



**Recreation, Culture and Wellness Department**

Monday, November 07, 2022

**Subject:** Christmas in Pelham 2022

**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2022-0260 – Recreation Christmas in Pelham 2022;**

**AND THAT Council designate Christmas in Pelham 2022 - Outdoor Christmas Market, to be held on Friday December 2, 2022, from 4pm to 9:30pm 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 closures; Pelham Town Square entrance at Pelham Street to 55 meters east of Pelham Street, from 7:00am to 11:59pm on Friday December 2, 2022;**

**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 modelled on traditional European Christmas Markets and features local artisans and businesses with their seasonal offerings, food, and beverage. This event provides Town residents an opportunity to enjoy the spirit of the season. For the 2022 season, an expanded event footprint and controlled entry will allow the event to adhere to capacity requirements and is modelled on the successful 2022 Pelham Farmers Market and the 2022 SummerChill event layout and protocols.

Another key element of the Christmas in Pelham event is the Santa Claus Parade

that is organized by the Fabulous Fenwick Lions club with support from the Town of Pelham which will be held on December 10, 2022. This annual event provides a local family tradition for residents of the town. With a communications plan and safety protocols in place, as well as applying key learnings from the SummerChill event, the Town can support returning to a traditional parade model in 2022.

### **Analysis:**

The Pelham Christmas Market started in 2013 and has been a popular seasonal event since its inception. Attendance has been impacted by weather in past years, and the pandemic forced its cancellation in 2020. Typical attendance of the Christmas Market is 1800-2500 guests throughout the evening. The Santa Claus Parade is also a town favourite, bringing in 279 pre-registered vehicles during the first "reverse parade" in 2020, followed by its cancellation in 2021 due to extreme weather. An expanded footprint is planned for 2022. A site plan that includes the rear parking lot of the former TD Bank at 1439 Pelham Street is included in this report. Permission from the owner of this building is granted to include the parking lot in the Christmas Market's footprint, and this space will be included in the SOP application.

### **Financial Considerations:**

An approved 2022 budget amount of \$8,000 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 2022 budget amount of \$500 for supplies. An application for additional support for the event has been approved through Niagara Region's Economic Development Buy Local Grant for \$10,000 for the overall Christmas in Pelham event.

### **Alternatives Reviewed:**

No alternatives were reviewed.

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

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

### **Consultation:**

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

1. Outdoor Christmas Market Licensed Area Map
2. Traditional Santa Claude Parade route

**Prepared and Recommended by:**

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