



COMMUNITY SERVICES

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MEMORANDUM

TO: Council

CC: Corporate Leadership Team

PREPARED BY: Chris Catania, Director of Community Services

DATE: January 27, 2025

RE: Subsidies & Events Report Follow-Up

Staff have prepared documentation as a follow up from the January 6, 2024 Committee of the Whole meeting with respect to report CS-2025-01, 2024 Special Event and Facilities Subsidies.

This report provided a summary of the subsidized and discounted use of Township facilities, and in-kind staffing resources for 2024 special events and facility use by affiliated groups. Staff have prepared further documentation with special event subsidies for the three (Moparfest, Fall Fair, Mennonite Relief Sale) major community weekend events to show the community economic impact.

Moparfest:

Moparfest attracts an average of 15,000 spectators per year with approximately 1,500 show vehicles over the weekend event.

The New Hamburg Legion serves breakfast both mornings at the event, as well as licensed bar generating additional revenue. The New Hamburg Firebirds are provided opportunity to fundraise for their Club, The New Hamburg Optimist Club run a concession and additional local food trucks participate. Organizers of Moparfest utilize local companies for event setup with

proceeds donated in part to support the New Hamburg Lions Club and Wilmot Wild Lacrosse team. In addition, Moparfest includes a 30 vendor flea market, some of which are local to New Hamburg and therefore gives a venue to showcase business or products for sale.

Fall Fair:

The Agricultural Society Fall Fair have had 10,000 since COVID with a peak of 14,000 in 2024 over the entire weekend.

The Agricultural Society utilizes local businesses for Fair set up that includes printing and advertising. There would also be a trickle effect from people who participate in the fair - i.e. demo derby participants locally spending funds at local shops getting the cars ready or people entering homecraft would be buying local supplies as well. Other partnerships positively impacting the Township is utilizing the New Hamburg Optimist Club food booth to raise funds that are then put back into the community. From a socioeconomic perspective, Fair passes (admission, food, midway rides) are donated to the Wilmot Family Resource Centre for those less fortunate to attend and access the event.

Mennonite Relief Sale:

The Mennonite Relief Sale attracts approximately 8000 to 10000 attendees each year. With 2000 volunteers and over 30 churches.

50 to 75 businesses either donate items for auction or provide professional services. Organizers work closely with the New Hamburg Board of Trade on mutual marketing and social media. At the Relief Sale, thousand of Sale information catalogues are given out which feature advertising for many New Hamburg businesses.

Anticipation is that attendees/participants at all three of these major events frequent New Hamburg to shop, eat, and purchase other necessities, thereby stimulating economic development with funds back into the community. If further metrics are provided by the New Hamburg Board of Trade, Staff will share with Council.