



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: October 26, 2021

Report Number: PRS-2021-16

Subject: Tecumseh Special Events - 2022

Recommendations

It is recommended:

That Report No. PRS-2021-16, regarding the Tecumseh Special Events 2022, **be received**;

And that the Town's 100th Anniversary Celebration planned for July 2022 **be approved** as the Town's major event for 2022 in place of the Tecumseh Corn Festival, with consideration of costs referred to the 2022 budget deliberations;

And further that Administration be directed **to defer** the Tecumseh Corn Festival to 2023, with consideration for resuming the event during the 2023 budget deliberations.

Background

The term special event or event is used to describe a broad range of activities planned to mark special occasions or to achieve specific social, cultural or economic objectives.

The Town of Tecumseh recognizes special events as an important part of the Town's quality of life as they provide affordable entertainment to residents of the Town and surrounding communities. It recognizes that special events enhance tourism, culture, recreation and education, as well as provide an economic benefit to businesses in the Town.

The Town has two (2) special events policies:

Policy # 85 Outdoor Special Events Policy

The purpose of the Outdoor Special Event Policy is to govern requests from individuals and groups to operate/host special events on Town of Tecumseh property;

Policy # 75 Town Special Event Policy - Attachment # 1

The purpose of the Town Special Event Policy is to identify criteria that would designate a Town Special Event and to differentiate a Town Special Event from a community organized and operated event. The Town Special Event Policy will aid in establishing the roles and responsibilities of the Corporation's employees, committees and Council.

The Town Special Event Policy provides the following criteria for determining a Town Special Event:

- Co-ordinated and implemented by a Town Department and/or through a Committee appointed by by-law adopted by the members of Council;
- Appeal to a broad based audience that includes a range of ages and interests; and
- The events budget is approved annually by Council.

In 2021, a Mayor's Task Force was appointed to commence planning for the Town's 100th Anniversary to be celebrated over 3 days - July 2, 3 and 4, 2022. Planning has been ongoing with the goal of providing various events throughout the Tecumseh community with an emphasis on encompassing the rich history and beautiful features of our Town.

Comments

Annually, the Town's Community and Recreation Services staff organize a number of Town special events and activities for the community. These events range from small one day events such as Canada Day Celebrations, and Summer Concert Series, to the larger three-day Tecumseh Corn Festival. The Tecumseh Corn Festival is normally held annually in August, however it has been cancelled during the past two years due to the COVID-19 pandemic and associated limits on social gathering. Following on the last Corn Festival in 2019, Council directed staff to undertake consultations on Corn Festival programming, which was done and reported to Council in the spring of 2020 (Report PRS-2020-09).

As the planning, organizing, coordination and presentation of the Town's 100th Anniversary event will take up substantial staffing resources and require financial support, it is recommended that this three-day event planned as the Town's 100th Anniversary Celebration be the Town's major event for 2022. It is also recommended that the staffing resources and financial support normally provided for the Tecumseh Corn Festival be reallocated to this event and be considered for approval during the 2022 Budget deliberations.

With the recommendation to reallocate the Corn Festival staffing resources and financial commitment to the Town's 100th Anniversary Celebration in the 2022 budget, the Tecumseh

Corn Festival would be considered again during the 2023 Budget deliberations. Input received during the consultations undertaken following the 2019 event will be factored in at that time.

It should also be noted that the planning of all smaller events in 2022 by the Community and Recreation Services program staff, including funding approved in the 2022 program budget, will incorporate the theme of the Tecumseh 100th Anniversary Celebration. This will ensure that the celebration of the Town's 100th Anniversary becomes a yearlong event, in addition to the specific July 2 to 4 celebrations. A separate report to Council outlining the progress made by the Mayor's 100th Anniversary Celebration Task Force on planned programming for the 2022 celebration event is forthcoming.

Consultations

Chief Administrative Officer
Financial Services

Financial Implications

Administration will include the Tecumseh 100th Anniversary budget allocation for Council's consideration during the 2022 budget deliberations.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input 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
1	Town Special Event Policy #75