, supporting and promoting transit, increased safety measures such as improvements to lighting and the purchase of high quality cord covers for use at all events, the shade pavilion in Peace Park and the original installation of the "Arches". In 2019, the Committee, at the request of the Rotary Club, has committed up to \$36,000 from it's reserves to the "Raise the Arches" campaign. The Summerfest Committee continues to work with the Rotary Club on this important community project with several fundraising events.

Members of local service clubs, Fonthill Lions Club, Fonthill Lioness Club, the Kinsmen Club, the Kinettes Club, the Rotary Club & the Fenwick Lions Club, volunteer at the event on Saturday, assisting with bar service and stocking, wrist banding at the entrances, bike valet, and as Summerfest Ambassadors. In 2019, the Summerfest Committee was pleased to give honorariums totaling almost \$5,000 to these Clubs. This brings the total contributions from Summerfest to the Service Clubs to over \$62,000.

In addition to the Service Clubs' contributions to the event, volunteers from many other groups, organizations, businesses, the general public and the Committee members themselves volunteered a total of 1,231 hours in planning, preparation, delivery and follow up of the event. Further, in-kind contributions of supplies, materials and expertise valued at \$17,155 and our generous community sponsors help to make Summerfest 2019 a great success.

Events such as Pelham Summerfest have a significant economic impact on the community, region and the province. Utilizing the Ontario Ministry of Tourism and Culture's TREIM model, which is available on the ministry's website, the estimated economic impact of the 4 days of event in 2019 was \$2,084,784. While the TREIM model is subject to some criticism for being overly optimistic, it is the standard method used by events throughout the province.

Alternatives Reviewed:

No other alternatives were reviewed.

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

Pelham Summerfest provides a great opportunity for residents, friends and neighbours to get together in a public setting to enjoy many different activities and events. It has become somewhat of a homecoming event with many adult children of current residents make a point of coming home for the Summerfest weekend to see family and catch up with friends. New residents are able to experience the community, find out about cultural assets and local businesses and meet other residents.

Summerfest focuses on sourcing vendors, entertainers, supplies and materials locally.

Consultation:

Summerfest Committee;
Public Works – Roads (Bob Goodfield, Dave Vaccaro, Ryan Cook) & Beautification (Dave Nicholls);
Fire & By-law Services (Craig Genessee; Greg Young);
Financial Services (Joel Stapley, Charlotte Tunikaitis);

Other Pertinent Reports/Attachments:

Preliminary Financial Report

Prepared and Recommended by:

Sally Jaeger, Special Events & Festivals Programmer

Vickie vanRavenswaay, RRFA

Director of Recreation, Culture and Wellness

Prepared and Submitted by:

David Cribbs, BA, MA, JD, MPA
Chief Administrative Officer