

**Subject: 2021 Events and Festivals Update****Recommendation:**

**BE IT RESOLVED THAT Council receive Report # 2021-0067-Recreation, 2021 Events and Festivals Update; and that recommendations within be accepted:**

**AND THAT staff be directed to submit two applications for the Reconnect funding opportunity through the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries**

**AND THAT Council authorize the Clerk to make an application for a Special Occasion Permit for the Summer Chill Series,**

**AND THAT Council designate the Summer Chill Series as a Municipally Significant Event that will be held in the Peace Park on the following dates:**

<b>July 8, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>July 15, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>July 22, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>July 29, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>August 5, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>August 12, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>August 19, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>August 26, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>
<b>Sept, 2, 2021</b>	<b>4:00pm-10:00pm Peace Park, Pelham Town Square</b>

**Background:**

The purpose of this report is to update Council on the status of various community festivals and events. Staff have met with most municipal and community committees throughout the COVID-19 pandemic and ultimately arrived at the status recommendations below.

## **Analysis:**

### **Kinsmen Home & Garden Show** - Annual in April

After the cancellation in 2020, and the current pandemic regulations the Kinsmen have again cancelled their annual Home & Garden show for the 2021 season. An alternate delivery format was not feasible for this event.

### **Annual Easter Egg Hunt** – Easter Weekend

The Annual Easter Egg hunt held in Centennial Park was cancelled in 2020, no alternate was provided. For the 2021 event, a hybrid event was provided to the community that included a curb side delivery from the Easter Bunny in addition to interactive virtual events including an online scavenger hunt with the GooseChase app platform and a live virtual magic show.

### **Pelham Art Festival** May 1 - 15

The Pelham Art Festival will not be an in person event at the Meridian Community Centre for 2021. The Pelham Art Festival will be hosted virtually between May 1 – 15, more information can be found on their website:

<https://www.pelhamartfestival.com/>

### **Pelham Farmers Market** May 6 – October 7

Staff have been working with the Farmers Market Committee in conjunction with Niagara Public Health. The Farmers Market Committee will operate Thursday May 6 and run through to October 7 under Public Health recommendations and guidelines similar to 2020 operations:

- On site market with one entrance and one exit
- No drinks or items will be sold that will promote “hanging around”
- Controlled access to only permit limited numbers from entering
- Arrows to be painted on ground to direct flow of attendees
- Currently 13 vendors will be allowed (normally 26) and will be spaced 6 ft apart
- No reusable bags allowed
- Hand wash and/or sanitation stations will be at entrance and within market

The Farmers Market Committee will adjust operating procedures as Public Health regulations permit, through the Province reopening guidelines. A layout of the market is attached. Vendors for the 2021 season will be:

Weiland Orchards

Calico Farms

Bry-Anne Farms

Sunhill Gardens

Greenview Farms  
Riverside Berry Farm  
Flower Hill Farms  
Chocolate Expressions  
Country Boys Mobile Food Service  
Fonthill Lions  
Nature's Corner  
Shriners Creek Popcorn  
Soothing Petals

**Pelham Supper Market** Mid June – September

Staff met with the Thursday Night Committee on March 10 and discussed opportunities for supper market vendors. At this time the [Orders under Section 22 of the Health Protection and Promotion Act](#) are in place for all indoor and outdoor dining; currently there is no expiry on this order. The pre-pandemic approach to the Supper Market event will not align with the current provincial regulations regarding COVID-19. Staff is recommending that an alternate event described as the "Summer Chill Series" take place as a rebranded and revised event for this year that is specifically designed to meet the changing pandemic and Section 22 orders.

**Summer Chill Series** July 8 – September 2; 9 weeks

Staff is recommending that the newly developed Summer Chill Series, that focuses on immediately local participants and limited capacity events be adopted for the 2021 season. The Summer Chill Series, will allow for an adapted and easily aligned event that can meet the requirements and changing restrictions of the pandemic. The Summer Chill Series will align with Farmers Market operations and operate weekly on Thursdays from July 8 – September 2 2021. Council approval is required to identify the series as a municipally significant event so application for the special occasions permit can proceed. The Summer Chill Series proposal identifies impacts to the event in each of the provincial framework phases and will be continually monitored in consultation with EOC and Niagara Region public health. Operations of the Summer Chill Series will include a controlled layout, have options for food vendors, beer, wine, cider vendors, and the opportunity for local musical performances and buskers, and can all be adapted to the provincial framework.

**Bandshell Concerts** Mid-June to Sept.

Under the current pandemic restrictions, gatherings of the size typically experienced at Bandshell Concerts, are not permitted. At this time, there is no anticipated lift to gathering limits. Staff met virtually on Wednesday March 10, with the Bandshell Committee to discuss the viability of an alternate event for 2021. The committee has advised they will not operate until restrictions allow for gatherings of 500 patrons or more. On an average Thursday evening, attendance is between

2,500-4,500 people. The current COVID-19 pandemic framework does not allow for gatherings of 500.

**Fenwick Lions Carnival & Parade** May 22 – 24

The Fenwick Lions Club are currently evaluating alternates for this year and a final decision regarding this year's event is pending.

**Fenwick Lions Fish Frys** Friday Easter – Thanksgiving

The Fish Frys are served out of the Centennial Park concession, on a take-out basis. The Fenwick Lions will be serving Fish Frys starting Friday April 2, 2021 under current restrictions and public health guidelines

**Shorthills Strawberry Festival** June 14

The association is currently reviewing alternate delivery for this event in consultation with Public Health and the provincial regulations.

**Canada Day Celebration** July 1

Staff have met virtually with the Canada Day Celebration planning group and have agreed to cancel the traditional pre-pandemic event. The virtual event that took place in 2020 will be built upon for this year's Canada Day celebration. A digital component will be provided through the continuation of the regional approach with all other Niagara municipalities including the Niagara Parks Commission. Pelham will also offer a drive thru Canada Day parade, based on the framework used in the Santa Claus Parade. Hybrid virtual events that engage the community will be utilized with the GooseChase app and contests that include house and bike decorating will be offered. Staff have been involved in correspondence regarding the annual Canada Day grant, applied for in the fall, and have been advised that modified virtual/hybrid will be considered for funding and revised plans can be submitted for review.

**Pelham Summerfest** July 15 - 18

The current pandemic gathering limits do not support the annual four day event in Pelham. A discussion with a limited number of Summerfest Committee members occurred on March 22 2021 to review the impact of COVID-19 and the Provincial framework for events. With the diverse nature of the event, a virtual event, or modified is not recommended as an alternate. Based on the large gatherings that result from the different elements of the event, the recommendation is to cancel the event for 2021. Committee members present were supportive of using the Town funds allocated to Summerfest for the support of applications for grant requests for alternate mini events.

**Fenwick Lions – Car Show and Raffle** September 11 2021

The Fenwick Lions in consultation with Public Health and monitoring current

Pandemic guidelines are preparing to provide a 2021 Car Show and Raffle.

<https://fabulousfenwicklions.org/classic-car-raffle-2021/>

### **Christmas In Pelham** December

Based on the successful 2020 event that was provided in a drive thru and virtual hybrid, a 2021 event can be adapted if required. Staff will continue to plan for Christmas In Pelham keeping in mind the changing nature of pandemic restrictions. Staff will prepare additional details in the Fall, based on reopening guidelines and status.

### **Financial Considerations:**

There will be both revenues foregone and costs avoided as a result of the cancellations and adjustments to the events.

On Wednesday March 17, the Ministry of Heritage, Sport, Tourism and Culture Industries announced a Reconnect funding opportunity for local festivals and events. The grant funding is up to a maximum of 50% total eligible expenses up to a maximum request of \$250,000. Funds allocated to Summerfest 2021, can be utilized to support the financial considerations required for the applications. The deadline for applications is April 20, 2021. Staff will be looking at submitting two applications; one for support for Summer Chill Series in addition to the Christmas in Pelham Event.

### **Alternatives Reviewed:**

Pursuant to Provincial Regulations, there are no practical alternatives to cancellation for most of these events.

### **Strategic Plan Relationship: Strong Organization**

Pelham is known for its events and festivals, and has strived to provide alternates where available throughout the pandemic. Cancellations and modifications are difficult anytime, and the entire community looks forward to the day that we can gather again and celebrate. Staff will continue to explore viable event alternative delivery options that align with Provincial regulations and Public Health

### **Consultation:**

Municipal Committees; Service Clubs; Event organizers

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

Pelham Farmers Market layout

## Canada Day Drive Thru Layout

### **Prepared and Recommended by:**

Jodi Shiskov, Culture & Community Enhancement Programmer

Leah Letford, Festivals & Events Programmer

Vickie vanRavenswaay, RRFA  
Director of Recreation, Culture and Wellness

### **Prepared and Submitted by:**

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