

**From:** Canada Day In Wilmot <[canadadaywilmot@gmail.com](mailto:canadadaywilmot@gmail.com)>

**Sent:** March 17, 2023 8:17 PM

**To:** Clerks <[clerks@wilmot.ca](mailto:clerks@wilmot.ca)>

**Subject:** Please include with March 20th report CS 2003-02

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Greetings to the mayor, councillors, the corporate leadership team, and valued staff.

On behalf of the Canada Day in Wilmot association of volunteers, I'm writing to you to address report CS 2023-02 regarding Special Event Process and Subsidies.

During these financially challenging times when benefit to the township must be a consideration, we wish to express our sincere gratitude to the corporate leadership team and staff for the recommendation of grandfathering in facility use subsidies and in-kind staff costs for historical special events taking place at Township facilities for 2023.

The majority of the local events listed in this report not only attract out-of-area guests, but they also bring awareness to local organizations and businesses. In addition to creating a memorable local event, most organizers work to entice return visits and maybe even a longer stay as a new resident or possibly a new business owner at some point in the future.

From its inception, Canada Day in Wilmot's vision was to produce a local event inclusive to families from every corner of the township while being welcoming to guests outside the region. This goal nicely aligns with the township's own vision of being a cohesive community of caring people working together, while showcasing that we are a vibrant and welcoming community.

Thanks to the support of attendees, local volunteers, local plus national business partners, and vendors who shared this vision, we have been able to bring some of the best Canadian talent in their fields of excellence to perform in our backyard of Wilmot. The promotion of this calibre of entertainment attracted new visitors to explore Wilmot and the greater Region of Waterloo.

Canada Day in Wilmot has brought together families from within the township and region, as well as from Toronto, Montreal, Buffalo and as far away as Alabama. We were delighted that this wonderful family from Alabama informed us that they chose to visit Wilmot instead of their original choice of Ottawa because of our shared vision of being a welcoming community.

Like most local events we've experienced our share of setbacks, from inconsistent gate donations requiring a tough decision to remain economically self-reliant, waning volunteerism, to 2-years of pandemic restrictions forcing us to adapt to an online event, honouring and supporting community members through their intensely personal journey of grief and finally navigating the cautious return to an in-person event while keeping the wellbeing of attendees, special guests, and vendors top of mind.

Despite these various obstacles and more, Canada Day in Wilmot was only one among many other local events to gain strength from the adversity we've experienced.

During this past year's event, we were delighted to feature and help a diverse variety of local entrepreneurs treat attendees to traditional fare and some lesser known but equally tasty dishes.

Since its inception, the Canada Day in Wilmot association of volunteers has endeavoured to amplify its valued event partners' brands through locally printed posters, programs and banners.

Through our regional media partners, the event's sponsors and partners have benefited from cost-effective print ads in the Waterloo Region Record and New Hamburg Independent. Radio broadcast partnerships expanded the reach through pre-event promotions, live hits along with local TV news coverage. Additionally, event promotion on the Explore Waterloo Region tourism website, (which received 700,000 website page views in 2022) has certainly contributed to event awareness and attendance since 2017. Paid and earned social media campaigns helped round out our promotional efforts in support of sponsors, vendors and community partners.

As a result, the equivalent to one-third and up to nearly 50% of Wilmot's population (7-10k) has come to enjoy family time together as a result of the combined efforts of a cohesive community of caring volunteers working together embodying many of the goals within Wilmot Township's various Strategic Plans.

In addition to local organizations, sponsors, and vendors, the Township of Wilmot receives a return on these promotional efforts for its gracious investment in arts and culture, the local economy, and the cohesive wellbeing of the greater community. We respectfully request that this and future reassessments of the Special Event Process and Subsidies considers paid and earned media value local events generate is included for consideration.

Cheers, Be well,  
Angie Hallman