

REPORT FROM THE EVENTS COORDINATOR

Re: The 2023 Santa Claus Parade

RECOMMENDATION

THAT the report of the Events Coordinator be received;

AND THAT the Recreation and Culture Standing Committee recommend to Council their support to host the 2023 Santa Claus Parade on Friday, November 24th, 2023;

AND THAT the appropriate by-law be passed to temporarily close Ontario Avenue from 5:45pm to 7:30pm on Friday, November 24th, 2023.

BACKGROUND

The Santa Claus Parade is an event hosted annually by the City of Elliot Lake in conjunction with local businesses, clubs, and service groups. The community gathers to watch the many businesses and organizations who participate with decorated floats and/or dressed in costumes. The Santa Claus Parade traditionally takes place at the end of November or beginning December to kick off the Holiday Season.

ANALYSIS

To prevent any conflict of events, City staff reviewed the upcoming community events calendar and determined Friday, November 24th, would be a suitable date to host the 2023 Santa Claus Parade.

In the aftermath of the 2022 Santa Claus Parade, City staff received a lot of positive feedback from various participants regarding the route change that was implemented (beginning from the Scotia Bank parking lot and travelling up Ontario Avenue until the Hillside Avenue intersection). This feedback included that the new route was just the right distance for walking and relatively flat (avoiding the steep slope of Hillside Avenue). As a result, City staff recommend keeping this revised route for the 2023 Parade, with the sensory free zone once again at the beginning portion of the route.

FINANCIAL IMPACT

There is a small operational cost to running the parade for decorations, minor float repairs, complimentary food/beverages, and prizes. The budgeted cost of the Santa Claus parade is \$1250. The parade is budgeted in the Special Events cost centre.

LINKS TO STRATEGIC PLAN

This project directly relates to the following key section of the strategic plan:

- Health and community wellness

SUMMARY

In order to ensure that the 2023 Santa Claus Parade proceeds successfully, staff are proposing that the Recreation and Culture Standing Committee recommend to Council that staff move forward with the 2023 Santa Claus Parade on Friday November 24th, 2023, and approve a temporary road closure of Ontario Avenue for that date from 5:45pm to 7:30pm.