

INFORMATION NOTE

Title:	Downtown Holiday Fair
Date Prepared:	September 28, 2022
Report To:	Committee of the Whole
Councillor and Role:	Councillor Debbie Hanlon, Special Events
Ward:	Ward 2

Issue: Special Events staff proposal for Downtown Holiday Fair funded through Canadian Heritage Reopening Fund.

Discussion – Background and Current Status: Special Event staff applied for and received a grant through Canadian Heritage Reopening Fund. This 1-year funding initiative, available through the Celebration and Commemoration Program, provides funding to support initiatives that meet 1 or more of the following requirements:

- Increase opportunities for Canadians to participate in various commemorative activities and celebrations to mark Canada’s emergence from the COVID-19 pandemic
- Build a sense of pride and belonging to Canada by holding celebratory and commemorative activities that recognize people and achievements in the response to COVID-19
- Support the revival of local economies through in person events

Our proposed 2-day event includes holiday themed pop-up performances featuring choirs and musical performers on Water Street and Duckworth Street and a family friendly concert featuring local performers and activities on George Street.

We will also be commissioning a series of video vignettes highlighting some of the many local businesses and organizations who demonstrated resilience throughout the pandemic, a key objective of the grant. The vignettes will be featured on an outdoor video wall during the concert on George Street.

Proposed dates and times:

- Water Street and Duckworth Street pop-up performances 2:00-5:00pm. Saturday, December 10 (Alternate date in case of inclement weather, December 17). Road closure not required.
- Family Friendly Concert and Activities on George Street. Sunday, December 11 (Alternate date in case of inclement weather, December 18). Road closure in place.

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Key Considerations/Implications:

1. Budget/Financial Implications: Budget for this event will come from Canadian Heritage Reopening Fund.
2. Partners or Other Stakeholders: Downtown St. John's, George Street Association, Government of Canada
3. Alignment with Strategic Directions:

A Connected City: Increase and improve opportunities for residents to connect with each other and the City.

A Connected City: Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities.
4. Alignment with Adopted Plans: NA
5. Accessibility and Inclusion: We will consult with Recreation Inclusion team on the planning of this event.
6. Legal or Policy Implications: NA
7. Privacy Implications: NA
8. Engagement and Communications Considerations: A communications plan will be developed to ensure residents are aware of the event.
9. Human Resource Implications: NA
10. Procurement Implications: Will consult with purchasing for any required RFPs
11. Information Technology Implications: NA
12. Other Implications: NA

Conclusion/Next Steps: Based on Council feedback on the proposed event, staff will continue with the planning and event logistics and development of communications plan in partnership with Downtown St. John's and George Street Association.