

REPORT FROM THE DIRECTOR OF RECREATION AND CULTURE

DESCRIPTION

Re: Winterfest 2023

RECOMMENDATION

THAT the report of the Director of Recreation and Culture be received;

AND THAT the Recreation and Culture Standing Committee recommend to Council staff direction on the scope of Winterfest 2023 based on the recommendations provided.

BACKGROUND

Winterfest is an event that has been hosted annually until a two-year hiatus from the pandemic. Winterfest provides opportunity for the community to attend outdoor events at a variety of locations. Past events have been hosted at Spruce Beach and Mt. Dufour. Winterfest has varied between a weekend long festival or a single day festival. Winterfest often has a fireworks display on the Saturday evening of the festival at Mt. Dufour ski hill.

ANALYSIS

There has been many different budgets and scales of Winterfest in the past. Staff requires direction from the Recreation and Culture Standing Committee / Council on the scale of Winterfest based on the following options:

Option A: city staff run Winterfest similar to past years with the same budget as 2019 and 2020.

Option B: work with Mt. Dufour to host Winterfest at Mt. Dufour. Support them with a set budget for advertising and fireworks. If Mt. Dufour is unable to host, this option can be offered to other organizations to host with our support of advertising and fireworks.

Option C: city staff support a local organization to run Winterfest with a set sponsorship donation that is budgeted for. In addition, the city also provides resources like barricades and pylons that could increase safety of the event.

FINANCIAL IMPACT

Please see the attached document that demonstrates past budgets and actuals for 2019 and 2020.

LINKS TO STRATEGIC PLAN

This event aligns with the City's Strategic Plan through:

- Provide activities and promote healthy lifestyles through recreation for all age groups.

SUMMARY

Winterfest is fast approaching and staff require direction from Council on the recommended approach to Winterfest 2023.