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Date October 17, 2022 **Report No. 2022-679**

To Brian Hutchings
Chief Administrative Officer

From Marlene Miranda, General Manager
Community Services and Social Development

1.0 Type of Report

Restricted Acts after Nomination Day [X]

This report is being presented under the following applicable section(s) of **City of Brantford By-law 97-2022, being a By-law to Delegate Authority to the Chief Administrative Officer for Restricted Acts During "Lame Duck"**:

- () a) The hiring or dismissal of any employee of the Municipality that is not an officer of the Municipality as per The Municipal Act, 2001.
- (X) b) The making of any expenditures or incurring any other liability which exceeds \$50,000 that has not already received budgeted approval for.
- () c) The disposition of any real or personal property of the municipality which has a value exceeding \$50,000 at the time of disposal.

2.0 Topic **Appendix G 2022 Santa Clause Parade - CAO Approval**

3.0 Recommendation

- A. THAT Report # 2022-679 2022 Brantford Santa Clause Parade BE RECEIVED; and

- B. THAT staff BE DIRECTED to lead the planning and execution of the 2022 Brantford Santa Clause Parade.

4.0 Background

On September 28, 2022, the Brantford Chapter of the Junior Chamber International (JCI) advised City of Brantford staff that JCI would not have the capacity to organize the 2022 Brantford Santa Clause Parade.

5.0 Analysis

In response, staff are recommending that the City of Brantford lead the implementation of the 2022 Brantford Santa Clause Parade in collaboration with community partners.

The parade will be scheduled for November 26, 2022.

The parade will follow the same route as in previous years, and the public will be invited to participate through float registration, vendor and sponsorship opportunities.

6.0 Financial Implications

The municipal cost of implementing the 2022 Brantford Santa Clause Parade is estimated at \$16 000. At the time of this report, many of these costs are unknown, and have been projected based on current information. Staff will endeavor to offset the municipal cost through sponsorships, vendors, donations and float registrations.

Projected Revenues	
Sponsorships, Donations, Parade Entries, Vendors	\$27 000
Projected Costs	
Policing, Security, Marketing, Supplies, Port-o-Lets, Handwashing Stations, Transit Shuttles, Bands, Signage, Staff, Printing, Marketing	\$43 000
Net Municipal Expenditure	\$16,000

7.0 Conclusion

JCI has indicated they do not have the capacity to execute the 2022 Brantford Santa Clause Parade. In response, staff are recommending the City of Brantford plan and execute the Santa Clause Parade.



Marlene Miranda, General Manager, Community Services and Social Development

Prepared By:

Aaron Wallace, Director, Community Programs and Social Development

Attachments (if applicable)

Copy to:

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no