



The Corporation of the Town of Tecumseh

Parks & Recreation Services

To: Mayor and Members of Council

From: Paul Anthony, Director Parks & Recreation Services

Date to Council: November 12, 2019

Report Number: PRS-2019-16

Subject: Tecumseh Corn Festival Future Direction

Recommendations

It is recommended:

That Parks and Recreation Report PRS-2019-16 Tecumseh Corn Festival Future Direction be received;

And that Administration be directed to undertake a detailed program review and public consultations with Council, community members, current festival working group, OPP and municipal staff regarding the proposed future direction of the Tecumseh Corn Festival;

And further that Administration prepare a report for Council's consideration on the program and operational structure for the 2020 festival and future years.

Background

At the October 24, 2017 Regular Meeting of Council, the members considered the Transition Timelines for the Tecumseh Corn Festival Update P&R Report # 24/17 and passed motion (RCM-380/17) which reads as follows:

That Parks and Recreation Report No. 24/17 respecting the Transition Timelines for the Tecumseh Corn Festival Update be received;

And that the 2018 Tecumseh Corn Festival be managed by the Parks and Recreation Department as a department program and as an alcohol-free 3-day event;

And that upon Council's approval of this proposal, a 2018 Corn Festival Budget will be drafted for Council's consideration at the 2018 Budget deliberations;

And further that following the 2018 Festival, Administration will prepare a report for Council's consideration on the overall operations of the Festival with recommendations for future years.

As recommended by the Manager Recreation Programs & Events under Report No. 24/17.

Comments

The first Tecumseh Corn Festival (Festival) was held at Lacasse Park in 1975 and has run annually since that date under a number of different Festival titles, usually reflective of the main sponsor. The Festival has operated in late August of each year, with next year's Festival being the Town's 45th.

Over the years, the Festival has operated under a variety of organizational structures and management committees. For the most part, the committee set out to replicate the events of the previous year with a minimum number of changes. For years, this was a successful formula and, for the most part, kept the festival popular. However, community feedback is that over time the festival has become stale.

The current management structure of the Festival is through the Parks and Recreation Department under the direction of Kerri Rice, Manager Programs and Events. The Festival has operated under this management structure for the past two Festivals. Through the Parks and Recreation Department leadership, a number of program alterations and enhancements were made over the past two years, specifically the removal of alcohol in 2018, and site layout in 2019.

After the 2018 Festival, Administration was to provide a report to Council on recommendations on the overall program and operations of the Festival, and direction for future years. It must be noted that, during the 2018 Festival, inclement weather on the Saturday affected the overall event and certainly lowered attendance; as a result, it was determined by Administration that a true evaluation of the Festival could not be undertaken based on the 2018 event.

In 2019, the Festival saw near perfect weather throughout the entire weekend and provided Administration with a better picture of how the current Festival program and layout performed and will allow Administration the opportunity to provide Council with a more complete future direction report.

Before a report can be presented to Council on the future direction of the Festival, it is suggested that a detailed program review and community consultations need to be undertaken. The consultations would be undertaken with Council, community members, current festival working group, OPP and municipal staff. Included in findings from the consultations will be the results of the upcoming Town of Tecumseh Customer Satisfaction Survey, as Council has requested that questions regarding the Corn Festival be included.

The program review will include, but not be limited to, a detailed look at the number of Festival days, hours of operation, entertainment, program activities for families, carnival, and Miss Tecumseh contest. Upon completion of the consultations and Administration’s interdepartmental reviews, a report will be provided for Council’s consideration for the 2020 Festival program.

The purpose of this report is to inform Council that the proposed 2020 Corn Festival budget that will be presented during the 2020 Business Plan and Budget session in November is based on the 2019 operations and program. There have been some minor additional financial requests reflective of 2019 budget actuals, and one highlighted request is to increase Festival wages through the addition of a seasonal staff support.

It must also be noted that the Council approved budget commitment to the 2020 Corn Festival will be the financial commitment that Administration will be directed to work within, regardless of what the program review and operational recommendations reflect.

Consultations

Financial Services

Financial Implications

During the 2020 Corn Festival Business Plan and Budget deliberations, the financial implications associated with a seasonal staff support and other festival-related costs will be recommended for Council’s consideration.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input checked="" type="checkbox"/>	Ensure that Tecumseh’s current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh’s plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town’s “continuous improvement” approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town’s leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable

Website

Social Media

News Release

Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
None	None