

To: David Creery, Chief Administrative Officer
From: Harold de Haan, City Engineer
RE: 2024 Tour of Lights

AIM

To obtain Council approval for the continuation of the annual Tour of Lights.

BACKGROUND

The Tour of Lights is a much anticipated, and enjoyed event for local residents, operated by Woodstock Transit for many years. During the pandemic this event was cancelled, however Council was kind enough to support its return in 2023.

Last year the Tour of Lights operated on two Sunday evenings and was very successful in its return. Five buses left each Sunday evening on a 50-minute tour at 6:00 p.m. and 7:00 p.m. This offered our residents a total of twenty (20), 50-minute tours.

COMMENTS

Staff feel this year they have the resources to increase the number of total trips to twenty-four (24). Transit Services would offer six (6) Tour of Lights each for 6:00 p.m., and 7:00 p.m., on Sunday, December 8th and again on Sunday, December 15th, six (6) Tour of Lights each for 6:00 p.m. and 7:00 p.m.

Maps will also be printed and made available to the public for \$5 to provide an opportunity for residents who were not able to purchase bus tickets but still want to participate in this program through the convenience of their own vehicles. All buses are fully accessible and can accommodate two (2) wheelchairs per bus.

All proceeds from ticket sales would be donated to the United Way as it has in previous years and each bus would have Care & Share Food Donation Boxes to support the Salvation Army Food Bank. By offering twenty (24) trips and ticket sales at \$3 each, the City could potentially raise \$2,500 from ticket sales and an additional amount from the sales of the tour maps.

The estimated cost to the City in employee wages and fuel costs is approximately \$2,500.

RECOMMENDATION

That Woodstock City Council direct Staff to take the necessary steps to continue the Tour of Lights program with all ticket sale proceeds going to the United Way and donation proceeds to go to the Salvation Army.

Authored by: Jeffrey Springsted., Transit Supervisor

Authored by: Harold de Haan, P.Eng., City Engineer

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