



COMMITTEE REPORT
RECREATION, CULTURE & WELLNESS DEPARTMENT
Monday, December 16, 2019

Subject: Thursday Night Experience

Recommendation:

THAT COMMITTEE receive Report #2019-0153 and recommend to Council:

THAT Council receive the update on the Thursday Night Experience; AND THAT Council designate Pelham Supper Market, to be held on Thursdays June – September 2020 in Peace Park, as a Municipally Significant Event on the following dates:

June 4, 2020 – 4:00pm-11:00pm
June 11, 2020 – 4:00pm-11:00pm
June 18, 2020 – 4:00pm-11:00pm
June 25, 2020 – 4:00pm-11:00pm
July 2, 2020 – 4:00pm-11:00pm
July 9, 2020 – 4:00pm-11:00pm
July 23, 2020 – 4:00pm-11:00pm
August 6, 2020 – 4:00pm-11:00pm
August 13, 2020 – 4:00pm-11:00pm
August 20, 2020 – 4:00pm-11:00pm
August 27, 2020 – 4:00pm-11:00pm
Sept 3, 2020 – 4:00pm-11:00pm
Sept 10, 2020 – 4:00pm-11:00pm

AND THAT the Clerk be authorized to make an application for a Special Occasion Permit for Pelham Supper Market;

AND THAT Council approve road closures Thursday nights from June – September from 5pm – 9pm between 39 Pelham Town Square and 31 Pelham Town Square.

Background:

The Thursday Night Experience brings together three different volunteer groups: Farmers Market Committee, Fonthill Bandshell Concert Committee and Pelham restaurant owners representing Supper Market. With these three groups operating together, Pelham has become the place to be on Thursday Nights, for vendors, professional and amateur musicians and residents of Niagara. The Farmers' Market has been running since 2003 and was started as farmers wanted a community space to sell their produce. As a result, a volunteer executive was established by Council and Recreation staff have sat on their executive ever since. The executive have 4 meetings a year, once in January to approve the vendor application form, once in March to approve the vendors, once again in April to host a vendor information session and then once in November for their Annual General Meeting where voting for the executive happens.

The Executive for the 2020 Season is as follows:

- Chair: Stacey Duncan
- Vice Chair: Raymond Haymes
- Secretary: Eileen Ottier
- Treasurer: Bev Yungblut
- Directors at Large: Anne Durst, Brandon Barends, Richard Weiland
- Market Clerk: Fred Arbour

The Fonthill Band shell concerts started in 2006, as a celebration of Fonthill's 150th Anniversary and the completion of constructing the band shell in Peace Park. The band shell volunteer committee was established and, in the beginning, offered concerts on Thursday nights and Sunday afternoons. It was decided after a season to only run concerts on Thursdays to support the Farmers' Market. The band shell is still the largest draw on Thursday Nights, with some evenings seeing attendance of over 5,000. With the growth of the Fonthill Band Shell Concerts and the Farmers' Market, parking downtown became a challenge and local restaurants went to Council and requested a solution to the issue. The Town of Pelham hosted several problem solving sessions with all stakeholders which led to the creation of the Supper Market. The Supper Market has been in operation since 2014 and is an area where local wineries, breweries, cideries, Service Clubs and local Chefs have an opportunity to bring their expertise to serve the many residents that are thirsty, hungry and awaiting the open air concerts to start. After the first season of the Supper Market, Council encouraged all three groups to meet at the beginning and end of each season to discuss operations and logistics. Typically, 1-2 representatives attend the meeting from each group.

How the Town of Pelham Supports the Thursday Night Experience:

The Town assisted in the creation of the Farmers' Market Executive and continues to provide administrative support to the executive. The Town supports the Fonthill Band Shell Concerts by providing a Municipal Grant to access the band shell in Peace Park at a minimal cost, provide labour assistance, and hanging of the street banner. The Town of Pelham oversees the Supper Market and holds the Special Occasion Permit in support of the local restaurants, wineries & craft breweries. The Town also supplies all logistics including necessary staffing to make the weekly event a reality – security, parking plan, shuttles, washroom facilities, along with parking attendants to monitor the Town Hall accessible parking and Fonthill Plaza. These costs are paid for from the revenues raised in the Supper Market.

2019 Thursday Night Experience Season:

The three elements of the Thursday Night Experience operated on the following dates in 2019:

Farmers' Market: May 2 – October 10

Supper Market: June 6 – September 12

Fonthill Band shell Concerts: June 20 – September 12

All groups met at the end of the 2018 season and again before the beginning of the 2019 season. During these meetings operations and logistics of the event are discussed. The following points were agreed upon and executed for the 2019 season:

- To have an onsite meeting with Staff to discuss opportunities for improvements regarding lighting & electrical
- Layout of the park fencing & road closure (see attached map for 2020 layout)
- Will work with local businesses to provide a parking plan with additional accessible parking

Below is a chart summary of the attendees, bike valet, and the ridership on the shuttle service. We are able to monitor attendees through the security guards at the entrances of the Supper Market area.

Date		# of attendee's 2019	# of attendee's 2018	# of attendee's 2017	# of attendee's 2016	Bike Valet #'s 2019	Bike Valet #'s 2018	Bike Valet #'s 2017	Bike Valet #'s 2016	Shuttle Bus Trips 2019	Shuttle Bus Trips 2018	Shuttle Bus Trips 2017	Shuttle Bus Trips 2016
Week 1	06-Jun	632	1,471	743	600	-	-	-	-	-	-	-	-
week 2	13-Jun	0	1,329	972	947	-	-	-	-	-	-	-	-
week 3	20-Jun	1987	3,603	532	2695	0	15	-	14	12	19	-	3
week 4	27-Jun	2329	2,944	3259	3330	17	20	29	28	12	13	6	5
week 5	04-Jul	1838	2592	2809	3000	9	0			20	17	0	0
week 6	11-Jul	1837	3,115	3810	2496	8	10			7	24	0	0
week 7	18-Jul	5083	5,611	6289	4523	16	40	16	18	11	42	24	9
week 8	25-Jul	1671	1,711	2759	3211	10	4	8	14	15	16	13	6
week 9	01-Aug	2393	1,832	2271	4118	9	15	5	11	9	27	6	12
week 10	08-Aug	2650	4,342	4406	2183	15	6	15	15	14	24	12	5
week 11	15-Aug	2286	2,005	4400	2107	6	10	15	10	8	19	44	4
week 12	22-Aug	2596	2,599	610	2649	2	2	1	9	14	18	0	10
week 13	29-Aug	2147	2,427	3761	871	3	4	8	0	9	14	7	2
week 14	05-Sep	3546	2056	3988	3229	15	3	-		19	5		
week 15	12-Sep	-	703	2261	1756	-	-	-					
week 16		-	-	520	317	-	-	-					
Totals		30,995	38,340	43,390	38,032	110	129	97	119	150	238	112	56

Explanations for the Chart Numbers:

- Shaded boxes under attendance means no Bandshell concert on those evenings
- Fluctuations in the attendance numbers over the years can be attributed to a few factors such as weather, type of band, and other town events happening
- Bike Valet: Bike valet continues to be a well-used part of the Thursday Night Parking Plan. This season we faced many evenings of heavy rain, or a forecast of inclement weather, but the bike valet still proved to be well used.
- Shuttle Bus: An additional shuttle bus pick up location at the Meridian Community Centre was implemented for 2019

Analysis:

The three committees met on Thursday, November 21, 2019 at the Meridian Community Centre to discuss operations for the 2020 season. The seasons are slotted to run:

Farmers Market: May 7, 2020 – October 8, 2020

Fonthill Bandshell Concerts: June 18, 2020 – Sept 10, 2020

Supper Market: June 4, 2020 – September 10, 2020

During this meeting we also discussed all logistics pertaining to washrooms, financials, parking plan, electrical, lighting, grading etc. Recommendations from the meeting were:

- Need to increase awareness of the shuttle bus and dial-a-ride services that the Town provides. Direct conversation and distribution of a printed handout at the beginning of the season is likely to be the most effective way to educate attendees. The goal is to encourage use and alleviate the supply and demand issue of accessible parking.
- The Bandshell Committee would like recycling services extended in the concert area.

Financial Considerations:

The unaudited financial statement for the 2019 Thursday Night Experience has been reviewed and indicate revenues of approximately \$55,397.88 and expenses of approximately \$57,813.67.

Financial Comparison of Supper Market:					
	2019	2018	2017	2016	2015
Revenues	\$55,397.88	\$68,476.97	\$36,061.30	\$36,270.06	\$24,109.50
Expenses	\$57,813.67	\$60,691.17	\$28,940.82	\$33,583.34	\$13,580.90
Surplus	-\$2,415.79	\$7,785.80	\$7,120.48	\$2,686.72	\$10,528.60

The Supper Market had a good season although revenues were down somewhat. Expenses were higher as some logistical items, such as the washroom rentals, were previously charged to other budgets but are now fully absorbed in the Supper Market budget.

Alternatives Reviewed:

N/A

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

The Thursday Night Experience aims to create a family friendly atmosphere with great community spirit, great music, food and local shopping.

Consultation:

Thursday Night Experience Committee

Other Pertinent Reports/Attachments:

Peace Park Map – Road Closures

Prepared and Recommended by:

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