

**Subject:** Grant Application to Niagara Tourism Relief Fund for Celebration Square Fencing, Event Trailer, Digital Signage and Bike Lockers.

**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2022-0195 - Grant Application to Niagara Tourism Relief Fund for Celebration Square Fencing, Event Trailer, Digital Signage and Bike Lockers in the amount of \$100,000, for information.**

**Background:**

On April 6, 2022 it was announced that the Tourism Partnership of Niagara (Niagara Tourism) received a non-repayable contribution of \$8.5 million from the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), to deliver the Tourism Relief Fund to tourism businesses in Niagara-On-The-Lake, St. Catharines, Niagara Falls, Fort Erie, Port Colborne and Grimsby.

Support is available for small businesses in the tourism sector to recover from the impacts of the pandemic and seize new market opportunities through enhanced or new products and services.

Through Niagara Tourism small businesses in the Niagara region can apply for non-repayable contributions of up to \$100,000 for up to 50% of eligible project costs and not-for-profit organizations can apply for non-repayable contributions of up to \$100,000 for 100% of eligible costs.

The bike lockers, portable decorative fencing with art panels for Celebration Square, an event storage trailer, outdoor electronic were included as part of the My Main Street Community Activator Grant in February 2022. The Town was not successful in receiving approval for this grant. Report No. 2022-0040-Corporate Services outlined My Main St grant.

**Analysis:**

Celebration Square will be created in downtown Fonthill, the Town of Pelham's business and community hub.

The central downtown space will contain permanent enhancements and a defined event location with increased accessibility creating a hub for community events. Thousands of residents and visitors will enjoy an improved public space, as Celebration Square will become the premier location in Pelham for events which support community, tourism and local businesses. The Celebration Square will tie together unique components into a cohesive, defined public space.

Celebration Square, will encompass Peace Park, Town Square, the Farmers Market and the downtown Fonthill business area. With the addition of a digital signage network, event fencing and a dedicated bike locker, the space will be an opportunity for enhanced place-making and community events. Tourists and residents will be able to celebrate together and discover the welcoming events and businesses in Pelham.

The total amount of this grant for the Town is as follows: Digital Signage, Event Fencing and Storage Trailer, Secure Bike Locker for \$100,000. No funds are required from the Town.

Fonthill Rotary has also put in a separate application for new lights for the arches and the addition of the fourth arch for a total request of \$80,000.

Pelham Baseball Association has also put in a separate application for a batting cage at Centennial Park for \$100,000.

**Financial Considerations:**

There is no financial cost to the Town for the application of this grant of \$100,000.

**Alternatives Reviewed:**

N/A

**Strategic Plan Relationship: Build Strong Communities and Cultural Assets**

Events and festivals help to build strong communities by bringing people together to enjoy cultural events such as music performances.

**Consultation:**

Director Recreation, Culture and Wellness  
Director Public Works  
Fonthill Rotary  
Pelham Baseball Association

**Other Pertinent Reports/Attachments:**

None.

**Prepared and Recommended by:**

Teresa Quinlin-Murphy, FCPA, FCA, MBA  
Director of Corporate Services & Treasurer

**Prepared and Submitted by:**

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