

Subject: Christmas In Pelham 2020**Recommendation:**

BE IT RESOLVED THAT Council receive Report #2020-0147; and recommend:

THAT Council adopt the Santa Claus Parade as a Reverse Parade/Drive Thru event, as part of 'Christmas in Pelham' to be held at Centennial Park, 999 Church St, Fenwick on Saturday December 12, 2020;

THAT Council designate Christmas in Pelham 2020 - Outdoor Christmas Market, to be held on Friday December 4, 2020, from 4pm to 10pm at Pelham Town Square, as a Municipally Significant Event;

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

AND FURTHER THAT Council authorize the following road closure: Pelham Town Square entrance at Pelham Street to 55 meters east of Pelham Street, from 10:00am to 11:59pm on Friday December 4, 2020.

Background:

Christmas in Pelham combines all the in person and virtual elements of the holiday season in an overarching event. The Outdoor Christmas Market, the anchor event of the Christmas in Pelham season, is held annually by the Town and occurs on the first Friday in December. The event is held at Pelham Town Square from 4pm until approximately 9:30pm. The event is modeled on traditional European Christmas Markets and features local artisans and businesses and their seasonal offerings. The event provides Town residents an opportunity to enjoy the spirit of the season. For the 2020 season, an expanded event footprint will allow the event to adhere to the physical distancing requirements, maintain control over the number of participants, and is modelled on the successful 2020 Pelham Farmers Market layout and protocols.

The other key element of the Christmas in Pelham season is the Santa Claus Parade, that is organized by the Fenwick Lions club with support from the Town of Pelham staff. This annual event provides a “family tradition” for residents of the town. With the impact of COVID-19 on parades, a reverse parade model, supported by Town staff, is proposed for the 2020 season. The reverse parade would take the route off of Canboro Road in Fenwick, and instead be through Centennial Park in Fenwick. The reverse parade would allow for static floats along the designated route within the park and spectators would then drive through the event to see the floats.

Both elements of the Christmas in Pelham will be contingent on the most recent, and changing requirements for the safety of attendees regarding COVID-19 as deemed necessary by the Province of Ontario and the Niagara Region Public Health. Town staff continue to monitor, and consult with industry professionals on best practices and update event plans as recommendations change. Both the Outdoor Christmas Market and the Santa Claus Reverse Parade would be cancelled in the event they could not adhere to any new restrictions that come into effect.

Analysis:

The Outdoor Christmas Market started in 2013 and has been a popular seasonal outing every year since. Attendance has been impacted by weather in past years, and over the 5 hour period can see 1800 to 2500 in attendance.

Financial Considerations:

An approved 2020 budget amount of \$11,070 supports the Outdoor Christmas Market event. Additional revenues are raised from vendor fees, sales of beverages and corporate community donations. The Santa Claus parade has an approved 2020 budget amount of \$1800.00.

Alternatives Reviewed:

An alternative delivery of a virtual event adaptation was considered, as was the option of cancelling these events, which may become necessary if health statistics require it. A reverse parade is a relatively low risk activity, and the Christmas market should be able to operate, being outdoors and adopting the spacing and operational parameters of the farmer’s market.

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

These events offer residents traditional recreational activities as well as the opportunity to support local small businesses in a safe and festive environment.

Consultation:

Pelham EOC Committee

Other Pertinent Reports/Attachments:

1. Outdoor Christmas Market Site layout.
2. Reverse Drive through Santa Claus Parade Site layout.

Prepared and Recommended by:

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