



Recreation, Culture and Wellness Department

Monday, November 07, 2022

Subject: Pelham Summerfest 2022 Final Report

Recommendation:

**BE IT RESOLVED THAT Council receive Report #2022-0244-
Recreation – Pelham Summerfest 2022 Final Report;**

**AND THAT Council declare Pelham Summerfest 2023 (July 13-16,
2023) a “Municipally Significant” event;**

**AND THAT Council consider increasing the level of funding for 2023
Pelham Summerfest to \$25,000 (from \$15,000) as part of the 2023
Budget approval process.**

Background:

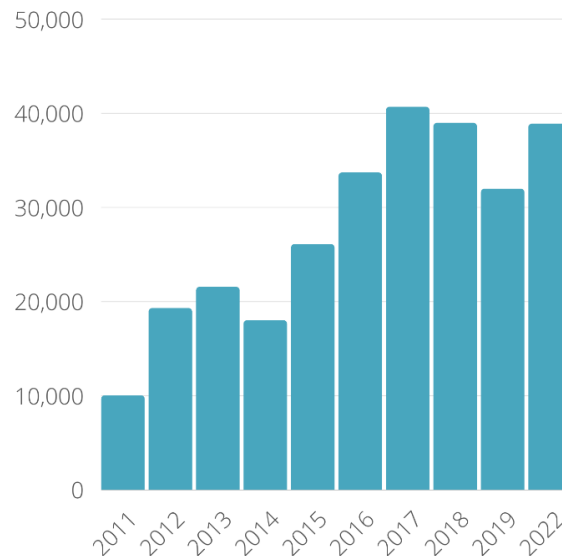
In 2011, Summerfest was born from a one-day celebration of the completion of a Downtown Fonthill streetscaping project, advocated by the Pelham Active Transportation Committee to promote a pedestrian-friendly Town centre. Since then, Summerfest has grown to a four-day festival event, which has been recognized as one of the TOP 100 Festivals, or Events in Ontario every year since 2015.

Following a two-year hiatus, Pelham Summerfest celebrated its tenth year from Thursday, July 14 to Sunday, July 17, 2022 and continues to be a major economic driver for Pelham businesses. This year, there were many examples of local restaurants hitting capacity during the event, and businesses outside of the event area using Summerfest as a way to promote their businesses with “Summerfest Specials”.

The Summerfest Committee continually collaborates with local businesses and uses them as suppliers for the event. As a way to further support Pelham businesses, Pelham Bucks are used as prizes at Summerfest. Pelham Bucks deliver business right back to the Pelham businesses that support and surround Summerfest each year. Summerfest is truly “local first.”

Overall attendance in 2022 was 38,857. This year had the highest showing of those who call Pelham home, at 66.8%. The number of vendors saw a slight decline in 2022 due to widespread staffing shortages. The Committee was able to bring in additional last-minute vendors to replace some of those who withdrew.

Summerfest Attendance



Pelham enjoyed hot, sunny temperatures and clear skies throughout the entire Summerfest weekend. Thursday's Opener started strong with a large crowd that came out to enjoy the Thursday Night Experience, including the concert by 'Simply the Best' Tina Turner Tribute that rocked the park, and the usual wide selection of Farmers' Market products and food and beverages at the Supper Market.

On Friday, 12,816 visitors to Summerfest noticed one notable change at the event: the main stage was at the bottom of Pelham Town Square, in front of Town Hall. The main stage was previously located at 1440 Pelham Street. The stage relocation presented some new logistical challenges that the Committee overcame, but overall received overwhelming positive feedback. The new location provided much more room on Pelham Street for shoppers to move more freely through the vendors and Active Zone, and prevented bottlenecks at the top of Pelham Town Square. The new stage location also allowed customers to enjoy local restaurants on Pelham Street and in the immediate surrounding vicinity enjoy expanded patio space.

The opening entertainment featured Pelham's Copper & Iron, who played for their first time on the main stage at Summerfest. The Marty Allen Band returned to Summerfest from 2019 as the second set of the evening. Friday's headliners, the Country Junkies, were new to Summerfest and played to a packed crowd on Friday night.

New to Summerfest, was the addition of two busker stages located on the north end of Pelham Street at Highway 20 and on the south end of Pelham Street at Church Hill. Through Friday and Saturday, these stages featured 15 local musicians and performances that brought live music closer to vendors and guests on Pelham Street because of the main stage relocation.

On Saturday morning, the 2022 Canada Summer Games Torch Relay took place at the main stage area near Town Hall. Thirteen well-deserved torchbearers from Pelham ran, walked, rolled and cycled with the torch through Fonthill and Fenwick, with the relay starting and ending at the Summerfest main stage. Canada Summer Games provided a DJ and guest speakers on stage for the event. It was a beautiful morning to kick off the Summer Games in Pelham!

Saturday brought out 17,486 people, with large crowds at the main stage all throughout the day. MC David Green kicked off live entertainment. The lineup on this day included old and new rock favourites to Summerfest, including Too Much of Jon, Kindred, Howling Horns, Figure Four, Talk Machine, and the headliner: The Chimps. Hot and humid weather continued straight through the evening, bringing out droves of people to enjoy what would be for many, their first live music experience in two years.

During the day, temperatures soared and families enjoyed the covered and shaded areas in Peace Park, paddleboats, Niagara Region's Water Wagon, and the beloved Pelham Fire "burning house" as ways to cool off. Others enjoyed the roaming entertainers and stilt walkers, and inflatable favourites in the park.

Bandshell entertainment was booked solid from 10:00am to 5:00pm with Fonthill Music Academy youth bands, magician and children's comedian Peter Mennie, in addition to vibrant programming supported by SPARC Arts Promenade and La Maison de la culture francophone du Niagara - these included the Strong Water Women drummers, Justine Gogoua percussion drums and dancing, and a giant puppet party with Carousel Players. These performances brought a number of cultural programming elements to Summerfest with no cost to the Committee.

The Sunday morning Car Show was well attended with 107 registrants displaying their vehicles. As well on Sunday morning, 160 pancake and sausage breakfasts were served. The Committee's partnership with White Meadows Farms is a great help with preparation of the pancakes, and Country Corner Market collaborated with the Committee to supply the sausages for several years now. The Summerfest Committee also appreciates the assistance of Council with the serving of breakfast. In the bandshell, guests were swooned by jazz entertainers Brad Krauss & Sue Thibert, Steve Burnside & the Marquis, and headliner Ashley St. Pierre from the Niagara Jazz Festival.

The Committee would like to acknowledge and thank the many sponsors, volunteers, businesses and staff who have supported Summerfest and the residents and visitors who came out to Chill on the Hill in 2022. After a 2-year hiatus, the 10th annual Summerfest was a spectacular anniversary as we celebrate a decade of this award-winning community event.

Analysis:

4 Day Attendance:	38,857
Visitors came from:	Pelham – 66.8%; Other Municipalities in Niagara – 26.9%; Outside Niagara Region – 6.4%
Returning Visitors:	56.9%
New Visitors	31.1%
Shuttle Ridership:	180
Bike Valet Use:	38
Cash Sponsors:	\$39,000
In-kind Contributions:	\$39,235 (Materials, supplies, services & expertise)
Total Volunteer Hours:	819.5, with a value of \$20,488
Vendors:	52 From Pelham: 22 From Niagara: 27 Outside Niagara: 3
(Of these vendors, 14 were food, 16 were artisans, 14 were community groups, and 8 were sponsors)	

Economic Impact: Tourism Regional Economic Impact Model (TREIM): \$1,682,241

Information for the data analysis comes from on-line surveys, draw ballots and Summerfest Ambassadors who engaged attendees directly at the event to conduct on-site surveys gathering feedback and information in a personal and interactive format. 425 surveys were received between the on-site collection and on-line submissions. 444 ballots for giveaways during the event were also utilized in this analysis. Attendance counts are calculated using several methods, including physical counts provided by the security contractor, sales information and mapping tools.

Financial Considerations:

Vendor fees, sponsorships, sales at the Wine and Beer Gardens, Sunday Breakfast, car show entries and an approved budget amount of \$15,000 make up the revenue for Summerfest. Carefully managing the event expenses, the Committee endeavours to maintain a balanced budget and has succeeded in realizing a surplus most years. This surplus is carried forward to sustain the event in future years, balance unexpected expenses and mitigate losses caused by unforeseen circumstances such as weather cancellations.

Notwithstanding perfect weather and great attendance, 2022 presented extraordinary challenges to Summerfest as seen across the entire events industry. Shortages in volunteers, available staff, product availability, combined with a large public interest to return to in-person events, were all issues dealt with by all of the Summerfest Committee's providers and suppliers, as well as the Committee itself. Despite initial concerns about possible difficulties obtaining sponsorships post-pandemic, the Summerfest Committee met 2019 levels at \$39,000, and received the largest single donation to the event to date of \$10,000 from Peak Performers Realty, a realty brokerage in Fonthill.

Over the past 10 years, Summerfest has created and funded several legacy items within our community, including upgrades to electrical systems on Pelham Street, supporting and promoting transit, increased safety measures such as improvements to lighting and the purchase of high quality cord covers for use at all events, the shade pavilion in Peace Park and the original installation of the "Arches". In 2019, the Committee, at the request of the Rotary Club, had committed up to \$36,000 from its reserves to the "Raise the Arches" campaign. Finally, the arches were erected in August 2022, following Summerfest, and the \$36,000 that had been committed in 2019 was paid in 2022. The Rotary Club, with support from the Summerfest Committee and Town of Pelham are proud to have worked on this important community project with several fundraising events over the last 4 years.

Members of local service clubs, Fonthill Lions Club, Fonthill Lionettes Club, the Kinsmen Club, the Rotary Club & the Fenwick Lions Club, volunteer at the event on Saturday, assisting with bar service and stocking, wrist banding at the entrances, bike valet, and as Summerfest Ambassadors. In 2022, the Summerfest Committee was pleased to give honorariums totaling \$4,155 to these Clubs. This brings the total contributions from Summerfest since 2011 to the Service Clubs to over \$66,000.

In addition to the Service Clubs' contributions to our event, volunteers from many other groups, organizations, businesses, the general public and the Committee members themselves volunteered a total of 820 hours in planning, preparation, delivery and follow up of the event. Further, in-kind contributions of supplies, materials and expertise valued at \$39,235 and our generous community sponsors help to make Summerfest 2022 a great success. Despite this, there was a shortage in volunteers available for shifts and these positions were filled by Town staff at a cost of \$5,741.

2022 Summerfest Financial Statement

Revenue	2019 Actual	2022 Budget	2022 Actual
Rental Spaces - Vendor Fees	\$17,304.00	\$17,000.00	\$12,860.00
Rental Spaces - Hydro Fees	\$915.00	\$900.00	\$500.00
Beverage Sales	\$66,643.35	\$59,700.00	\$78,672.89
Sponsorships	\$39,000.00	\$25,000.00	\$39,000.00
Canada Summer Games			\$750.00
Car Show, Breakfast	\$2,139.00	\$2,000.00	\$887.00
Town Budgeted Contribution	\$15,000.00	\$15,000.00	\$15,000.00
	\$141,001.35	\$119,600.00	\$147,669.89
Expenses	2019 Actual	2022 Budget	2022 Actual
Materials & Supplies	\$8,492.36	\$5,650.00	\$8,913.60
Promotion & Advertising	\$22,526.33	\$34,408.00	\$10,338.05
Other	\$6,725.73	\$19,450.00	\$6,664.11
Rentals - Entertainment	\$14,940.00	\$23,000.00	\$31,108.54
Rentals - Infrastructure	\$15,240.00	\$14,740.00	\$11,033.40
Beverage and Breakfast Inventory	\$25,309.00	\$25,000.00	\$37,477.76
Entertainers	\$21,382.00	\$26,600.00	\$19,375.00
Contracted Services	\$29,838.00	\$22,170.00	\$23,933.58
Staff Honourariums			\$5,741.00
	\$144,453.42	\$171,018.00	\$154,585.04
<u>Net Surplus/Loss</u>	<u>-\$3,452.07</u>		<u>-\$6,915.15</u>

In finalizing financials, a deficit of approximately \$7,000 is anticipated in 2022. Since the beginning of the pandemic, the events industry is experiencing increased costs from suppliers and fewer available volunteers, which caused expenses to be

higher in 2022, in addition to an extension of entertainment schedule that drove already increased A/V costs even higher. This deficit will be covered by Summerfest's deferred revenue. The next Summerfest Committee will explore ways to increase revenue, such as increasing the cost of beverages and exploring additional sponsorship opportunities, and decrease expenses where possible. Events such as Pelham Summerfest have a significant economic impact on the community, region and the province. Utilizing the Ontario Ministry of Tourism and Culture's TREIM model, which is available on the ministry's website, the estimated economic impact of the 4 days of event in 2022 was \$1,682,241. While the TREIM model is subject to some criticism, it is the standard method used by events throughout the province.

Alternatives Reviewed:

No other alternatives were reviewed.

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

Pelham Summerfest provides a great opportunity for residents, friends and neighbours to get together in a public setting to enjoy many different activities and events. It has become somewhat of a homecoming event with many adult children of current residents make a point of coming home for the Summerfest weekend to see family and catch up with friends. New residents are able to experience the community, find out about cultural assets and local businesses and meet other residents. Summerfest focuses on sourcing vendors, entertainers, supplies and materials locally.

Consultation:

Summerfest Committee;
Financial Services;
Public Works;
Bylaw & Enforcement Services

Other Pertinent Reports/Attached

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