

APPLICANT GROUP NAME: Caledonia Agricultural Society

FESTIVAL EVENT NAME: Caledonia Fair

Date of Festival: September 27 - 30

Location of Festival: Caledonia Fair Grounds

Years Operated: 146

Average Attendance: 26,000

Average number of volunteers for the past 5 years: 300

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Agricultural, home craft and school displays
- Livestock competitions
- Food Vendors
- Live entertainment
- Midway
- Demolition Derby
- Canada 150 – Canadiana displays and entertainment

PURPOSE OF FUNDING:

- Increase Attendance

OUTCOMES FROM FUNDING:

- Increase attendance by enhancing the quality of entertainment.
- Increased attendance through increased marketing with a greater focus on attracting visitors from Hamilton, Niagara and the GTA.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: Caledonia Regional Chamber of Commerce

FESTIVAL EVENT NAME: Caledonia Canada Day

Date of Festival: July 1

Location of Festival: Caledonia Fair Grounds

Years Operated: 26

Average Attendance: 15,000

Average number of volunteers for the past 5 years: 75 - 100

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Jump and Bounce Air Rides, Pony Rides
- Bands and Stage Performers for adults and children
- Car Show
- Fireworks with music
- Craft and Food Vendors
- Live Entertainment

PURPOSE OF FUNDING:

- Increase Attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- Increase attendance by through the enhancement of adult and children entertainment.
- Increase attendance by enhancing fireworks with music.
- To increase organizational capacity the event moved to Caledonia Fairgrounds in 2018 incurring a venue cost.
- Due to an anticipated shortage of volunteers, supervisors cost for children's zone will increase in cost due to change in minimum wage.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: The Caledonia Regional Chamber of Commerce

FESTIVAL EVENT NAME: Christmas in Caledonia

Date of Festival: November 22 - 24

Location of Festival: various locations in Caledonia

Years Operated: 43

Average Attendance: 4,000

Average number of volunteers for the past 5 years: 35

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Light Up Night

PURPOSE OF FUNDING:

- Increase Attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- Increase attendance by increasing the entries of floats, buskers and marching bands in parade and enhancements to light up event in Caledonia Kinsmen Park.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: The Caledonia Regional Chamber of Commerce

FESTIVAL EVENT NAME: Caledonia Victoria Day

Date of Festival: May 20 (rain date May 21)

Location of Festival: Caledonia Kinsmen Park

Years Operated: 0

Estimated Attendance: 3,000

Average number of volunteers for the past 5 years: NA

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Light Up Night

PURPOSE OF FUNDING:

- Increase Attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- Attract attendees by marketing this new event which will provide a variety of musical entertainment and a fireworks display.
- Increase organizational capacity through the provision of audio-visual equipment for entertainers.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: CayugaFest

FESTIVAL EVENT NAME: CayugaFest

Date of Festival: July 13 & 14

Location of Festival: Lower Kinsmen Park, Bob Baigent Park,

Years Operated: 15

Average Attendance: 5,000

Average number of volunteers for the past 5 years: 40

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Beer Tent
- Food Vendors
- Live Entertainment – concerts featuring Country, Rock and Blues bands
- Children's Entertainment Area with rock wall, bouncy castles, bouncy amusement course, pony/horse rides, face painting

PURPOSE OF FUNDING

- Increase attendance
- Increase organizational capacity

OUTCOMES FROM FUNDING:

- Increase attendance through increase print and radio advertising.
- Increase attendance by enhancing the quality of musical entertainment.
- Increase organizational capacity by changing attractions to the Kidz Zone to attract adults and children.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: Cayuga & District Chamber of Commerce

FESTIVAL EVENT NAME: Cayuga Santa Claus Parade/Light Up Night

Date of Festival: December 7

Location of Festival: Cayuga Administration Building Parking Lot/Village Green Park

Years Operated: 22

Average Attendance: 2017 increased to 500, 2018 goal 600

Average number of volunteers for the past 5 years: 12

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Food Concessions
- Meet with Santa
- Live Entertainment

PURPOSE OF FUNDING

- Increase attendance
- Increase organizational capacity

OUTCOMES FROM FUNDING:

- Increase attendance through advertising and by enhancing the live entertainment.
- Increase attendance by enhancing the entries of floats.
- Increase organizational capacity to meet the HNHU requirements for increased participants.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: Dunnville Agricultural Society

FESTIVAL EVENT NAME: Dunnville Agricultural Fair

Date of Festival: August 17 - 19

Location of Festival: Dunnville Airport

Years Operated: 24

Average Attendance: 3,520

Average number of volunteers for the past 5 years: 67

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Agricultural, home craft and school displays
- Livestock competitions
- Interactive demonstrations and exhibits
- Food vendors and food trucks
- Musicians and entertainers such as magicians, etc.

PURPOSE OF FUNDING:

- Increase Attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- Increase attendance through demonstrations for participants such as wool spinners.
- Increased attendance by expanding fair by one day.
- Increase attendance through an increase in marketing with SNAPD.
- Increase organizational capacity by renting tents for educational areas.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: Dunnville Chamber of Commerce

FESTIVAL EVENT NAME: Dunnville Mudcat Festival

Date of Festival: June 7 – 10

Location of Festival: Dunnville Downtown Core and Parks

Years Operated: 44

Average Attendance: 60,000 (accumulated total)

Average number of volunteers for the past 5 years: 75

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade
- Food Vendors
- Live Entertainment
- Amusement Rides
- Fireworks Display
- Beer Tent
- Strong Man or Woman Contest
- Children's Entertainment

PURPOSE OF FUNDING:

- Increase Attendance

OUTCOMES FROM FUNDING:

- Increase attendance through marketing to a larger target market.
- Increase attendance through the provision of enhanced entertainment including marching bands and musical entertainment and new event activities.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: Dunnville Chamber of Commerce

FESTIVAL EVENT NAME: Dunnville Light Up Night & Santa Claus Parade

Date of Festival: December 1

Location of Festival: Dunnville (Downtown Core)

Years operated: 74

Average Attendance: 2,000

Average number of volunteers for the past 5 years: 15

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Light Up Night
- Parade

PURPOSE OF FUNDING:

- Increase Attendance

OUTCOMES FROM FUNDING:

- Increase attendance through marketing to a larger target market.
- Increase attendance through the provision of enhanced entertainment including marching bands.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: Hagersville Chamber of Commerce

FESTIVAL EVENT NAME: Hagersville Rocks

Date of Festival: July 23

Location of Festival: Hagersville Grant Kett Park

Years Operated: 4

Average Attendance: 1,734

Average number of volunteers for the past 5 years: 50 - 75

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Live Entertainment
- Food Concessions
- Beer Tent

OUTCOMES FROM FUNDING:

- To help pay for cost of talent and production.
- To increase attendance through the addition of a second day.

STAFF FUNDING RECOMMENDATION: \$10,000

APPLICANT GROUP NAME: Hagersville Chamber of Commerce

FESTIVAL EVENT NAME: Hagersville Santa Claus Parade

Date of Festival: December 8

Location of Festival: Hagersville Area

Years Operated: 9

Average Attendance: 2,500 – 3,000

Average number of volunteers for the past 5 years: 30 - 50

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Parade

PURPOSE OF FUNDING:

- Increase Attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- To increase attendance by enhancing the entries of floats, buskers and marching bands.

STAFF FUNDING RECOMMENDATION:\$5,000

APPLICANT GROUP NAME: Hagersville Lions Club

FESTIVAL EVENT NAME: Hagersville Summer's End Festival

Date of Festival: September 1

Location of Festival: Hagersville Park

Years Operated: 10

Average Attendance: 2,500 – 3,000

Average number of volunteers for the past 5 years: 12

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Live Entertainment for children and adults
- Food Concessions
- Children's activities
- Car Show
- Market Place
- Horse Drawn Wagon Rides
- Beer Tent

PURPOSE OF FUNDING:

- Increase attendance
- Increase organizational capacity

OUTCOMES FROM FUNDING:

- To increase attendance through the addition wandering buskers and by enhancing the quality of musical performers.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: Haldimand Art Works

FESTIVAL EVENT NAME: River Arts Festival

Date of Festival: November 4 - 18

Location of Festival: various sites in Dunnville including the Dunnville Library and Grandview Lodge.

Years Operated: 12

Average Attendance: 3,000

Average number of volunteers for the past 5 years: 20

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Art Workshops for adults and children
- Film Night
- Live Entertainment – musical, comedy, variety
- Culinary Night
- Art Shows

PURPOSE OF FUNDING:

- Increase attendance
- Increase Organizational Capacity

OUTCOMES FROM FUNDING:

- Increase event capacity through the enhancement of displays and rental of sound equipment, stage curtains, etc.
- Increase attendance through enhanced online presence including website design and event branding.

STAFF FUNDING RECOMMENDATION: \$5,000

APPLICANT GROUP NAME: Selkirk Lions Club

FESTIVAL EVENT NAME: Selkirk Gas Fest

Date of Festival: August 10 -12

Location of Festival: Selkirk Park

Years Operated: 14

Average Attendance: 500

Average number of volunteers for the past 5 years: 40

ACTIVITIES ASSOCIATED WITH FESTIVAL OR EVENT:

- Food Vendors
- Beer Tent
- Live Entertainment
- Inflatables
- Laser Tag
- Parade
- Birds of Prey demonstration

PURPOSE OF FUNDING:

- Increase attendance

OUTCOMES FROM FUNDING:

- Increase attendance through the enhancement of entertainment and activities, the addition of marching bands in parade.
- Increase attendance through increase print and radio advertising.

STAFF FUNDING RECOMMENDATION: \$5,000