



2021 Division Road North
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Date: October 25, 2021
To: Mayor and Council
Author: Karen Loney
RE: Fantasy of Lights Update
Report No.: PR – 10 – 2021

RECOMMENDED ACTION

1. That Council approves the following streets be closed to vehicle traffic on November 20, 2021 for the Fantasy of Lights Parade;
 - Staging area from 4 PM to approximately 6:30 PM: Jasperson Drive (north of the driveway at Zehrs)
 - Parade route from 5:30 PM to the end of the parade: Main Street from Jasperson Drive to the end of Division Street South.
 - De-staging area beginning at 6:30 PM: Park Street from Division Street to 103 Park (Grovedale)

BACKGROUND

For 29 years, the Fantasy of Lights Celebration has been a community event that has included celebrating the season and lighting up the Town. The Fantasy of Lights Committee supports this event while working with the Manager of Recreation Programs and Special Events.

The Santa Claus parade is one of the signature events for children and adults of all ages as they watch Santa arrive in Kingsville and then kick-off the light display in Lakeside Park. For the past several years the parade has been contracted to the Windsor Parade Corporation (WPC). In 2020, due to restrictions of COVID, the WPC hosted a drive-by parade. In early 2021, the Fantasy of Lights Committee confirmed that they did not want to host a drive-by-parade and had discussions with the Windsor Parade Company who ultimately declined to operate the 2021 Santa Claus Parade.

The Parade is an important part of the history and culture of Kingsville, and something that administration felt was important to continue. On October 4, 2021, a media release was sent out confirming that on November 20, 2021 at 6 PM, the 2021 Santa Claus parade would occur, and Santa would come to Kingsville.

DISCUSSION

In response to the call to action to create a parade, business organizations and individuals have responded. As of October 23, 2021, there have been forty-six entries.

In planning the parade, logistical details were reviewed through the Special Events Review Team (SERT). The outcomes of the SERT meeting included agreement and support from all members including OPP, Kingsville Fire, EMS, Engineering and Infrastructure Services, and Community and Development Services.

The following decisions and timeline were made.

Date: November 20, 2021 starting at 4 PM

Streets to be closed to vehicle traffic:

- Staging area from 4 PM to approximately 6:30: Jasperson Drive (North of the driveway at Zehrs)
- Parade route from 5:30 PM: Main Street from Jasperson Drive, to the end of Division Street South.
- De-staging area beginning at 6:30 PM: Park Street from Division Street to 103 Park (Grovedale)
- Each side road will open as the final float and police escort passes by and timing is dependent on the speed of the parade, and number of entries.

The Ontario Provincial Police, Kingsville Branch has generously offered to provide support to the parade by escorting the parade, blocking roads to vehicles and directing traffic at Division and Main. EMS is in support of the parade and if able will have a unit in the parade or close by.

Safety Considerations:

- Only wrapped candy will be handed out and it must be thrown so that people will not enter the road.
- Any float that has a generator is required to have a fire extinguisher on it.
- Side streets where the parade will pass will have a barricade and a volunteer.
- Safety vests and radios will be used by all volunteers.
- No person can ride on the float after the de-staging area.
- Masks are requested where social distancing cannot occur.
- The order of entries will be considered with a safety lens to avoid having any conflict such as animals by people or loud music.

Public Notice:

- A media release, will be sent out that goes directly to the email of our news portal subscribers, and details on the Town website will describe street closures, and detour options.

- An electronic sign to denote upcoming road closures will be used.
- Updated information can be found at www.fantasyoflights.ca or by going to www.kingsville.ca and clicking on the Fantasy of Lights event box on the homepage.

Internal Support:

- Public works will provide the barricades, help close the streets, provide pylons, walkie talkies, and vests. They have updated 511, the system EMS uses to identify roads for service calls. Several staff will be working at the event.
- Parks will provide staff to prepare Lakeside Park for the Opening Ceremonies, move garbage, transport people, ensure all the lights are in good repair, and transport the Kingsville Express Train to the park. The parade will require Parks full complement of staff to be working. Parks will also be installing lighting displays at Lakeside Park and other site(s) in advance of the Parade
- Recreation Programming, Special Event and Tourism is leading the coordination of the parade including community engagement, logistics, sponsorship, volunteers and operations.
- Communications is leading the marketing, promotions, public notices and working with media partners to inform the community.
- Legal has provided support in reviewing contracts and providing advice.

Opening Night

Following the Parade, the public is invited to the [Lighting of the Lights Kick-Off & Fireworks](#) at Lakeside Park Upper Bowl. The Mayor as Master of Ceremonies will welcome UMEI, Music Moves Kids and Darcy School of Dance to entertain until Santa arrives and flicks the switch for all the light displays to be turned on. Immediately following, fireworks will be set-off in the lower bowl celebrating the Fantasy of Lights event. The lower bowl will have barricades so that people are not able to access the firework area.

Volunteers are encouraged to help make the 29th Annual Fantasy of Lights a success
Volunteers are need to:

- Monitor road safety – November 20th,
- Marshal the parade in various ways,
- Drive the train, take tickets and serve hot chocolate, and,
- Help with the Christmas Artisan Market and Breakfast from Santa.

Anyone who can provide support in these roles is asked to complete a volunteer application at: <https://forms.kingsville.ca/Events/Volunteer-for-Fantasy-of-Lights>

FINANCIAL CONSIDERATIONS

Council had approved, through the 2021 budget process, \$12,000 to be allocated to the parade. There is no additional funding required.

CONSULTATIONS

Fantasy of Lights Committee
Special Events Review Committee
Manager of Facilities and Parks
Manager of Public Works & Environmental Services
Kingsville Fire, Training/Public Education Officer
Facilities Supervisor
Natalie Cobby, Tourism Coordinator
Senior Management Team

Karen Loney

Karen Loney, MA
Manager of Recreation Programs and Special Events

Richard J.H. Wyma

Richard Wyma, CSLA
Director of Community and Development Services

LINK TO STRATEGIC PLAN

Promote the betterment, self-image and attitude of the community.

Link to Council 2021-2022 Priorities

- COVID-19 and the health and safety of the community
- Customer Service: Training, Technology, Staff, Review Standards/Level of service
- Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- Programming Increase: Youth and Seniors
- A development plan for Downtown Kingsville / Main Street
- Financial savings: Schools closings, Migration Hall
- Economic Development: strengthen tourism/hospitality
- COVID - economic recovery
- Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement

- Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- Committees / Boards: Review and Report
- Policy Update: Procedural Bylaw
- Economic Development: diversify the economy, create local jobs, industrial, Cottam
- Infrastructure (non-Municipal): Union Water expansion & governance
- Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit
- No direct link to Council priorities