

C5 32

Background:

SantaFest in Maple has been the **Santa Claus Parade** in the City of Vaughan for over a decade, with 2015 marking our **16th year anniversary**. SantaFest has become a long standing tradition in our community which has brought a sense of community spirit, civil pride, and collaboration within our city.

SantaFest annually has over 1,500 participants, including community volunteers, public and private schools, local businesses and city staff. It brings together over 25,000 spectators year-after-year. The SantaFest Parade is televised on Rogers and viewed by the many thousands of local residents in the City of Vaughan and surrounding areas.

SantaFest would not be possible without the support of Council, and the participation, commitment and support of city staff, many volunteers, and merchants and of course, our many float Entries.

Request/Purpose:

The SantaFest Committee seeks the ongoing support of the City of Vaughan, through continued joint planning and various services-in-kind, which have been provided since the parade's inception, to help organize and execute a safe and successful Parade year-after-year.

The Committee requests, as in previous years, Council's approval of the following:

- That Council adopt the COMMUNICATION to the Committee of the Whole Meeting of June 19, 2012 - Report No. 29, Item No. 55 - SantaFest Deputation (see attached)
- That because everything remains the same as in the last three years, we kindly ask that Council continue supporting SantaFest Parade in a similar fashion as in previous years.
- We ask that these same services remain the same for 2015 to 2018 inclusive (encumbering 2018 being an election year)

SantaFest Mission:

To promote community spirit, civic pride, foster partnership between businesses and the community, and to bring cheer to every spectator, participant, sponsor and organizer. Our mission is to provide families and individuals an event that will build lasting holiday memories while celebrating the **Spirit of the Season**.

C5
Communication
CW: <u>OCT 7/15</u>
Item: <u>32</u>

New this Year:

SantaFest celebrates cultural diversity during the **Spirit of the Season**, with multicultural floats showcasing traditional sounds and sights – all parading down **International Way** along the parade route.

SantaFest Parade Costs

Each year, through fund raising, the committee raises between \$10,000 and \$30,000. This offsets the cost of running our office space at the Michael Cranny House, School Bursary Program, hiring marching bands, maintaining and decorating the Santa Float, marketing and pr, up keeping Parade equipment and other miscellaneous expenses.

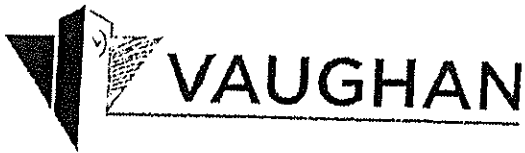
Relationship to Vaughan Vision 2020/Strategic Plan

The SantaFest Committee is made up of local volunteers working jointly and in partnership with the City of Vaughan promoting community spirit, civil pride and collaboration within our city. Council's ongoing support will ensure a safe and successful parade.

Report Prepared by:

SantaFest Committee

- Elvira Caria
- Richard Smith



memorandum

cw
Report No. 29 Item No. 55
Council June 26/12

DATE: June 26, 2012
TO: Mayor Bevilacqua and Members of Council
FROM: Marlon Kallideen, Commissioner of Community Services

COPY: Clayton Harris, City Manager
Jeff Abrams, City Clerk
Janice Atwood-Petkovski, Commissioner of Legal and Administrative Services
Paul Jankowski, Commissioner of Engineering and Public Works
Mary Reali, Director of Recreation & Culture
Jeff Peyton, Director of Building & Facilities
Marjie Fraser, Director of Parks & Forestry Operations
Brian Anthony, Director of Public Works
Tony Thompson, Director of Enforcement Services
Terri Cosentino, Manager Client Services
Jason Inwood, Manager Parks Operations
Angelo Cioffi, Manager Buildings
Joseph Chiarelli, Manager Special Project, Licensing and Permits

RE: COMMUNICATION
Committee of the Whole Meeting of June 19, 2012
Report No. 29, Item No. 55 - Santafest Deputation

At the Committee of the Whole meeting of June 19, 2012, Ms. Mari Vosburg of the Santafest Committee made a deputation requesting continuation of the previous support granted by Council towards the annual Santafest parade. Ms. Vosburg also requested that the support be approved for all future years without a need for deputation. Following the deputation, staff were directed to meet with the deputant to review the services-in-kind request and report back to the Council meeting of June 26, 2012.

The annual Santafest parade organized by the Santafest Committee, made up of community volunteers, has taken place since 2000. Throughout this period, the City has provided in-kind support to this group including assistance with coordinating the logistics with the street closures, the necessary barricades and traffic control devices, enforcement and facility space. Costs for the 2011 were estimated to be approximately \$28,000.

As one form of sponsorship, at the June 19, 2012, Committee of the Whole meeting, Mayor Bevilacqua announced a grant of \$5,000 towards Santafest from the proceeds of the 2011 City of Vaughan Mayor's Gala and Mayor Maurizio Bevilacqua Charity Golf Classic. This would bring the previous approximate amount of \$28,000 to \$23,000 for 2012. Unless similar grants or private donations are obtained in future years, the annual costs for this event will increase.

Following this Committee of the Whole meeting, staff from Recreation and Culture, Public Works, Enforcement Services and the Office of the City Clerk (Parks & Forestry Operations and Building & Facilities staff were consulted) met with Ms. Vosburg, and through adjustments to some of the program details, which allowed opportunities for reducing City costs (without

comprising the goal of the event and the safety of all participants) and the \$5,000 grant, the estimated costs for the event have been reduced to approximately \$16,800. The costs savings were realized through removal of Santa's Village at Maple Community Centre as per Ms. Vosburg; the reduction of Enforcement Services staff as a result of revised scheduling; a duplicate charge; reduced insurance costs based on premiums provided by the City's new insurer, and some minor tweaking. Also taken into consideration was the fee reduction afforded by the Fairs and Festival Support Program.

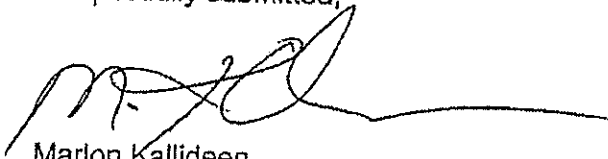
Ms. Vosburg also indicated that the Santafest Committee would look into the possibility of obtaining sponsorship to cover the costs for the road closure signs and materials. If obtained, the sponsorship would result in additional savings of approximately \$5,100. If the sponsorship for the road closure material is realized, the costs could be reduced to approximately \$11,700. If the sponsorship does not come through, the total costs are approximately \$16,800 for 2012.

With regards to the request to automatically provide services for future years, staff have concerns with this approach, unless a total funding cap is set and the amount is included in the base budget. Without a funding cap being placed on these services the Santafest costs could escalate, and the increase could impact on core services, or add a tax increase.

In summary, Santafest is requesting continuation of support for 2012 and future years. The 2012 Santafest costs could range from approximately \$11,700 to \$16,800 dependent on sponsorship for the road closure and traffic control services. Future costs will be dependent upon the ability of the Santafest Committee to obtain private sponsorships or grants.

Council direction is respectfully requested.

Respectfully submitted,



Marlon Kallideen
Commissioner of Community Services

Attachment: 2012 Santafest Estimated Costs

2012 Santafest Estimated Costs

Recreation & Culture		
Item	Particulars	Total
Large Bleachers		527.87
Tables & Chairs		170.00
Showmobile		754.25
MCC Arena	2-4pm	371.10
Staff	2-4pm	82.00
HST (on all items except staff)		237.02
Less Fairs & Festivals Discount		-1,030.12
Recreation & Culture Totals		\$1,112.12

Public Works				
Item	Particulars	Cost	Vehicle Costs	Total
Street Add Sign Boards(28) + Sign Change		3,444.00		3,444.00
Pre-Closure Signage	Staff hours	800.00	221.92	1,021.92
Temporary No Parking	Staff hours	375.00	69.35	444.35
Road Closure	Staff hours	2,400.00	419.20	2,819.20
Contractor Costs(Barricades)	Ordered by Engineering Dept	5,100.00		5,100.00
HST on Street Ad Sign Boards, Contractor Costs ONLY				1,110.72
Public Works Totals				13940.19

Enforcement Services	
Item	Total
By-Law Officers Overtime	1,560.00
Enforcement Services Total	\$1,560.00

Office of the City Clerk	
Item	Total
Road Closure permits/advise YRT	400.00
Postage	300.00
Insurance	670.00
HST on Insurance	87.10
City Clerks Dept Total	\$1,457.10

Parks & Forestry Operations				
Item	Particulars	Staff Cost	Vehicle Costs	Total
Parks Dept Staff		2,200.00		2,200.00
Trucks & Trailers			888.00	888.00
Parks & Forestry Total				\$3,088.00

Building & Facilities				
Item	Particulars	Staff Costs		Total
Garbage Container	40 YD			275.00
Staff @ City Hall		300.00		300.00
HST on Garbage Bin				35.75
Buildings & Facilities Total				\$610.75

Total Estimated Cost for 2012 Santafest Parade **\$21,768.16**

Note: Staff hours have been calculated using principles of the Collective Agreement.
Costs are approximate.

Summary of Estimated Costing with Grants/Possible Sponsorship	
2011 Estimated Parade Costs	28,000.00
Total Estimated Cost for 2012 Santafest Parade	21,768.16
Difference of 2011 to 2012	6,231.84
Grant	5,000.00
2012 Estimated Cost Less Grant	16,768.16
Possible Sponsorship for road closure signs and materials	5,100.00
2012 Possible Costs less all grants/sponsorship	11,668.16

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 26, 2012

Item 55, Report No. 29, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on June 26, 2012, as follows:

By approving that services-in-kind be provided to a maximum of \$16,800 for the Santafest Parade for a period of three (3) years; and

By receiving Communication C21, from the Commissioner of Community Services, dated June 26, 2012.

55 DEPUTATION – MS. MARI VOSBURG WITH RESPECT TO SANTAFEST 2012

The Committee of the Whole recommends:

- 1) That the deputation of Ms. Mari Vosburg, Chair, SantaFest Committee, 16 Broomlands Drive, Maple, L6A 2K2 and Communication C1, be received; and
- 2) That staff meet with the deputant to review the services-in-kind request and report back to the Council meeting of June 26, 2012.