



The Corporation of the Town of Tecumseh

Parks & Recreation Services

To: Mayor and Members of Council

From: Kerri Rice, Manager Recreation Programs & Events

Date to Council: November 13, 2018

Report Number: PRS-2018-22

Subject: 2018 Tecumseh Corn Festival Post Event Report

Recommendations

It is recommended:

That Parks and Recreation Services Report PRS-2018-22 respecting the 2018 Tecumseh Corn Festival Post Event Report **be received**;

And that as long as the Tecumseh Corn Festival continues, it will be an alcohol-free 3-day event managed by the Parks and Recreation Department.

Background

At the Policies & Priorities Committee Meeting on November 30, 2015, in accordance with Council's direction, Administration proposed a phase-in approach to move the Tecumseh Corn Festival [Festival] towards a self-sustaining community event.

At the Policies & Priorities Committee Meeting on December 13, 2016, the Members directed the following (PPC-16/16):

- That Parks and Recreation Report No. 29/16 respecting the Transition Timelines for the Tecumseh Corn Festival be received;
- And that the Corn Festival remain within the Town's Operating Budget for 2017 whereas the Manager Recreation Programs & Events will continue to provide support to the Committee, similar to the support provided in 2016;
- And that the OPP labour for the licensed tent will remain as part of the Town's in-kind contribution to the 2017 Festival;
- And that a one-year extension be negotiated with Carter Shows Ltd. for the Midway

Carnival for the 2017 Festival;

And that a one-year agreement with the Optimist Club of St. Clair Beach be prepared for the servicing of the Corn Booth for the 2017 Corn Festival;

And that a one-year agreement with the Knights of Columbus Council No. 4375 be prepared for the servicing of the Licensed Tent for the 2017 Corn Festival;

As recommended by the Manager Recreation Programs & Events, under Report No. 29/16.

At the Policies & Priorities Committee Meeting on December 13, 2016, the Members directed the following (PPC-17/16):

That Administration commence discussions with the local service groups regarding the Tecumseh Corn Festival transition.

On February 24, 2017, Administration met with local not-for-profit organizations regarding opportunities for individual and/or joint partnerships to take over the operations of the Festival. The meeting included representatives from the Optimist Club of St. Clair Beach, the Rotary Club of Windsor-St. Clair, Lakeside Lion's Club and the Knights of Columbus # 4375. In the weeks following the meeting, all but one of the organizations informed Administration that they would not pursue taking over the Festival operations.

In April 2017, Administration prepared a Request for Proposal that was posted on the Town's website and social media accounts, circulated directly to local not-for-profit organizations, and posted to the Festivals and Events Ontario Job Opportunities site. No proposals were received as of the posted deadline.

At the Regular Council Meeting on June 27, 2017, the Members directed the following (RCM-149/17):

That Parks and Recreation Report No. 13/17 respecting the Transition Timelines for the Tecumseh Corn Festival be received;

And that the Director Parks & Recreation be authorized to enter into direct negotiations with a local community organization to take over the management of the Tecumseh Corn Festival;

And further that Administration prepare a report for Council's consideration regarding the results of the direct negotiations.

At the Regular Council Meeting on October 24, 2017, the Members directed the following (RCM-244/17):

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.

Comments

In an effort to meet Council's objective to reduce the Town's involvement with the planning and management of the long-standing community event as well as reduce the risk and liability involved with the Festival, Administration planned and executed the following for the 2018 Tecumseh Corn Festival (Festival):

- 1. Managed the Festival as a Parks and Recreation Department program similar to other community events operated by the Department, i.e. Christmas in Tecumseh, thus eliminating the requirement for a formal committee structure.**

Results:

The planning of the Festival was productive and proceeded through the year without delays. The Manager Recreation Programs & Events worked in partnership with community partners and volunteers, including some former committee members, to plan certain aspects of the Festival (i.e. pageant). New partnerships were also established and found to be successful in planning new and/or enhanced Festival activities such as the car show.

- 2. Festival be reduced from a 4-day event to a 3-day event.**

Results:

The Festival was scheduled Friday, August 24, 2018 to Sunday, August 26, 2018. Activities previously scheduled on Thursday of the Festival, such as the pageant, were incorporated into one of the other days of the Festival.

- 3. Continue to include a midway carnival, parade, pageant, vendors and family-friendly entertainment.**

Results:

Midway Carnival - An agreement with Carter Shows Ltd. was negotiated that provided fifteen or more rides, food booths and games. Advanced discounted tickets for the midway rides were available for purchase as the Tecumseh Recreation Complex & Arena and Tecumseh Leisure Pool in the weeks leading up to the Festival.

Parade - A parade was coordinated that included over 40 entries. Volunteers from Tecumseh Fire & Rescue Services assisted with marshalling the parade entries at the Tecumseh Arena parking lot. The parade proceeded through the Town along Lesperance Road to Tecumseh Road onto Lacasse Boulevard to the park entrance. The parade included 3 bands as well as the Canadian Pacific's award-winning Puffer Belly Express miniature train.

Pageant - The Miss Tecumseh Pageant was showcased on the Festival's main stage on Sunday afternoon and the pageant contestants participated in a variety of activities such as the Senior's Bingo and Corn Eating Contests that lead up to the pageant. There were 16 contestants that participated in the pageant. In the weeks leading up to the final pageant competition, the contestants participated in a number of fundraising initiatives including a pasta dinner, car wash, and bowling challenge that contributed to a donation to the Pageant's charity of choice, Transition to Betterness, totalling \$4,034.

Vendors - 54 vendors participated in the Festival and provided a variety of offerings including food, arts & crafts, merchandise, and informational / promotional materials. In addition, the

Optimist Club of St. Clair Beach coordinated the Corn Booth throughout the Festival, serving hot-buttered corn on the cob provided by Bonduelle Tecumseh.

Family-Friendly Entertainment – The Festival offered continuous entertainment during all hours of the Festival. The Festival included a free interactive activities area that included a giant inflatable corn maze, bouncy castle, mini golf and giant lawn games (chess, checkers, connect 4, jenga, etc.). Live stage entertainment was scheduled each day with specific entertainment based on each day's theme. For example, Friday's Senior's day included an Elvis Tribute Artist; Saturday's Family day included Sharon & Bram. Attachment 1 provides a listing of the Festival's complete schedule of events.

4. Not include a licensed tent area.

Results:

The 2018 Festival budget was adjusted to reflect the projected reduction of revenue associated with the elimination of a licensed tent area including the Tent Lease and reduced admission revenue. Other adjustments were made in relation to the elimination of the licensed tent including staffing adjustments associated with grounds maintenance and security including Tecumseh OPP.

The space once used for the licensed tent area was utilized in other manners, including the Senior's Bingo activity on Friday, pony rides on Saturday, and the car show on Sunday. The space also provided additional onsite parking spaces.

5. Operating hours will be reduced and the park will close by 11:00 p.m. on Friday and Saturday evenings.

Results:

The Festival's schedule of events opened each day at 12 noon and provided continuous entertainment and activities throughout the day and evening, including the midway carnival. The Festival, including the midway carnival, closed at 11:00 p.m. on Friday and Saturday evening and at 7:00 p.m. on Sunday. Festival event staff schedules were adjusted to reflect the 2018 operating hours.

Observations, Feedback and Recommendations:

1. Survey Results

Administration, with the assistance of student interns from the University of Windsor and St. Clair College, conducted a survey at the Festival. In order to track trends from previous years, the survey was developed using similar questions previously asked by the Canada South Festival Network. Attachment # 2 is the results of the survey. Survey result highlights include:

What best describes your age category?

- 30% age 21-35
- 26% age 36-50
- 21% age 51-64
- 20% age under 20

What is your gender?

- 53% are Female and 46% are Male

Where do you reside?

- 53% reside in Windsor
- 31% reside in Tecumseh

Have you attended the Corn Festival in past years?

- 78% Yes and 22% No

What attracts you to the Corn Festival?

- 36% Food
- 19% Games/Entertainment
- 18% Music

How would you rate the following elements of the Festival?

- Price of Tickets – 68% Fair to Very Good
- Quality of Vendors – 45% - Good
- Quality of Rides – 40% - Good
- Entertainment – 61% Good to Excellent

How would you rate the Corn Festival?

- 26% - Good
- 33% - Very Good
- 23% - Excellent

Are you satisfied with the value you receive for the amount of money spent at the Festival?

- 76% - Yes

Do you believe you will attend the Festival next year?

- 78% - Yes

What would you like to see changed for future Corn Festivals?

- 63% - Larger variety of vendors
- 37% - Different types of entertainment

2. Attendance

The 2018 Festival budget was prepared with the expectation of reduced attendance levels based on a 3-day festival, reduced hours, and no licensed area. Attendance levels met expectations on Friday and Sunday. Saturday's lower attendance is assumed to be a direct result of the inclement weather conditions on that day. Total attendance for the 2018 Festival was 11,241.

3. Weather Impact

The weather on Saturday of the Festival consisted of rain and storms in the morning that resulted in a postponement of the parade. The remainder of the day consisted of overcast clouds and periodic rain and showers with cooler temperatures. Inclement weather conditions

contributed to safety concerns for the stage performers and as a result the headline concert had a last-minute cancellation. It is Administration's opinion that the inclement weather conditions on Saturday contributed to lower attendance levels on Saturday.

4. Emergency Services

Tecumseh OPP were onsite throughout the evenings of the Festival, however less staff were required as a result of the Festival's shortened hours and type of scheduled activity (ie: alcohol-free). No issues were reported.

Tecumseh Fire & Rescue Services continued to provide first aid services throughout the Festival weekend while also providing Fire Prevention information to Festival visitors. Only minor first aid issues were reported, such as bee stings.

As in previous years, Essex-Windsor EMS scheduled a vehicle to be parked onsite during the Friday and Saturday evenings. No issues were reported.

5. Visitor Feedback

Throughout the weekend, visitor comments were overall positive. Event Staff and volunteers observed that families with younger children stayed at the park longer into the evening than in previous years and many families indicated they appreciated the alcohol-free atmosphere, adding that in previous years they would leave the park early to avoid the guests attending for the licensed tent.

Consultations

Optimist Club of St. Clair Beach
Carter Shows Ltd.
Muscle Cars & Classics
Tecumseh Fire and Rescue
Essex-Windsor EMS

Following the 2018 Festival, Administration met with the Festival's major community partners to review the festival. The purpose of the meetings was to discuss the Festival's successes and areas for improvement; in particular to obtain feedback and opinion about the changes implemented for 2018.

Overall, all of the community partners indicated that the Festival was well attended on Friday and Sunday and that the lower attendance on Saturday was a result of the inclement weather. Each of the community partners agreed that the elimination of a licensed area did not negatively affect the overall Festival and that the overall atmosphere of the Festival achieved its goal towards the family-friendly demographic. The community partners agreed that this year's Festival did not experience the issues and challenges that had been experienced in previous years that were associated with alcohol. Each of the community groups support continuing the Festival as an alcohol-free event. Attachments 3, 4 and 5 are letters of support provide by community partners.

This summer, Muscle Cars and Classics (MC&C) partnered with the Town of Tecumseh to coordinate and enhance the Festival’s car show. MC&C took the lead in re-branding the Festival’s car show as a premiere invitational car show titled “Cream of the Crop”. The Cream of the Crop Invitational Car Show displayed 50 of the top classic and muscle cars in Windsor-Essex and included celebrity guests and judges. The feedback from the MC&C as well as car show participants and spectators was that the show was a success and provided a unique addition to the festival’s schedule of events. MC&C is looking forward to continuing this partnership and anticipates the interest in the Cream of the Crop Car Show to grow.

Conclusion

Administration’s goal is still to secure an organization to operate the Corn Festival as a separate, independent festival from the Town, as per previous Council direction.

Should the 2019 Corn Festival be managed through the Parks and Recreation Department, it will be done so as a 3-day, alcohol-free event.

The 2019 Corn Festival Budget will be prepared for Council’s consideration as part of the 2019 municipal budget package.

Financial Implications

Financial History of the Corn Festival:

	2007	2008	2009	2010	2011	2012
REVENUES	\$ 102,131	\$ 191,740	\$ 221,833	\$ 272,045	\$ 245,282	\$283,781
EXPENDITURES	\$ 114,296	\$ 198,234	\$ 214,582	\$ 275,171	\$ 247,233	\$283,775
NET EXPENDITURE	-\$ 12,165	-\$ 6,494	\$ 7,251	-\$ 3,126	-\$ 1,951	\$ 6

	2013	2014	2015	2016	2017
REVENUES	\$ 157,271	\$ 163,337	\$ 190,832	\$ 154,356	\$ 159,787
EXPENDITURES	\$ 179,840	\$ 202,713	\$ 200,220	\$ 143,288	\$ 138,160
NET EXPENDITURE	-\$ 22,569	-\$ 39,376	-\$ 9,388	\$ 11,068	\$ 21,627

Note: Prior to 2016 a portion of the wages for recreation staff was allocated to the Festival budget to reflect the time spent on the Festival. These costs were in the \$40,000 to \$50,000 range in recent years. In 2016 and 2017, the allocation was reduced to \$25,000 and \$0 respectively. This was to reflect the expectation that community groups would take over managing/running the Festival.

In the years 2008 to 2012, the Tecumseh Corn Festival received provincial grants up to \$75,000 that allowed the Festival to secure enhanced entertainment and equipment for the Festival. The funding allowed the Festival to engage headline entertainment including Hedley (2008), Finger Eleven (2009), Theory of a Deadman (2010), Our Lady Peace (2011) and the Tea Party (2012). A direct result of these scheduled performances was increased festival attendance levels, peaking as high as 41,000 visitors. However, even with the higher

attendance levels, the Festival still experienced a negative net expenditure, with the exception of 2009 and 2012.

2018 Festival Budget:

When preparing the 2018 budget, Administration incorporated the reduction of revenue associated with elimination of a licensed area, including the loss of revenue from the lease agreement with the tent operators and reduced admission fees. Administration adjusted the budget to reflect offsetting expenditures. The 2018 Approved Budget projected a negative net expenditure of \$13,211.

	2018	2018
	Budget	Forecast
REVENUES	\$ 109,000	\$ 92,844
EXPENDITURES	\$ 122,211	\$145,358
NET EXPENDITURE	-\$ 13,211	-\$ 52,514

As was noted under Financial History of the Corn Festival, the above numbers do not include an allocation of recreation staff time spent organizing the Festival. These costs are typically in excess of \$40,000.

The 2018 projected forecast budget includes an additional variance of \$39,303 over the approved budget of \$13,211 for a total overall event cost of \$52,514. Contributing factors to the variance include lower paid attendance due to the inclement weather on Saturday, higher rental fees associated with the stage production requirements, and increased event staff payroll reflective of Bill 148 and the minimum wage increase.

The weather conditions on Saturday contributed to a lower than expected attendance level. Had weather conditions been more favourable, Administration is confident that the Admission Revenue would have met budget projections.

When preparing the budget, the Equipment Rental line item was adjusted with the expectation that a smaller stage could accommodate the scheduled entertainers. However, the entertainment requirements continued to dictate the larger stage was required, therefore quotes received to provide stage production services were higher than budgeted.

In 2018, reflective of Bill 148, the minimum wage increased from \$11.60 per hour to \$14.00 per hour. When the budget was set the existing wage rate of \$11.60 was utilized, and as a result, the wages associated for the Festival Event Staff that work in various areas such as Admission Collection, Parking Attendants, and Grounds Maintenance were adjusted to meet the provincial legislation. Administration reduced staff hours to meet the needs of the Festival based on a 3-day festival with shorter operating hours and no-alcohol, however the increase in the minimum wage resulted in additional cost.

Link to Strategic Priorities

Applicable	2017-18 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 the Town of 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 the Town 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:

Kerri Rice
Manager Recreation Programs & Events

Reviewed by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Deputy Treasurer & Tax Collector

Recommended by:

Tony Haddad, MSA, CMO, CPFA
Chief Administrative Officer

Attachment Number	Attachment Name
1	2018 Corn Festival Schedule of Events
2	2018 Corn Festival Survey Results
3	Letter of Support – Optimist Club of St. Clair Beach
4	Letter of Support – Carter Shows Ltd.
5	Letter of Support – Muscle Cars & Classics