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Date June 6, 2023 **Report No.** 2023-199

To Chair and Members
Committee of the Whole - Operations

From Aaron Wallace
Acting General Manager, Community Services and Social Development

1.0 Type of Report

Consent Item ☐
Item for Consideration ☒

2.0 Topic Brantford Santa Claus Parade 2023 [Financial Impact \$5,000.00]

3.0 Recommendation

- A. THAT Report # 2023-199 Brantford Santa Claus Parade 2023 BE RECEIVED; and
- B. THAT the City provides a one-time operational grant to Freedom House in the amount of \$5,000 funded from the Community Groups Reserve (RF0569).

4.0 Executive Summary

The Brantford Chapter of the Junior Chamber International (JCI) formerly coordinated the Brantford Santa Claus Parade. In 2022, the JCI advised they no longer had capacity to organize the parade.

City of Brantford staff, in collaboration with community partners, coordinated the 2022 Santa Claus Parade.

This report advises Brantford City Council that Freedom House has agreed to assume coordination and oversight for the Brantford Santa Claus Parade, effective 2023.

Staff recommend that the City provide \$5000 from the Community Groups Reserve to offset initial costs related to the storage, maintenance and inspection of Santa's Sleigh, and the development of new signage, branding and other marketing materials featuring Freedom House.

In future years, it is anticipated that ongoing costs related to the Santa Claus Parade can be offset through sponsorship and donations.

5.0 Purpose and Overview

The purpose of this report is to provide Council with an update on the future of the Brantford Santa Claus Parade.

6.0 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.

On October 17, 2022, City Council approved a recommendation for staff to lead the planning and execution of the 2022 Brantford Santa Claus Parade, which occurred on November 26, 2022.

Since this time, staff have been actively working with former JCI members to discuss the long-term transition and sustainability of the parade. As a result, Freedom House indicated their intent to assume coordination and oversight of the parade.

In response, JCI agreed to transition oversight of the Santa Claus Parade, along with all parade assets, to Freedom House.

The appendices of this report provide copies of correspondence from both Freedom House, and the former Chair of the Brantford Santa Claus Parade Committee.

Freedom House has requested \$5000 in one-time funding to initiate the parade, for costs associated with the storage, maintenance and inspection of Santa's Sleigh, and costs associated with marketing, signage and other branded materials.

7.0 Corporate Policy Context

Council Priorities 2023-2026

Strategic Theme 2 – Focus on productive and collaborative partnerships

Strategic Theme 6 – Effectively and consistently, engage with the community

8.0 Input from Other Sources

Brantford Police Services

Parks & Facilities Services

Freedom House

Members of the former JCI Brantford

9.0 Analysis

2023 will mark the 47th annual Santa Claus parade in Downtown Brantford.

The parade is traditionally held on the last Saturday in November, followed by the Parade After Party and the Christmas Tree lighting ceremony in Harmony Square.

The Santa Claus Parade requires significant support from the City including logistics, policing, road closures, emergency planning, and marketing.

Parade planning is coordinated through the Special Events Advisory Team (SEAT) to ensure the health and safety of float entry participants and attendees.

Staff recommend that the City continue to provide this level of support to Freedom House, to ensure a successful transition to the new host organization.

10.0 Financial Implications

This report recommends a one-time \$5000.00 operating grant to be funded from the Community Groups Reserve (RF0569). Finance has confirmed that these funds are available.

11.0 Climate and Environmental Implications

Hosting an existing event will not contribute to an increase in Corporate greenhouse gas (GHG) emissions since this event already takes place each year. The GHGs emitted will be around the same amount as previous year and will not be contributing anything new.

12.0 Conclusion

JCI has agreed to transition the oversight and assets of the Santa Claus Parade to Freedom House, in advance of the 2023 parade. Staff are recommending \$5000 in funding to support this transition, and City staff will continue to provide logistics and planning support through the Special Events Advisory Team (SEAT).



Aaron Wallace, Acting General Manager
Community Services and Social Development

Prepared By:

Lori-Dawn Cavin, Manager of Community Recreation & Events

Attachments (if applicable)

Expression of Interest - Letter – Freedom House

Letter of Support – Former JCI Member Shawn Stemmler

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