

Major Festival & Event Enhancement Grant Program – Five-Year Summary (2015-2019)

Group: Caledonia Agricultural Fair						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015						• Not yet eligible to apply
2016	\$10,000	1. Increase attendance Sunday due to enhanced programming (Super Dogs, Monster Trucks) 2. Increase marketing budget to promote event to a larger geographical area (tv, web ads)	No - Due to weather		<ul style="list-style-type: none"> • Monster Trucks had to be cancelled • As a result of booking Super Dogs, there was increased promotion of the event through the Super Dogs website/social media presence 	
2017	\$10,000	1. Increase marketing budget to promote event to a larger geographical area (Today's Parent) 2. Celebrate Canada 150 with Canadian Content (Great Canadian Fiddle Show, Lumberjack Show, etc.)	Yes		<ul style="list-style-type: none"> • Near record-setting attendance (approx. 25,000 people) • Exceeded goal of increasing overall admission by 15% • Quantitative measurement available through 'gate' receipts 	
2018	\$10,000	1. Increase marketing budget to promote event to a larger geographical area (CHCH) 2. Book higher-profile entertainment	No – Due to weather		<ul style="list-style-type: none"> • Sunday attendance down 10% (rain); did not meet attendance projections in application • However, overall attendance did match 2017 • Promoted using CHCH and added increased marketing in Hamilton and Norfolk/London Snapd. Decreased focus on print media • Yes and No – Despite rainy Sunday there was only a slight decrease in attendance. Believe those who attended did so to see quality entertainers 	
2019	\$10,000	1. Increase marketing in Hamilton, Niagara and the GTA 2. Increase attendance by booking higher-profile entertainment				

Group: Caledonia Canada Day						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$10,000	1. Increase attendance due to increased organizational capacity 2. Sound transmission to Old Mill site, larger children's entertainment area, upgrade entertainment on main stage, security	Yes	Yes	<ul style="list-style-type: none"> Increased attendance in children's area; more adults watching children perform Added fireworks to show Upgraded entertainment, more attractions in children's area Added security; enhanced safety measures 	
2016	\$10,000	1. Upgrade main stage entertainment 2. Increase marketing and signage 3. Enhance children's area 4. Increase parade promotion 5. Security	Yes Yes Yes	Yes Yes	<ul style="list-style-type: none"> Unanticipated draw of the headlining band (higher attendance than expected) Large number of children in attendance 	
2017	\$10,000	1. Main stage entertainment (two stages combined into one) 2. Marketing of Canada 150 Celebration 3. More bouncers and rides in children's area; increase in paid L'il Monkey staff to supervise 4. Increase number of bands in parade	Yes Yes Yes Yes	Yes Yes Yes	<ul style="list-style-type: none"> More costly than anticipated; still successful Extra space at Fairgrounds made this possible Larger crowds for the parades 	<ul style="list-style-type: none"> Event moved to Caledonia Fairgrounds from Kinsmen Park
2018	\$10,000	1. Expand Car Show 2. New signs, website 3. More child entertainers 4. Fairground venue	No No	Yes Yes	<ul style="list-style-type: none"> Daytime participation lower than anticipated due to extreme heat 	
2019	\$10,000	1. Further expand Car Show 2. Additional signage, website 3. Use of Kin Hall for display of memorabilia 4. More child entertainers				

Group: Christmas in Caledonia						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015						• No application submitted
2016	\$5,000	1. Increase the number of marching bands	Yes			
2017	\$5,000	1. Increase the number of marching bands 2. Rental of floats for Santa and Mrs. Claus	Yes			
2018	\$5,000	1. Light-Up Night Venues – Kinsmen Park, Fairgrounds – increase sound 2. Committee Administration 3. Bands and floats		Yes Yes Yes		
2019	\$5,000	1. Enhance bands and marching performers 2. Rental of Floats 3. Signs and banners 4. Promotion				

Group: Caledonia Victoria Day						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2018	\$5,000	1. Entertainers 2. Production Costs 3. Marketing and promotion	N/A	N/A		• New event in 2018;
2019	\$5,000	1. Enhance live streaming, audio and video 2. Increase advertising – traditional, digital and social media	N/A	N/A	• Event cancelled due to weather; rescheduled and cancelled again • Fireworks added to the Canada Day Celebration.	

Group: CayugaFest						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$10,000	1. Increase promotion of event 2. Enhance performers – parade and attractions	Yes	No, Yes	<ul style="list-style-type: none"> Increased promotion through Moose FM, full-page ads in Sachem and Haldimand Press To keep costs down, bands not hired for parade, attractions in Kidz Zone were increased 	
2016	\$10,000	1. Expand print advertising to include Simcoe Reformer, Turtle Island News, Hamilton Spectator and Brantford Expositor 2. Expand radio advertising to include Country 92.9, 97.7 Hitz FM and 1050 am sports radio 3. Enhance attractions in Kidz Zone 4. Add band to parade	Yes Yes Yes No		<ul style="list-style-type: none"> Band cancelled prior to event 	
2017	\$10,000	1. New attractions in Kidz zone 2. Addition of Water Show 3. Addition of Tennis Tournament 4. Rental of new stage – enhance sound, performances 5. Addition of internet and flyer campaign	Yes No No Yes No	Yes Yes	<ul style="list-style-type: none"> Many families Did not occur due to planning issues Did not occur due to planning issues Yes – better sound = better show; more professional Overall decrease in attendance 	
2018	\$10,000	1. Enhance Kidz Zone to attract more families (parents and grandparents) 2. Increase marketing in hopes of increasing attendance by 10% 3. Upgrade entertainment, better headliners	Yes Yes	Yes Yes		
2019						<ul style="list-style-type: none"> Event cancelled Group intends to re-launch in 2020

Group: Cayuga Light Up Night & Parade						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$5,000	1. Add bands to parade 2. Website development 3. Marketing/advertising	Yes Yes Yes		<ul style="list-style-type: none"> Attracted more participants Santa arrived with a team of horses 	
2016	\$5,000	1. Enhance entertainment during parade and light up night activities 2. Enhance advertising (print, Facebook, website) 3. Santa float 4. Equipment rental – portable washrooms 5. Design, display and decorations	Yes Yes Yes	 Yes Yes		
2017	\$5,000	1. Additional Entertainment 2. Marketing/Advertising 3. Equipment Rental 4. Design, display and decoration	Yes Yes	 Yes Yes		
2018	\$5,000	1. Upgrade entertainers during light up 2. Marketing/advertising 3. Enhance performers and bands in parade 4. Equipment Rental - heaters	Yes Yes Yes	 Yes		
2019	\$5,000	1. Pyrotechnic show 2. Enhance lighting, fencing, heaters	Yes		<ul style="list-style-type: none"> As a result of Library/Fire Hall demolition in Village Green, pyrotechnics had to be cancelled 	

Group: Dunnville Agricultural Fair						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2016	\$10,000	1. Rental of grandstand 2. Rental of portable washrooms 3. Rental of lighting	Yes	Yes Yes Yes	<ul style="list-style-type: none"> Held at Dunnville Airport 	
2017	\$10,000	1. Rental of grandstand, bleachers, tents, tables, lighting 2. Addition of demolition derby and truck and tractor pull	Yes	Yes	<ul style="list-style-type: none"> Also added medical and security personnel Hired sound company Added chuck wagon races 	
2018	\$10,000	1. Increase number of tents for displays, exhibits, etc. 2. Increase number of demonstrations, encourage interactive opportunities 3. Increase marketing and publicity – Snapd, local and surrounding papers	Yes Yes	Yes/No Yes/No	<ul style="list-style-type: none"> Moved back to Lions Park; unable to support larger event Tents which were rented deemed unsafe by County; demonstrations and education venues had to be condensed Increased marketing on Facebook, Twitter and six websites 	
2019	\$5,000	1. Tent rental to avoid previous issues 2. Demonstrators and supplies 3. Marketing/promotion	Yes Yes	Yes		

Group: Dunnville Mudcat Festival						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$10,000	1. Enhance advertising 2. Additional entertainment	Yes Yes	Yes	<ul style="list-style-type: none"> Increased radio advertising – KXFM, Giant FM and sister stations Additional marching bands hired 	
2016	\$10,000	1. Enhance parade participants 2. Upgrade entertainment for adults and children's areas 3. Increase marketing	Yes Yes Yes		<ul style="list-style-type: none"> Eight bands participated in parade Radio ads on Giant FM, KXFM, Astral Radio; print ads in local and surrounding newspapers 	
2017	\$10,000	1. Increase advertising in different mediums such as website, Facebook, Twitter 2. Upgrade entertainers in Wingfield Park 3. More rides and entertainers for kids area	Yes Yes Yes			
2018	\$10,000	1. Addition of two new events – Beer and Wine-Tasting in Central Park 2. Blues Crawl on Queen Street				
2019		1. Redesign of Blues Crawl	Yes	Yes		

Group: Dunnville Light Up Night & Santa Claus Parade						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$5,000	1. Increase advertising 2. Enhance entertainment	Yes Yes			
2016	\$5,000	1. Increase in marching bands 2. Increase advertising 3. Santa's float	Yes Yes		<ul style="list-style-type: none"> Additional marching bands added Added radio promotion – Giant FM 	
2017	\$5,000	1. Upgrade marching bands 2. Additional radio advertising	Yes Yes		<ul style="list-style-type: none"> Advertised on Moose-FM & Giant FM 	
2018	\$5,000	1. Bands 2. Increase radio advertising, print advertising			<ul style="list-style-type: none"> Advertised on Grand, Giant FM, KX FM, County 89, and in Curious Tourist Guide 	
2019	\$5,000	1. Change in venue for light-up required new tree location, trailer hauling 2. Fireworks display	 Yes	Yes		<ul style="list-style-type: none"> Light-Up moved to Waterfront Park

Group: Hagersville Rocks						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2016	\$10,000	1. Increase advertising 2. Upgrade talent and artists	Yes Yes		<ul style="list-style-type: none">Slight increase in attendance	
2017	\$10,000	1. All Canadian Line-Up for Canada 150	Yes		<ul style="list-style-type: none">Slight increase in attendance	
2018	\$10,000	1. Event to grow into two nights, requiring additional talent and production	Yes	Yes	<ul style="list-style-type: none">Event remained a one-day eventSlight increase in attendance	
2019	\$10,000	1. Enhance security (AGCO, OPP request) 2. Upgrades to lineup and production	Yes	Yes	<ul style="list-style-type: none">Slight increase in attendance	

Group: Hagersville Santa Claus Parade						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2016	\$5,000	1. Float Rentals 2. Increase number of marching bands	Yes Yes		<ul style="list-style-type: none">Additional float addedMarching band from Burlington a draw	
2017	\$5,000	1. Additional marching band 2. Buskers 3. Additional floats				
2018	\$5,000	1. Additional marching bands and floats	Yes			
2019	\$5,000	1. Additional marching bands and floats				

Group: Hagersville Summer's End Festival						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2015	\$5,000	1. Higher profile entertainment 2. Additional attractions	Yes			
2016	\$5,000	1. Additional live entertainment 2. Production/equipment rentals 3. Increase activities for smaller children	Yes Yes	Yes Yes	• Bigger audience at the stage	
2017	\$5,000	1. Add second stage for children's entertainment 2. Increase production as a result of # 1	Yes	Yes	• Local musician Mark LaForme—a fan favourite—and an illusionist • Increased number of inflatables – less crowding	
2018	\$5,000	1. Increase entertainment – wandering buskers 2. Upgrade level of entertainers	Yes Yes	Yes	• Added security in park overnight	
2019	\$5,000	1. Kids craft tent and attendant 2. Headline entertainment 3. Enhance car show	Yes Yes	Yes		

Group: Jarvis 150 Welcome Home Festival						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increase Organizational Capacity	Other	Additional Comments
2017	\$5,000	1. Celebration of Canada 150 – to include musical performers, children's performers 2. Rental of production equipment 3. Fund-raising initiatives 4. Marketing and publicity	Yes Yes	Yes Yes	• Helped cover the cost of fireworks • Fund-raising dinner and volunteer recruitment allowed for media advertising	• One-time event

Group: River Arts Festival						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2018	\$5,000	1. Exhibition Supplies – easels, hangers 2. Update branding and online presence 3. Promotional Materials 4. Production equipment rentals 5. Increase workshops, hosts and performers	Yes Yes Yes	Yes Yes Yes Yes	<ul style="list-style-type: none"> Used to promote events Promotions caught people's attention – increased focus on the events Enhanced quality of show 	
2019	\$5,000	1. Increase children's activities 2. Marquee performances x 2 3. Signage 4. Production costs - heaters	Yes Yes Yes	 Yes		

Group: Selkirk GasFest						
Year	Value of Grant	Proposed Enhancement	Increased Attendance	Increased Organizational Capacity	Other	Additional Comments
2016	\$5,000	1. Inflatables 2. Add band to parade 3. Marketing and advertising	Yes Yes			
2017	\$5,000	1. Increase inflatables 2. Add laser tag and birds of prey demo 3. Add band to parade 4. Marketing and advertising	Yes Yes Yes Yes		<ul style="list-style-type: none"> Free activities included: inflatables, birds of prey demo, laser tag, Friday Night movie in the park and live bands 	
2018	\$5,000	1. Inflatables 2. Enhance entertainment for families 3. Add more to parade 4. Marketing and advertising	Yes Yes Yes Yes			
2019	\$5,000	1. Enhance/increase entertainment 2. More/different entertainers for children 3. Advertising	Yes Yes Yes	Yes		