



FINAL REPORT

4 FREE DAYS OF FAMILY FUN



NAMED ONE OF ONTARIO'S



“TOP 100”

BY FESTIVALS & EVENTS ONTARIO EVERY YEAR SINCE 2015



THURSDAY – THE OPENER



FRIDAY – COUNTRY NIGHT



SATURDAY – PELHAM STREET



SATURDAY – KIDS ZONE



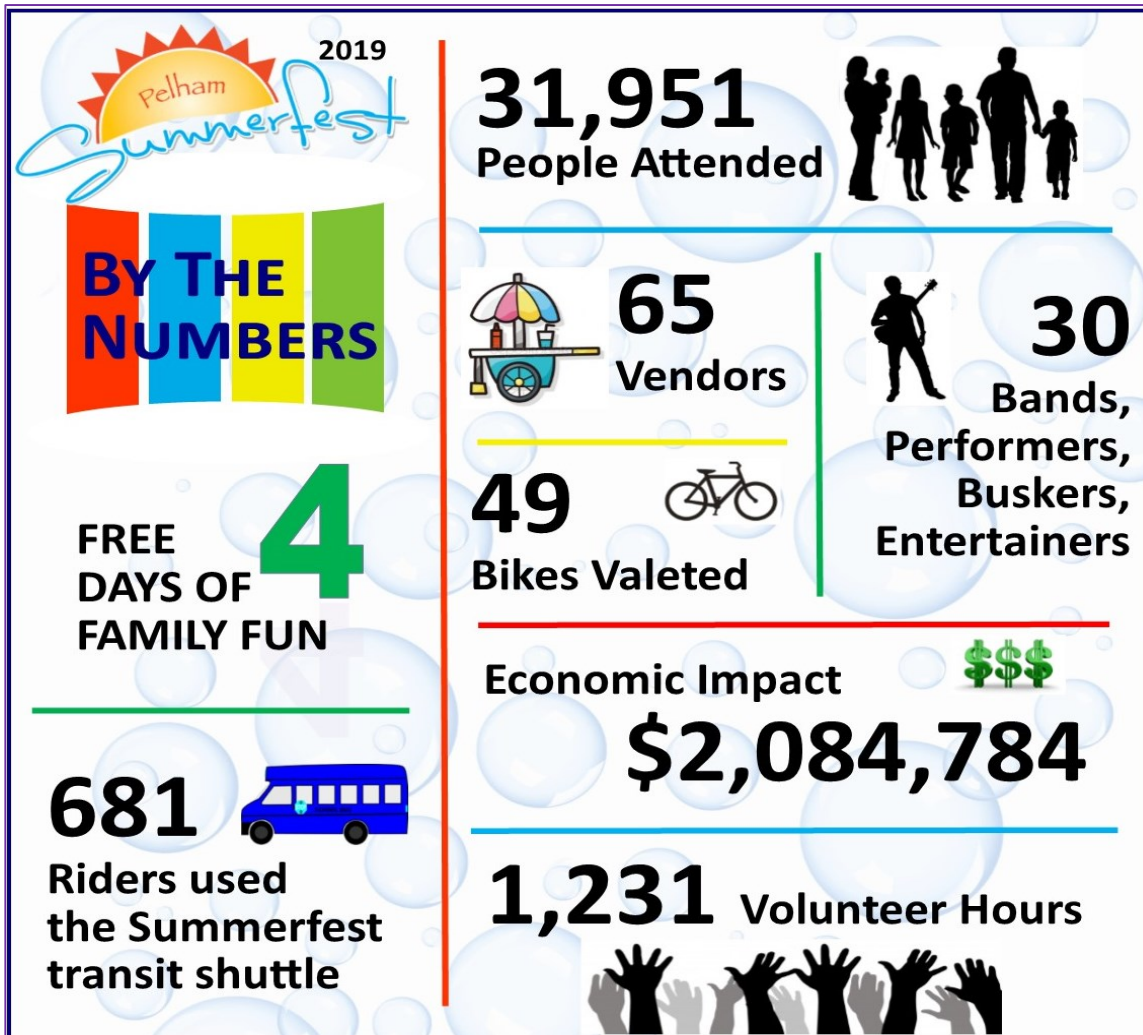
SATURDAY – TEEN ZONE



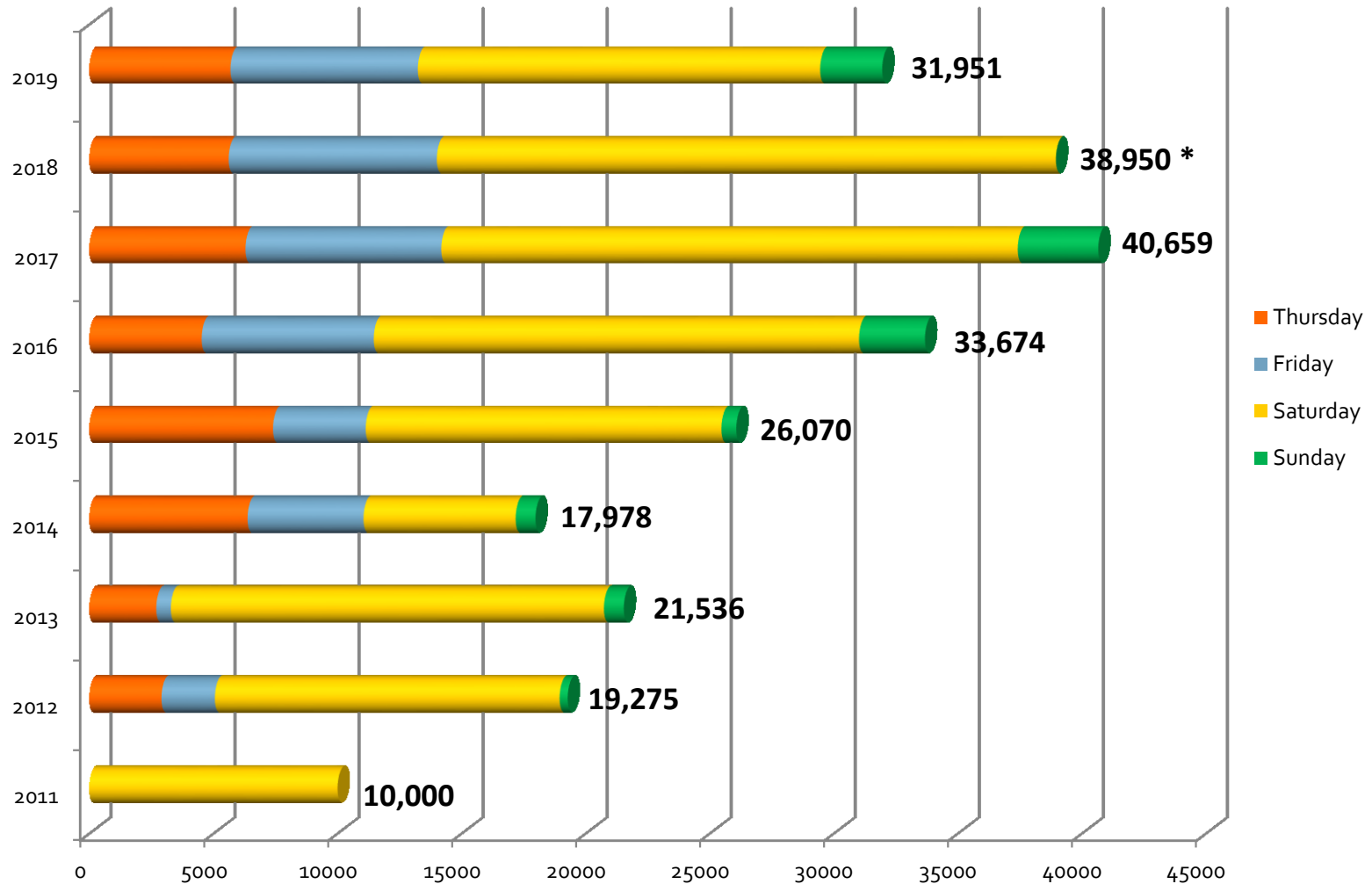
SUNDAY IN THE PARK



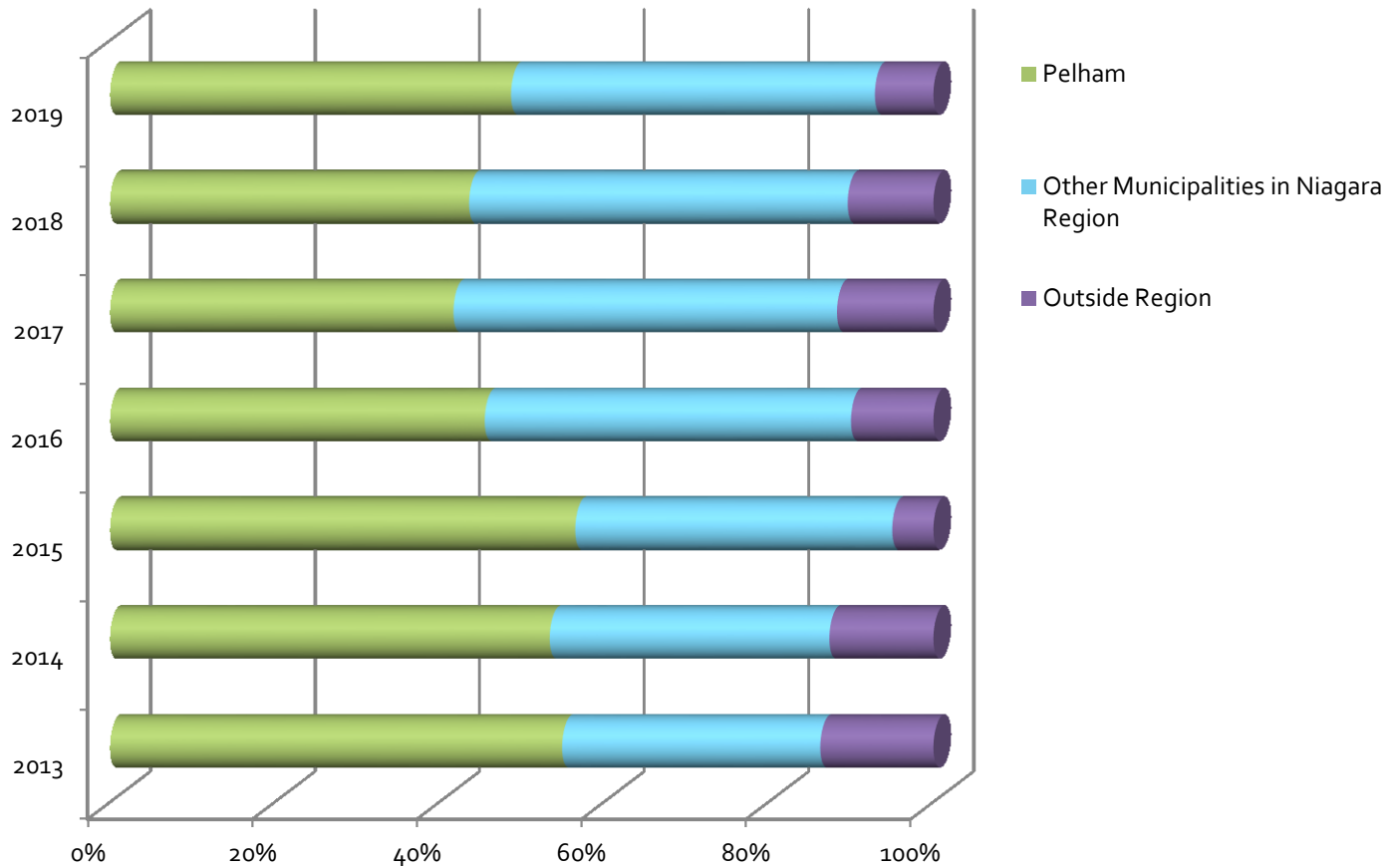
SUMMERFEST BY THE NUMBERS



ATTENDANCE



VISITORS



SPONSORS

CORPORATE/COMMUNITY: \$39,000

GOLD



oral wellness for the entire family
fonthilldental
Dr. Louis Albanese DDS



Thursday Night Concerts
Fonthill Bandshell
at Peace Park



McAvoy, Belan & Campbell
Insurance and Financial Services Ltd.



SILVER



BRONZE



MEDIA PARTNERS



TOWN OF PELHAM: \$15,000



IN-KIND CONTRIBUTIONS

Donation of materials,
supplies, services and expertise

\$17,155

Total Volunteer Hours

\$30,775

SUMMERFEST SOCIAL MEDIA



Facebook from April to August:

- 80 posts
- 1,772 Followers (increase of 234 over 2018)
- Organic reach as high as 45,699 people



Twitter from April to August:

- 223 tweets
- 1,338 Followers – 65% female, 35% male
- Likes – 389; Mentions – 77; Link clicks – 139; Retweets - 114
- 73,470 Impressions



Instagram from April to August:

- 80 posts
- 827 Followers (increase of 334 over 2018)
- Reach (unique accounts seeing post) – 35,491
- Visitors to site: 73% female; 27% male
26% ages 25-35; 29% - ages 35-44; 24% ages 45-54

SERVICE CLUBS

- Fonthill Lions Club
- Fonthill Lioness Club
- Rotary Club
- Kinsmen Club
- Kinettes Club
- Fenwick Lions Club



Contributed 199 volunteer
hours on Saturday

SERVICE CLUBS

In 2019, the Summerfest Committee was pleased to give back to our local Service Clubs with honorariums totaling
\$4,834.00

Over the lifetime of this event, the Summerfest Committee has given \$62,401 back to the community in this manner.

\$62,401 OVER 9 YEARS



10 YEARS

July 16 - 19

will be our 10th Event!

A BIG “THANK YOU” TO:

- Sponsors
- Volunteers
- Businesses of Pelham
- Service Clubs
- Staff, Town of Pelham
- Council, Town of Pelham
- Residents, Town of Pelham



FROM YOUR SUMMERFEST COMMITTEE

- Bill Gibson, Pelham Active Transportation Committee, Chair
- Candy Ashbee, Pelham Business Association
- Marlene Ouwendyk, Pelham Business Association
- Bill Sheldon, Resident
- Julie Milligan , Resident
- Frank Adamson, Resident
- Remo Battista, Resident
- Emily Bonisteel, Mayor's Youth Advisory Council
- Kelly Sauriol, Welland/Pelham Chamber of Commerce
- Bryan Lachappelle, Welland/Pelham Chamber of Commerce
- Councillor John Wink
- Vickie vanRavenswaay, Director, Recreation, Culture and Wellness, Town of Pelham
- Sally Jaeger, Special Events & Festivals Programmer, Town of Pelham
- Jodi Hendriks, Culture & Community Enhancement Programmer, Town of Pelham
- Karen Blake, RCW Administrative Assistant, Town of Pelham
- Lucas Rockx, Special Events Intern, Town of Pelham



