

To: David Creery, Chief Administrative Officer
From: Brian Connors, Director of Parks & Recreation
Re: Woodstock Special Events

AIM

To seek Council's authorization to make alterations to the 2025 Special Events.

BACKGROUND

City staff are constantly evaluating and making changes to Special Events to provide the greatest possible community activation. These changes are generally modifications or tweaks made to an existing event. However, from time-to-time a broader review of the annual special events line-up is necessary to re-fresh the events or to try new events with the objective of maximizing the benefit to the community.

COMMENTS

Staff are proposing two event level changes to the Special Event calendar beginning in 2025.

Cultural Canvas

The first involves the elimination of Cultural Canvas as a separate and stand-alone event that is held in Museum Square in the afternoon and evening on the second Saturday in June. Instead, elements of Cultural Canvas would be included as additional content within the Downtown BIA Streetfest event held over two days in July. This would provide further event content to Streetfest while continuing the most popular parts of Cultural Canvas during this downtown weekend event. This will also bring the City's Special Events team to support this portion of Streetfest weekend.

The 2024 budget for Cultural canvas was \$36,000. It is proposed that this budget be continued in 2025 as "Downtown Programming."

Easter Egg Hunt

The second proposed change would be to move away from the Easter Egg Hunt and instead use the budgeted funds to provide fall-themed Special Events. Currently fall is a time that does not have any events running until Remembrance Day (November 11). There have been continued complexities in running an Easter Egg Hunt. Making this change will allow for more Special Events during more favorable weather. It will also give the Special Events staff greater flexibility to run different events for the whole community, while activating Museum Square, located in the Downtown core.

The 2024 budget for the Easter Egg Hunt was \$14,000 and it is proposed that this budget be continued in 2025 for a Fall themed event.

RECOMMENDATION

That Woodstock City Council approve the recommended changes to the special events beginning in 2025 as outlined in this report.

Authored by: Brian Connors, Director of Parks and Recreation

Approved by: David Creery, M.B.A., P.Eng., Chief Administrative Officer