

Report to Council  
Re: 2022 Santa Claus Parade  
From: Councillor Shelagh Landsmann  
Date: September 6, 2022

**Recommendation:**

That, the report to Council regarding the 2022 Santa Claus Parade be received and that Council provide direction to the Committee on the how the parade will function for 2022.

**Overview:**

At the last Committee of the Whole meeting on August 8<sup>th</sup>, 2022, there was a request made to discuss the 2022 Santa Claus Parade at the September 6, 2022 Council meeting. The Committee is currently down to 3 members which will make it a challenge to organize the parade. To be able to start the planning process the Committee would like to have direction from Council regarding the format and timing of the parade.

The first item that the Committee would like direction is on whether the parade should take place this year in it's original format. Is Council comfortable having attendees grouped together along with the traditional activities of visiting Santa, the cookie and hot chocolate exchange and singing of holiday music? Another item to consider is whether the parade should remain an evening event or move to the afternoon as the road can be quite dark and it is typically quite cold for young children.

If it is decided that the parade will go ahead as in past years, some type of recruitment for additional volunteers will be needed to organize the parade and assist on the day of the event. One options that has floated around is to see if the Canada Parade Committee could assist with this parade as well. As well, we could reach out to all other Township Committees to see if they have members who can assist.

If it is decided that the parade will not go ahead as usual, what are some of the alternatives? Thoughts included having all the floats set up and conducting a drive-by parade similar to Lakefield or creating a holiday decoration contest for residents to participate in.

**Conclusion:**

The Santa Claus Parade Committee is looking forward to begin the planning process for 2022 but requires direction from Council on the format and timing of the event.

**Financial Impact:**

There is money set aside in the 2022 budget for this event.

**Strategic Plan Applicability:**

To set out a direction of focus for economic development while utilizing resources to facilitate the promotion of the community.