

Tourism AGM – Speaking Notes

- City of Burlington's Canada Day celebration takes place at Spencer Smith Park annually on July 1. This year will be the 29th year of the event.
- Highlights – Number of activities, vendors, food and entertainment within the park and exceptional fireworks display over the water in the evening.
- The event has previously run from noon until 10 p.m. however this year, we will have a later start at 2 p.m. We usually have roughly 10,000+ attend the event during the day and over 50,000 attend for the fireworks in the evening.
- Attendance Information (based on survey from 2018):
 - The majority of attendees come from Burlington (60%), with 7% from Hamilton, 5% from Mississauga, 9% from Markham, and the rest from other surrounding municipalities
- New items for 2019
 - Later start time and opening ceremonies at 4 p.m. featuring the TTB
 - Itabashi delegation and Japanese drumming during opening ceremonies
 - Cultural performers – Bharatham Academy of Indian Dance, White Pine Dancers
 - Culturally focused food trucks
 - Scaling back on the event as most attend during the evening for the fireworks
 - Temperatures over the years have also been a factor resulting in decreased attendance – very hot
- Changed/Evolved over the years:
 - Canada Day used to be committee driven however, as time went on, the interest was no longer there
 - Symphony on the Bay used to perform in coordination with the fireworks – to change this up, last year we did a live simulcast with K-lite
 - To attract more people to attend the event during the daytime hours, we used to have a headliner in the afternoon. We stopped this as we weren't seeing a substantial increase in attendance with the amount of money we were paying. Our focus now is cultural and diverse performances.
 - Removal of our license and VIP area. Concept- event attendees could attend a restaurant for these services. Positive for restaurant establishments within the downtown.

- Partnerships with local businesses – VRPRO Canada Day 5k, Yoga in the Park, Scholars in Collars Dog Show, Museums of Burlington, local entertainment
- Shuttle busses on rotation throughout the event at the Burlington Go station to assist with parking within the downtown.
- Financial Components - Benefits to the Community:
 - Sponsorship 2018
 1. Total Received - \$71,750.00
 2. \$36,750 Event related sponsors
 3. Two of these major sponsors are Burlington based locations
 4. Provincial Government provides \$30,000 in addition to this (not guaranteed)
 5. Vendor Fees (incomes) – \$20,277.41
 6. Total Operational Cost of the event – \$108,766.79
 - Vendors, Food Trucks, Activity Providers
 1. Many of our activity providers are local community groups from Burlington however we also have a number of marketplace and food vendors that are from outside of Burlington (Hamilton, Oakville, Toronto, GTA area)
 2. Vendor applications are open to all – we would love for local businesses to come to our events
 3. Issues in the past with local businesses and the placement of vendors/types of vendors in the park
 - Economic Impact – Tourism Burlington
 1. Total visitors spending on the economic impact study provided by Tourism Burlington was high for Canada Day
 2. Event attendees stay in the downtown core and spend \$
- Overall Benefits to the Community:
 - Community groups, vendors and food trucks have the opportunity to participate at the event. This can bring outside businesses to the community as well as showcase local options within Burlington.

- Green Event – work with Burlington Green to promote environmentally friendly practices within the event (sorting of waste) which positively impacts our environment and future
- Volunteer opportunities are provided to the community and allow members to get involved and are exposed to all that the event offers.
- Brings the community together to celebrate our country, heritage, culture and diversity.