

Memorandum

Date: December 8, 2020

To: Members of Council

From: Kevin Hayashi, Coordinator, Partnerships and Events, Community Services

Subject: Follow-up Information regarding Reimagining Winterfest

The purpose of this memo is to address questions from Council that were brought forward during the December 1, 2020 General Committee Meeting.

The Winterfest marketing campaign was launched on Wednesday December 2 through social media and will be appearing in the Town's newspaper ads moving forward.

Civic Campus

The Civic Campus display will offer a significant improvement over previous years. With low local inventory of lights, staff have sourced what they can to complete the setup by December 9.

The availability of the outdoor rink kits for Civic Campus has been confirmed. One rink will be installed mid-December and the second rink will be installed by January 1st. The ice is weather dependent and takes approximately two weeks to be built.

Staff researched the ability to run brine lines from existing facilities (i.e. Caledon East Community Complex and Lloyd Wilson Centennial Arena). The costs to install temporary brine lines that connects to the existing refrigeration located in the arena has been estimated to cost between \$220,000 - \$300,000. This estimate does not include labour and installation/removal costs. At this time staff does not support moving forward with this direction.

Please note that the capacity of the current compressors have been designed to meet the existing loads (Caledon East = two ice pads) and would not allow for an additional ice surface to be installed and run simultaneously (increasing from two to three pads). The addition of an outdoor pad would discontinue the use of one indoor pad.

In future, if a system was to be installed, staff would suggest the purchase a separate refrigeration system in order to produce an outdoor rink.

Community Rinks Update

Staff continue to explore the availability of local volunteers and locations for the Potts Park and Caledon Village rinks.

Canadian Tire's Operation Puck closed on November 23. Prior to closing, staff shared the information with the existing community rink volunteers, with at least one of the community groups entering the contest.

Staff support will vary between community rinks, depending on the level of involvement needed. Involvement will range from rink building and maintenance with the use of ice resurfacing equipment to supplying and building rink frames. Community rinks will be supported with small equipment such as shovels.

#CaledonLights Competition

Staff explored the concept of building and maintaining an interactive GIS-based map for the #CaledonLights competition. Due to logistical issues including, timing and privacy issues involved with the GIS map, the most effective way to run the contest would be to host it through social media.

Two Caledon-based prize bags will be provided to each Ward (Wards 3/4 will be combined) and Councillors may add additional locally sourced prizes, if they wish. The intention is to have one prize for a residential home, and one for a business. The contest will run until the end of December, with the Regional and Area Councillors selecting the winners within their own wards based on social media posts. Winners will be announced in the first week of January. Prizes will be provided utilizing existing Town inventory of merchandise that is available for purchase along with inventory used for Town events.