



## **2024 Budget Request**

**Request: Community Events**

**Department: Corporate Services**

**Request ID: COR2024BUDGET-O-02**

**Financial Ask: \$20,000**

**Funding Source: Operating**

This document and its attachments are public and available in an accessible format upon request.

### **Background and Strategic Priority**

Increase Available Community, Recreational and Social Opportunities

### **Analysis**

During 2023, the Township undertook a number of new community activities and events. These included an outdoor movie night, a community engagement event, a seasonal lights event as well as traditional events such as Canada Day celebrations. In addition, the Township added new recreational opportunities such as drop in Pickleball.

These events were very well received in community and have been well supported; the movie night attracted over 200 attendees as did the rEvolution Fair at Cobble Beach. Pickleball has been well received at all three community centres and has seen a sustained level of attendance.

Engaging with community in a wide range and array of activities provides for a close connection between the work of the municipality and the community leading for different ways of engaging and connecting with community.

Adding new events and activities across the municipality provides for a different nature of relationship between community members and their Township and its staff and allows for different ways of dialogue occurring.



Through putting on a range of community events and activities, the Township is able to support economic development in the area, supporting local businesses, promoting these businesses, and generating support for them. Examples include working with businesses at the movie night and supporting local vendors at the holiday lights event.

Lastly, but significantly, community events are often an opportunity for promotion and advertising that promotes, supports, and reflects positively on the work of the municipality.

While some new events were explored in 2023, these were done with a limited budget, leveraging other projects being completed, or budgets that were underspent due to project deferrals and staffing pressures. Assigning a dedicated budget to supporting this work will enable staff to arrange and engage on events in 2024, and build partnerships with others to grow a small, but exciting range of community events into the future more proactively.

### **Financial Impact**

\$20,000 will be added to the budget on an annual basis to support community events.



### Report Approval Details

Document Title:	2024 Budget Request Community Events.docx
Attachments:	
Final Approval Date:	Nov 14, 2023

This report and all of its attachments were approved and signed as outlined below:

Samantha Buchanan, Treasurer

Niall Loble, Director of Community Services