

DATE: June 17, 2024

REPORT NO: REC-05-2024

SUBJECT: **Santa Claus Parade Committee Update**

CONTACT: Wendy Beaty, Coordinator of Recreation Services
Mike DiPaola, Director of Public Works & Recreation

OVERVIEW:

- At the April 24, 2023 Council meeting, a resolution was adopted directing staff “to report back on a plan for further involvement of staff and resources as part of the 2024 budget for the planning and execution of the West Lincoln Santa Claus Parade event”.
- Staff reported back through Report REC-05-2023 at the September 18, 2023 Public Works and Recreation Committee meeting. Report REC-05-2023 outlined details about assisting the current Santa Claus Parade Committee and the mitigation of risks by increasing staff involvement in the event. The Report also conveyed that staff would address the need for further staff involvement through the 2024 budget process.
- The 2024 Santa Claus Parade Event has been included in the approved 2024 Township Budget and is supported by the approval of the temporary 0.5 FTE Events Planner position.
- The purpose of this Report is to formally dissolve the Santa Claus Parade Committee to reflect the operational changes to the parade event for 2024.

RECOMMENDATION:

1. That, Recommendation Report REC-05-2024 titled “Santa Claus Parade Committee Update”, dated June 17, 2024 be received; and
2. That, Council approve the dissolution of the Santa Claus Parade Committee effective immediately.

ALIGNMENT TO STRATEGIC PLAN:

#1

BUILD – a safe, connected, caring and active community

BACKGROUND:

At the April 24, 2023 Council meeting, a resolution was adopted directing staff “to report back on a plan for further involvement of staff and resources as part of the 2024 budget for the planning and execution of the West Lincoln Santa Claus Parade event”.

Staff reported back through Report REC-05-2023 at the September 18, 2023 Public Works and Recreation Committee meeting. Report REC-05-2023 outlined details about assisting the current Santa Claus Parade Committee and the mitigation of risks by increasing staff involvement in the event. The Report also conveyed that staff would address the need for further staff involvement through the 2024 budget process, requiring the event to be staff led instead of led by a sub-committee of Council.

The 2024 Santa Claus Parade Event has been included in the approved 2024 Township Budget and is supported by the approval of the temporary 0.5 FTE Events Planner position.

The West Lincoln community has enjoyed the annual Santa Claus Parade event for 33 years. Volunteers have given countless hours to this event, and their time and talents are both recognized and appreciated.

CURRENT SITUATION:

Staff plan to continue to use the support of volunteers to assist with the operational needs of the parade event in 2024. Staff will implement volunteer recruitment and will ensure volunteers are trained and equipped with the knowledge and tools for a safe event.

All event expenditures and revenues will be administered through the approved 2024 Budget in the Public Works and Recreation operational budget area.

FINANCIAL IMPLICATIONS:

There are no financial implications resulting from this Report.

INTER-DEPARTMENTAL COMMENTS:

This Report was reviewed by the Township Interim CAO and the Clerk’s Office.

CONCLUSION:

To reflect the operational structure of the 2024 parade event, it is recommended that the Santa Claus Parade Committee be dissolved.

Prepared & Submitted by:

Approved by:

Wendy Beaty

Donna DeFilippis

Wendy Beaty
Coordinator of Recreation Services

Donna DeFilippis
Interim CAO and Treasurer

Mike DiPaola

Mike DiPaola
Director of Public Works and Recreation