



BRIEFING NOTE

To: Mayor Burton and Members of Council
From: Colleen Bell, Commissioner, Community Services
Date: May 19, 2022
Subject: Full scale and in person 2022 Canada Day Event

Summary:

The town's Special Event Services team in collaboration with various town departments are planning a full scale and in-person Canada Day celebration at Bronte Heritage Waterfront Park on Friday, July 1, 2022 from 6-10 p.m. The budget of \$70,000 for a full event was approved by Council through the 2022 budget deliberations.

The celebration will include curated family friendly art and crafts, 'try it' sports and cultural activities, food services complementing the fare of Bronte BIA vendors. Stage performances will feature a local vocalist and guitarist, Balletomane Dance School, children's interactive entertainers; Sing Along Tim & The Pacifiers and Oakville's own 'fun for all ages' band'; The Lonely Hearts.

The evening will conclude with a fireworks show starting at 10 p.m. (weather permitting).

Theme:

The proposed event theme is: Oakville's Own – Celebration, Inclusivity and Creativity to support Council's strategic direction to 'Foster a community environment that engages residents of all ages, abilities and backgrounds'.

Oakville Transit:

Pay-one-way (to the park); departing every 10 minutes from Bronte GO station. Shuttle location: Jones St. & Marine Dr. Last shuttle leaves Bronte Village at 11PM.

Parking restrictions/Road closures. (Bronte BIA endorsed)

Partial road closures begin at 5pm on Friday July 1, closing the streets south of Lakeshore Road from Bronte Road to Jones Street. The road closures allow for a dedicated transit lane concurrent with increased pedestrian traffic within the designated event space. Fencing and barricades are

established to separate pedestrians from local resident vehicles that require access to/from all driveways and underground parking lots in the closed area.

Access for emergency vehicles will be maintained in all areas at all times.

Traffic Operations will install no parking signs north of Lakeshore Road West on June 28. Signs south of Lakeshore Road West will be installed on June 30.

Map showing road closures – attached.

Fireworks:

The fireworks will start at 10pm, off a barge in the water. The fireworks display will be visible from the whole park. It should be noted that this event is exempted under the Noise By-law 2008-098 under Section 8.

Grant:

Department of Canadian Heritage have confirmed a \$30,000 grant through the Celebrate Canada fund.

Financials:

Estimated net cost operating budget of \$70,000.

Indigenous awareness and sensitivity:

There will be a land acknowledgement delivered by Elijah M. Williams, Director of Indigenous Engagement at Sheridan College.

To celebrate National Indigenous History Month (June), the Oakville Museum team is planning a series of Indigenous focused activities on June 28-30. Programming will feature an Indigenous heritage walk including the soon to be installed orange crosswalk at Thomas and Church, moccasin identifier kit and guests speakers in the newly restored Coach House.

Communication:

Details to be announced the week of May 30.