



**The Corporation of the Municipality of Wawa
Staff Report**

Office of Community Services and Tourism

Prepared For: Corporate Planning	Report No.: BL-2017-01
Agenda Date: November 28, 2017	File No.: 9.30

Subject

This report concerns the upcoming festival of lights and a request for transportation and municipal involvement.

Summary of the Recommendation

That The Municipality of Wawa will provide transportation for the Festival of Lights using the Wawa Transit Bus for a period of 1.5 hours on December 16th.

Summary of the Issues

The Special Events Committee is re-introducing the Festival of Lights to the community. To do this, they require Municipal involvement in the following forms:

1. Transportation
2. Event venue (MMCC)
3. Advertising support

List of Stakeholders

Rate Payers
Council
Municipal Staff
BIA of Wawa
EDC of Wawa

Respectfully Submitted By:	Prepared By: Brian Lachine, Assistant Director, Community Services and Tourism
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Purpose of Report

The Special Events Committee made a recommendation to re-introduce the Wawa Festival of Lights as a Wawa beautification initiative. This initiative will create an accessible event. This event requires transportation, in the form of the Municipal Transit Bus, to shuttle seniors and other mobility-challenged persons. This report will recommend a course of action for Municipal involvement in this event.

Analysis

The Special Events Committee has recommended that the Wawa Festival of Lights event be re-introduced. This event will not only encourage local businesses to decorate for the season, but also encourage the decoration of resident's homes. The BIA of Wawa has generously donated prizes for best decorated businesses and homes. This will encourage participation and civic pride as well as provide a low cost event for residents to enjoy.

The Special Events Committee has requested touring transportation for the event. This will give the opportunity for our senior residents to participate in the event. The event is also planned to take place in part at the community centre, an accessible facility.

The proposed schedule is as follows for Saturday, December 16th:

- 5 pm to 7 pm: stores open for door crasher sales
- 7 pm to 8 pm: 20 minute bus tours leaving from the MMCC
- 8 pm: hot chocolate with Mayor, music, carol singing
- 8:30 pm: lighting of Christmas tree at the MMCC

This will benefit the community by providing some incentive for community beautification, while also encouraging residents and businesses alike to participate in a new community event. This participation encourages pride in our community. By providing accessible transportation, it encourages those who may not normally be able to participate. This is especially important for seniors in our community.

Financial/Staffing Implications

For the Municipality's participation in this event the following three costs will be incurred:

- Transportation costs - \$120.00
- Decoration costs
- Facility and event staffing cost

Both decoration costs and facility/staff costs are within the current Municipal operating budget and staff capacity. The only cost incurred would be the waiver of the transportation costs.

Policies Affecting Proposal

Community Strategic Plan

Key direction 4 of the community strategic plan identifies beautification as a community priority. By supporting the renewal of the Festival of Lights we are falling in line with this key direction.

Comments from Relevant Departments/Community and Corporate Partners

None.

Alternatives

Option 1: Do not support this event. Not supporting the event by the waiving of bus fees may limit accessibility and participation from the community

Option 2: Support this event by waiving fees on the transit bus would give the whole community the opportunity to participate in this event

Conclusion

Approval of This recommendation encourages beautification in Wawa during the holiday season, will help local businesses, allow those without transportation to participate in a Wawa event and create a sense of community pride.

Recommendation

That The Municipality of Wawa will provide transportation for the Festival of Lights using the Wawa Transit Bus for a period of 1.5 hours on December 16th.

Attachments

None.