



Recreation, Culture and Wellness Department

Wednesday, February 07, 2024

Subject: Christmas in Pelham 2023 Final Report, 2024-0019-Recreation

BE IT RESOLVED THAT Council receive Report #2024-0019-Recreation Christmas in Pelham 2023, for information;

AND THAT Council designate Christmas in Pelham 2024 – Outdoor Christmas Market, to be held on Friday December 6, 2024, from 4:00 pm – 9:30 pm at 20 Pelham Town Square and declare the Outdoor Christmas Market a Municipally Significant Event;

AND THAT the Clerk be authorized to make an application for a Special Occasion Permit for the 2024 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 10:00 am to 11:59 pm on Friday, December 6, 2024.

Background:

This report is being presented to Council as an update on all 2023 Christmas in Pelham activities and to request approval for the 2024 season.

Christmas in Pelham features a variety of festive elements and events. The Town of Pelham outdoor Christmas Market is held annually on the first Friday in December from 4:00 pm – 9:30 pm. Since its inception in 2013, this event follows a traditional Christmas-style market with various artisan vendors and businesses, seasonal beverages, and local food options.

Another highly anticipated Christmas in Pelham event is the annual Fenwick Lions Santa Clause Parade, which takes place annually on the second Saturday in December. The Santa Clause Parade, which makes its way through the Downtown core of Fenwick is a family tradition for the residents of Pelham.

Christmas in Pelham is extra special with the inclusion of events and activities such as the Christmas light competition, the holiday workshops and the annual

Christmas card submission and display. There is never a dull moment during Christmas time in Pelham.

Analysis:

The Outdoor Christmas Market returned to Pelham Town Square on Friday, December 1, 2023, for another year of festive celebrations under the arches. Despite the rain and inclement weather, the market was a great success. Residents and visitors enjoyed local, fresh food and festive beverages in the licenced area while listening to live entertainment and shopping from local artisan vendors. Visitors had the opportunity to enjoy a horse and carriage ride, visit the craft corner, and have a visit with Santa Clause himself. Once again, the Christmas Market had the opportunity to feature Brayden's Joymaker Truck which accepted food drive donations on behalf of Pelham Cares. The market featured 14 food and artisan vendors and 9 diverse entertainers including musicians, artists, and stilt walkers!

The Fabulous Fenwick Lions brought the annual Santa Clause Parade back to Fenwick on December 9, with a record breaking 37 floats. Beginning at Bethany Christian Reformed Church and making its way to the downtown core of Fenwick, the Santa Clause parade was a wonderful event and once again saw unseasonably warm temperatures. The Fenwick Lions invited all parade participants and viewers back to Centennial Park for an afternoon of warm beverages, food and visits with Santa Clause himself!

The annual Christmas Light Competition and self-guided tour returned this holiday season with 19 Pelham households participating for 2023. The self-guided tour featured an array of lights and Christmas décor and provided an opportunity for Pelham residents and visitors to partake in a festive and bright holiday activity with family, friends and loved ones.

Back again in 2023, the Town offered a modern holiday centre-piece workshop which was facilitated by a local staff member from Rice Road Greenhouse. On December 7 at the Meridian Community Centre, 20 people participated in the centre-piece workshop and staff received lots of positive feedback.

The annual Christmas Card display made its return for 2023 when local students were invited to create a design for the Town Council's holiday greeting card. The artwork was reviewed by Town staff and 8 of the student's designs were chosen to be featured on the holiday cards. All the artwork that was submitted was displayed in the atrium of the Meridian Community Centre during the holiday season.

Financial Considerations:

All Christmas in Pelham events and activities are covered in the approved 2024 Operating budget. No additional financial requests required.

Prepared and Recommended by:

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