



Recreation, Culture and Wellness Department

Monday, November 07, 2022

Subject: Summer Chill Series 2022 Final Report

Recommendation:

BE IT RESOLVED THAT Council receive Report 2022-0264 Summer Chill Series 2022 Final Report

AND THAT Council designate Pelham Summer Chill Supper Market, to be held on Thursdays between June – September 2023 in Peace Park, as a Municipally Significant Event on the following dates:

**June 8, 2023 – 4:00pm-11:00pm
June 15, 2023 – 4:00pm-11:00pm
June 22, 2023 – 4:00pm-11:00pm
June 29, 2023 – 4:00pm-11:00pm
July 6, 2023 – 4:00pm-11:00pm
July 13, 2023 – 4:00pm-11:00pm
July 20, 2023 – 4:00pm-11:00pm
July 27, 2023 – 4:00pm-11:00pm
August 3, 2023 – 4:00pm-11:00pm
August 10, 2023 – 4:00pm-11:00pm
August 17, 2023 – 4:00pm-11:00pm
August 24, 2023 – 4:00pm-11:00pm
August 31, 2023 – 4:00pm-11:00pm
Sept 7, 2023 – 4:00pm-11:00pm
Sept 14, 2023 – 4:00pm-11:00pm
Sept 21, 2023 – 4:00pm-11:00pm**

AND THAT the Clerk be authorized to make an application for a Special Occasion Permit for Pelham Summer Chill Supper Market;

AND THAT Council approve road closures Thursday nights from June 8, 2023 – September 21, 2023 from 5pm – 9pm between 39 Pelham Town Square and 31 Pelham Town Square.

Background:

Summer Chill Series, formally known as the Thursday Night Experience, brings together three different weekly cultural experiences; the Pelham Farmers Market, Fonthill Bandshell Concerts and Pelham Supper Market. Pelham has again become the place to be on Thursday Nights, for vendors, professional and amateur musicians and residents of Niagara.

The Farmers' Market has been running since 2003 and was started as farmers wanted a community space to sell their produce. As a result, a volunteer executive was established by Council and Recreation staff have sat on their executive ever since. The executive has 4 meetings a year, once in January to approve the vendor application form, once in March to approve the vendors, once again in April to host a vendor information session and then once in November for their Annual General Meeting where voting for the executive happens. The Farmers' Market Executive for the 2023 Season will be selected on November 9th, 2022.

The Fonthill Bandshell concerts started in 2006, as a celebration of Fonthill's 150th Anniversary and the completion of constructing the bandshell in Peace Park. The bandshell volunteer committee was established and, in the beginning, offered concerts on Thursday nights and Sunday afternoons. It was decided after a season to only run concerts on Thursdays to support the Farmers' Market. The bandshell is still the largest draw on Thursday Nights, with some evenings seeing attendance of over 5,000. With the growth of the Fonthill Bandshell Concerts and the Farmers' Market, parking downtown became a challenge and local restaurants went to Council and requested a solution to the issue. The Town of Pelham hosted several problem solving sessions with all stakeholders which led to the creation of the Supper Market. The Supper Market has been in operation since 2014 and is an area where local wineries, breweries, cideries, Service Clubs and local chefs have an opportunity to bring their expertise to serve the many residents that are thirsty, hungry and awaiting the open air concerts to start.

How the Town of Pelham Supports the Summer Chill Series:

The Town assisted in the creation of the Farmers' Market Executive and continues to provide administrative support to the executive. The Town supports the Fonthill Bandshell Concerts by providing a Municipal Grant to access the bandshell in Peace Park at a minimal cost, provide labour assistance, and hanging of the street banner. The Town of Pelham oversees the Supper Market and holds the Special Occasion Permit in support of the local restaurants, wineries & craft breweries. The Town also supplies all logistics including necessary staffing to make the weekly event a reality – security, parking plan, park maintenance, shuttles and washroom facilities. These costs are paid for from the revenues raised by the Supper Market.

2022 Summer Chill Series Season:

The three elements of the Summer Chill Series operated on the following dates in 2022:

Farmers' Market: May 5 – October 6

Supper Market: June 9 – September 1

Fonthill Bandshell Concerts: June 16 – September 1

Prior to the beginning of the season, Staff began email correspondence with both Committees to discuss logistics, public health measures, operations and reminders for the 2022 Canada Summer Games 13 for 13 event on August 18th.

The Pelham Farmers' Market had a total of 16 seasonal vendors with a couple additional weekly vendors added within the first few weeks of the market opening. The not-for-profit booth was utilized a total of 9 weeks. The Jr. Growers program was held again this year which utilizes the online scavenger hunt app GooseChase. Each week a new mission was released for teams to accomplish when either visiting the market or with products found at the market. There were 9 active teams this year. The attendance at the Farmers' Market averaged 154 per week in May, 332 per week in June, 538 per week for July, 623 per week for August and 130 for September. This decline in September is consistent with other years, once the Supper Market and Bandshell end.

The Supper Market had 9 weekly local food vendors, various beverage vendors and buskers playing from 5:30pm-6:45pm prior to the Bandshell Concerts. As in other years, local service clubs were given the opportunity to serve local craft beer, cider and wine several times throughout the season. The Kinsmen Club of Fonthill, Rotary Club of Fonthill and Pelham Cares were receptive and assisted in serving four weeks, collectively.

As part of the Niagara 2022 Canada Summer Games, each of the 13 municipalities in Niagara were paired with a province or territory to bring together and celebrate the games. Pelham was paired with Alberta and the 13 for 13 event was held on August 18th, 2022 as part of the Summer Chill Series. Additional elements were added to a regular Thursday evening, including a country-themed busker, inflatable games, hay bale seating, additional retail and sport vendors, and a photo booth. The weekly food vendors were encouraged to serve country-styled food and wear plaid and cowboy boots. The Bandshell Committee booked Always ABBA and as a result of all these additional elements, there was a record breaking number of attendees on a Thursday evening, as shown in the chart below.

Below is a chart summary of the attendees, bike valet, and the ridership on the shuttle service. The number of attendees were monitored through the security guards at the entrances of the Supper Market area.

Date		# of attendee's 2022	# of attendee's 2019	# of attendee's 2018	# of attendee's 2017	# of attendee's 2016	Bike Valet #'s 2022	Bike Valet #'s 2019	Bike Valet #'s 2018	Bike Valet #'s 2017	Bike Valet #'s 2016	Shuttle Bus Trips 2022	Shuttle Bus Trips 2019	Shuttle Bus Trips 2018	Shuttle Bus Trips 2017	Shuttle Bus Trips 2016
Week 1	02-Jun	-	632	1,471	743	600	-	-	-	-	-	-	-	-	-	-
Week 2	09-Jun	411	0	1,329	972	947	0	-	-	-	-	-	-	-	-	-
Week 3	16-Jun	1941	1987	3,603	532	2695	5	0	15	-	14	-	12	19	-	3
Week 4	23-Jun	2374	2329	2,944	3259	3330	9	17	20	29	28	-	12	13	6	5
Week 5	30-Jun	2879	1838	2592	2809	3000	21	9	0	-	-	-	20	17	0	0
Week 6	07-Jul	2903	1837	3,115	3810	2496	20	8	10	-	-	-	7	24	0	0
Week 7	14-Jul	4697	5083	5,611	6289	4523	11	16	40	16	18	-	11	42	24	9
Week 8	21-Jul	2174	1671	1,711	2759	3211	12	10	4	8	14	-	15	16	13	6
Week 9	28-Jul	1406	2393	1,832	2271	4118	2	9	15	5	11	-	9	27	6	12
Week 10	04-Aug	2033	2650	4,342	4406	2183	0	15	6	15	15	-	14	24	12	5
Week 11	11-Aug	2215	2286	2,005	4400	2107	4	6	10	15	10	0	8	19	44	4
Week 12	18-Aug	7195	2596	2,599	610	2649	9	2	2	1	9	70	14	18	0	10
Week 13	25-Aug	3678	2147	2,427	3761	871	0	3	4	8	0	38	9	14	7	2
Week 14	01-Sep	3601	3546	2056	3988	3229	6	15	3	-	-	10	19	5	-	-
Week 15	08-Sep	-	-	703	2261	1756	-	-	-	-	-	-	-	-	-	-
Week 16	-	-	-	-	520	317	-	-	-	-	-	-	-	-	-	-
Totals		37,507	30,995	38,340	43,390	38,032	99	110	129	97	119	118	150	238	112	56

Explanations for the Chart Numbers:

- Shaded boxes under attendance means no Bandshell concert on those evenings.
- Fluctuations in the attendance numbers over the years can be attributed to a few factors such as weather, type of band, and other town events happening.
- Bike Valet: Bike valet continues to be offered as part of the Thursday Night Parking Plan. However, this season there were many evenings of heavy rain, or a forecast of inclement weather which may have contributed to the lower numbers.
- Shuttle Bus: In 2022, the shuttle service was only put into operation the week of August 11th to give attendees alternative options of where to park as the Fonthill Shopping plaza was getting overwhelmed.

Analysis:

Representatives from the two committees and Staff debriefed through email correspondence in October 2022 to discuss operations for the 2023 season. The seasons are slotted to run:

Farmers Market: May 4, 2023 – October 5, 2023

Fonthill Bandshell Concerts: June 22, 2023 – Sept 7, 2023

Supper Market: June 8, 2023 – September 21, 2023

Discussion within the emails surrounded all logistics pertaining to washrooms, financials, parking plan, garbage/recycling, and maintenance. The feedback regarding the 2022 season was overall positive and stakeholders expressed relief that social distancing and public health guidelines were not in place this year. All

stakeholders noted the need to increase awareness of the parking plan and shuttle services to alleviate the supply and demand for accessible parking. Direct conversation, distribution of printed handout and posting via social media will likely be the most effective way to educate attendees. A representative from the Farmers' Market also requested that the Town update the Farmers' Market sign as it will be their 20th year in 2023.

Financial Considerations:

Mid-August Staff were notified that the 2022 Reconnect Ontario Grant application was successful totaling a contribution of \$66,622.00 to the Summer Chill budget. Additionally, the Town received \$10,000 from the Niagara 2022 Canada Summer Games to host the 13 for 13 event on August 18th.

With these additional revenue streams and the revenues raised by the supper market, there were additional expenses added to the Summer Chill budget this year that were previously charged to other budgets, such as the washroom rentals, logistical purchases such as accessible cord covers, tents and radios, a portion of staff wages, and advertising.

The final report for the 2022 Reconnect Ontario Grant has yet to be accepted by the Ministry. Although, the unaudited financial statement for the 2022 Summer Chill Series indicates there will be a surplus.

Alternatives Reviewed:

N/A

Strategic Plan Relationship: Build Strong Communities and Cultural Assets

The Summer Chill Series aims to create a family friendly atmosphere with great community spirit, great music, food and local shopping that contribute to building strong communities and support our local cultural assets.

Consultation:

Corporate Services Department

Gayle Baltjes-Chataway, Fonthill Bandshell Committee Representative

Fred Arbour, Pelham Farmers' Market Clerk

Bev Yungblut, Pelham Farmers' Market Executive Representative

Other Pertinent Reports/Attachments:

N/A

Prepared and Recommended by:

Karen Blake, Culture and Community Enhancement Programmer

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Director of Recreation, Culture and Wellness

Prepared and Submitted by:

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