

Memorandum

Date: Tuesday, March 19, 2019

To: Members of Council

From: Heather Savage, Manager, Recreation, Community Services

Subject: 2018 Celebrate Caledon Overview

HIGHLIGHTS

- Increased attendance by 11%; hosted over 15,000 resident and non-residents.
- Secured \$21,346 through the Celebrate Ontario grant.
- Introduction of Caledon Community Services' cycling event Vélocity attracting over 100 riders and raised \$61,000 towards local senior services.

DISCUSSION

Celebrate Caledon 2018

By combining the weekend's events; Cheers Caledon, Vélocity and Caledon Day staff position the Father's Day weekend as THE weekend to be in Caledon.

Staff secured \$21,346 in funding through the Celebrate Ontario grant which supports event improvements that encourages longer tourist visits and creates greater experiences for both visitors and the host community.

The funding was used to enhance the following event components:

1. Increased caliber of the Caledon Day headliner
2. Transportation: offered Home James, a local ride service, on Friday and subsidized Uber, a conglomerate transportation service, both Friday and Saturday.
3. Security: Increased number of guards from 4 to 16 and added overnight security
4. Metrics: Enlisted the help of the Orangeville Roller Girls to conduct exit surveys at Cheers Caledon; purchased gate counters that track the number of patrons entering and exiting the event area.
5. Partnerships: Engaged in a three-year Community Service Agreement with Caledon Community Services to host 'Vélocity' cycling event, in support of raising funds for Caledon seniors.

Celebrate Caledon Media Campaign – Results

The introduction of the Celebrate Caledon umbrella was most effectively seen in the social media presence, offering a common thread to tie social media together between the three unique events of Cheers Caledon, Caledon Day and CCS Vélocity.

The Cheers Caledon event enlisted the services of Central Counties Tourism to analyze the postal codes of attendees at the event, providing insight into detailed demographics. Additionally, the Central Counties Tourism Visitor Research Program offered detailed information into where to find future tourism customers for the event. This invaluable demographic information will assist in the marketing plan for the 2019 event, creating a more effective marketing spend.

Social media impressions were on par with the previous year. Caledon Day Facebook engagement was up 610% in 2018, while the snapchat filters had 3,400 and 18,400 views during Cheers Caledon and Caledon Day. The Celebrate Caledon hashtag garnered over 40,000 impressions in its first year and offered the opportunity to cross promote between individual events.

Cheers Caledon Craft Beer and Cider Festival – Friday June 15, 2018

- 1700 in attendance (over 40% increase from last year)
- Participants came from 47 other municipalities other than Caledon – successfully positioned as a tourism event.
- 17 alcohol vendors, with diverse selection from beer and cider with the addition of Grand Valley Spirits and Socialite Vodka.
- Significant benefits to our Tourism and Economic Development strategies.

Caledon Community Services Vélocity – Ride for Seniors

- Family, intermediate and advanced cycling routes that ranged from 10 kilometres to 100 kilometres which all showcased Caledon communities.
- One route connected participants to the village of Inglewood where the Inglewood Day event was held.
- Raised approximately \$61,000 for senior services offered by Caledon Community Services.
- In its inaugural year, the cycling event attracted over 100 riders. 100% of riders surveyed post-event said they would return. 40% of riders were from out of town.

Caledon Day – Saturday June 16, 2018

- 13,500 in attendance (up 500 patrons from last year)
- Successful integration of all five Caledon based beer and cider producers to provide alcohol sales during the day.
- Introduction of a VIP section, an additional revenue stream to help off-set operating costs. VIP section offered snacks, exclusive beverage sales, upgraded washrooms, shelter and seating.

Caledon Day Participation Summary

	2018	2017	2016	2015	2014
Estimated Total Number of Attendees	15,200*	12,000	12,500	13,000	11,100
Estimated Non-Resident Attendees	1,500	1,200	3,125	n/a	n/a
Estimated First Time Visitors	2,800	3,600	4,167	n/a	n/a
Vendors/Exhibitors	55	55	61	64	59
Sponsors	10	15	12	15	20
Community Contributors	30	37	30	17	32

*Accumulation of Caledon Day and Cheers Caledon participants.

For a list of sponsors and contributors please refer to 'Schedule A'.

FINANCIAL IMPLICATIONS

The table below outlines revenue and expense totals for Caledon Day broken down from 2014 to 2018.

Table 1: Caledon Day

	2018 Actuals	2018 Budget	2017 Actuals	2016 Actuals	2015 Actuals	2014 Actuals
Revenues	\$108,568	\$60,000	\$59,994	\$40,729	\$43,112	\$40,500
Expenses	(\$117,590)	(\$70,000)	(\$73,424)	(\$50,078)	(\$44,059)	(\$44,370)
Net loss	(\$9,022)	(\$10,000)	(\$13,430)	(\$9,349)	(\$947)	(\$3,870)

The table below outlines the revenue and expense totals for Cheers Caledon. Revenue from this event helps to off-set the cost of the Caledon Day event.

Table 2: Cheers Caledon

	2018 Actuals	2018 Budget	2017 Actuals
Revenues	\$47,385	\$30,000	\$28,347
Expenses	\$35,197	\$24,000	\$23,405
Net surplus	\$12,188	\$6,000	\$4,942

The combined 2018 event resulted in a surplus in the amount of \$3,166 (=\$12,188-\$9,022). The original goal for 2018 was to operate with a budgeted net loss for the two events of \$4,000 (=\$10,000-\$6,000). It is important to note that the successes of Caledon Day and Cheers Caledon were hugely supported by community volunteers and local businesses.

The 2019 Celebrate Caledon event will be held traditionally on Father's Day weekend, Friday June 14 to Saturday June 15.

ATTACHMENTS

Schedule A – Celebrate Caledon Sponsors and Contributors

Thank you for helping make Caledon Day 2018 a huge success



EVENT SPONSORS:

HUSKY

COUNTRYWIDE
A NEW LEVEL

JAMES DICK
CONSTRUCTION LIMITED

Tim Hortons



Brookfield
Residential

FIELDGATE
DEVELOPMENTS

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PARTNERS

Ontario

GENEROUS SUPPORTERS:

Foodland – Caledon East

Gro-Bark (Ontario) Ltd.

Proforma Creative

State Farm Agent –

John Glenn

Thomas Carberry

Insurance Ltd.

Water Depot Bolton

4XM.ca

EVENT PARTNERS:

Bramalea City Centre

Family Health Chiropractic and
Wellness

June + Rose Candles

Caledon Parent Child Centre

Royal Ambassador

Event Centre

The Consulate Dining Lounge

Caledon Public Library

EcoCaledon

Music 21

Country 105 FM

My FM

Z103.

IN KIND:

Shawn and Terri Murphy

Caledon Hills Cycling

Green Tractors Brampton

Home James

MARS Canada

Toronto Region Conservation

CALEDON DAY WORKING GROUP:

Gary Caprara

Donna Ferron

Laurie Groe

Sherrie Kirkpatrick

Wendy Lalonde

Mary Maw

John McRae

Wayne Noble

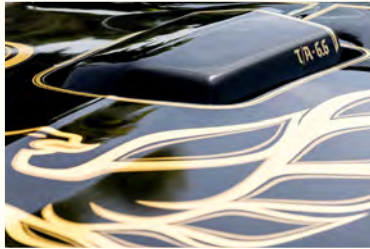
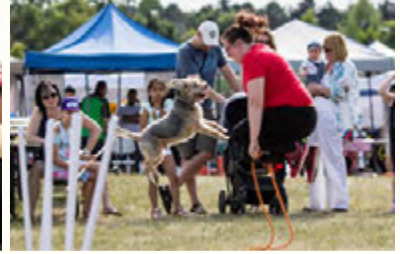
Leo Scardicchio

Estrela Tranquada

GREEN VENDOR AWARD

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