

## **The Corporation of the Town of Niagara-on-the-Lake Information Report to Council**

**SUBJECT:** 13 for 13 Cultural Festival Event – Status Update  
**DATE:** 2022-06-13  
**REPORT #:** CAO-22-009  
**PREPARED BY:** Marah Minor  
**DEPARTMENT:** CAO

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### **BACKGROUND INFORMATION**

The Niagara Region is proud to host Niagara's 2022 Canada Summer Games, a nation-building event designed to bring residents from across the country together to celebrate Canada's sports, arts, culture, and community.

Having been postponed from 2021, the 2022 Canada Summer Games are taking place from August 6 to 21, 2022. It will include 5,000 Canadian athletes from various parts of Canada, competing in 18 different sports.

In addition to celebrating sports within Canada, the 2022 Canada Summer Games aims to highlight elements of unique Canadian culture. As a result, each Regional municipality, including the Niagara Region, has been asked to host a unique cultural event in partnership with the 2022 Canada Games and one of Canada's Provinces or Territories. This 13 for 13 Cultural Festival will allow each municipality to collaborate with a paired Province or Territory to showcase its unique cultural heritage and flavour.

As per the Canada Summer Games pairing alignment, Niagara-on-the-Lake has been paired with British Columbia for the 13 for 13 Cultural Festival Event scheduled to take place on Wednesday, August 10, 2022.

To plan for Niagara-on-the-Lake's 13 for 13 Cultural Festival Event, the Town hired the professional assistance of Absolute XM, a Toronto-based events, marketing, and management company, to manage the full scope of the event, reporting to and working with the Town's Project Team.

### **EXECUTIVE SUMMARY:**

This report summarizes Niagara-on-the-Lake's 13 for 13 Cultural Festival Event project activities as of June 3, 2022.

- Most event details have been confirmed.
- The project is tracking within the allotted budget.
- The project is tracking on schedule. The project will be complete in Q3 2022, after the event occurs on Wednesday, August 10, 2022.
- Activities that have been completed are as follows:
  - Conducted an on-site meeting at Simcoe Park with Absolute XM, operations and logistics partners.
  - Held frequent online meetings with Absolute XM to discuss budget, performance options, programming, site details, grant opportunities, applications, and more.
  - Selected the main performer for the evening programming (*Said the Whale*).
  - Selected daytime and evening programming (e.g., *storybook reading for families and young children, live art show, musket firing, historic tennis game, markets, wine, beer, and spirits available, etc.*).
  - Engaged with various community partners, including but not limited to Niagara-on-the-Lake Chamber of Commerce, Shaw Festival, Niagara-on-the-Lake Library, Niagara-on-the-Lake Museum, Fort George, Parks Canada, Pumphouse, etc.
  - A Special Event Permit application has been submitted.

### **Event Details:**

In a collaboration between AbsoluteXM and the Town's Project Team, the following event details have been established to date. A Special Events Permit has been submitted for this event with specific details.

- **Event Location:** Simcoe Park
- **Event Date:** August 10, 2022
- **Event Focus:** Showcase the local businesses, amenities, wineries, and breweries; present the cultural, arts, and heritage that makes Niagara-on-the-Lake unique; highlight the partnership with British Columbia and develop programming that delivers their key messaging.
- **Music:** Live concert with the headliner as Said the Whale, a band from British Columbia
- **Historical Programming:**
  - **Tiny Museum:** Collaboration with Niagara-on-the-Lake Museum in creating a sports display
  - **Fort George:** 1812 Encampment and Musket Firing Show
- **Wine, Brewery, and Culinary Programming:**
  - Local wineries and breweries serving by the glass
  - Local culinary serving small two-bite menu items (*Grape Growers on Ontario Peach Donation for menu creation*)
- **Indigenous Programming:** Partnership with the Niagara Region Native Centre (programming TBD)
- **Young Family Programming:** Niagara-on-the-Lake Library and Shaw Festival are demonstrating a live storybook reading on stage at the bandshell during the day
- **Art Show:** In association with the Niagara Pumphouse Arts Centre, an art show with kids will take place with an interactive painting program

Absolute XM and Town Staff officially began collaborating in planning this event in 2020.

### **Project Progress since the Last Report:**

The work on the 13 for 13 Cultural Festival event continues to progress well. The location selection, coordinating the programming for the day and evening, selecting the main performer,

hiring operations and logistics teams, and filling out a Special Event Permit are all complete activities.

The upcoming months will focus on advertising to recruit market vendors, culinary vendors, wine, beer, and spirit vendors, and volunteers.

### **Project Schedule:**

The next steps for this project include:

- Advertising for market vendors; culinary vendors; wine, beer, and spirit vendors; and volunteers to support this event
  - This will be advertised on the Town's social media channels, website, and in the three (3) local newspapers.
- Securing market vendors; culinary vendors; wine, beer, and spirit vendors; and volunteers
- Booking the opening acts to perform before Said the Whale
- Completing an on-site accessibility review
- Confirming the events' inclusion and diversity elements, including reading the Land Acknowledgment, a bilingual master of ceremonies, and more
- Developing a social media plan to encourage attendance and build excitement about the 13 for 13 event, which will showcase Niagara-on-the-Lake's unique cultural heritage, entertainment, art, and culinary experiences through various performances, vendors, activities, and more
- Host the event on August 10, 2022
- After the event, complete a 'lessons learned,' reviewing what went well with the event planning process and what did not and how to improve for future event planning.

The event planning is currently tracking on schedule as per the 13 for 13 Project Charter. Town Staff continues to work diligently to achieve action items and requirements in collaboration with Absolute XM to ensure the 13 for 13 Cultural Festival Event remains on schedule.

### **Project Budget:**

The Canada Summer Games provided each municipality with \$10,000 towards its 13 for 13 Event. The Town is using that funding to pay for the services provided by Absolute XM, the Summer Games' third-party contractor. In addition to this funding, the Town has received \$15,000 from the Province of British Columbia to use toward the event.

The overall project expenditures and commitments are tracking within the approved project budget. The below charts summarize the funding sources and current expenditures:

FUNDING SOURCE SUMMARY			
Funding Source			Amount
Canada Summer Games			\$ 10,000
Province of British Columbia			\$ 15,000
Town of Niagara-on-the-Lake			\$ 50,000
<b>Total Funding Sources</b>			<b>\$ 75,000</b>
Project Budget and Expenditure Summary			
Item	Quote Total	Amount Paid to Date	Notes
Tenting & Furnishing	\$12,377.00	N/A	
Electrical	\$3,950.00	N/A	
AV and Staging	\$7,240.00	N/A	
Entertainment	\$15,120.00		Artist Rider, Fee & Accommodations  <i>(Monies provided by the Province of British Columbia covers this cost.)</i>
Site Labour and Support	\$3,000.00	N/A	
Volunteer Meals	\$300.00	N/A	
Permits	\$700.00	N/A	
Fencing	\$1,500.00	N/A	
Misc Theme Programming	\$8,800.00	N/A	
Site Equipment and Supplies	\$445.00	N/A	2x Accessible Porta Potty & 1 Wash Station
Security	\$3,007.50	N/A	
Print and Signage	\$3,000.00	N/A	
Absolute XM	\$14,500.00	\$11,600.00	\$10,000 funded by Canada Summer Games
<b>TOTAL</b>	<b>\$73,939.50</b>	<b>\$11,600.00</b>	

The project team will continue to monitor the budget closely to ensure the project remains within grant allocations and on budget.

#### **Communications & Engagement:**

The Communications Team will advertise a "call-out" for market vendors, wine/brewery vendors, and volunteers in the coming weeks, including advertising via the Town's social media channels,

website, and a ShopNOTL newsletter. Volunteers will also be contacted via the Town's Volunteer Bank on the Town's website. In addition, the Niagara-on-the-Lake Chamber of Commerce has agreed to advertise through its channels.

**Issues and Opportunities:**

The Project Team has identified potential project risks as part of the risk register and will continue to monitor and identify mitigation measures throughout the project's life. For example, a potential issue for this event is the chance it rains on this day. Poor weather conditions could affect the number of attendees, how sales do for the market, culinary and wine, beer, and spirit vendors, and the overall satisfaction and turnout of the event for all partners, visitors, and residents. The project team will continue to monitor the weather and provide various shelter options should rain be expected.

**NEXT STEP / CONCLUSION**

Town Staff and Absolute XM will continue to meet bi-weekly to work toward achieving the project milestones and host a successful event.

The project team will continue to provide status updates to Council through the Information Package.