



**Date:** October 11, 2022

**To:** Mayor and Council

**Author:** Karen Loney, Manager of Programming and Events

**RE:** Fantasy of Lights Update

**Report No.:** CADS 2022-20

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## **RECOMMENDED ACTION**

1. That the closure of the following streets to vehicle traffic on November 19, 2022 for the Fantasy of Lights Parade **BE APPROVED**;
  - Jasperson Drive from Applewood Road to Road 2 East from 1:30 PM to 4:45 PM for Staging
  - Main Street from Jasperson Drive to the end of Division Street South from 4:45 PM to approximately 6:00 PM for the parade route
  - Park Street from Division Street to 103 Park St. (Grovedale Arts and Culture Centre) beginning at 6:00 PM to De-stage.

## **BACKGROUND**

For 30 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 and supported by all departments.

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 displays in Lakeside Park. In 2021, the Town of Kingsville took the lead role to organize the parade and had over 80 groups in the parade and it was estimated that more than 10,000 people attended. To support the 2022 Fantasy of Lights celebration, Christmas in July was hosted during an Open Streets event, the train was brought out with over 450 people enjoying rides and \$6,000 was announced in sponsorship.

## DISCUSSION

As part of the Christmas in July event the community was encouraged to consider how they could enter a float, be a sponsor or volunteer. As of the writing of this report there are sixteen 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 SERT Committee agreed with the following event details:

|                               |  |
|-------------------------------|--|
| <b>Date:</b>                  | <b>November 19, 2022. Beginning at 1:30pm for staging.</b>   |
| <b>Route:</b>                 | The Parade Route begins with staging on Jasperson Road from Road 2 East to Applewood Road. The Parade Route continues south on Jasperson to Main Street; west on Main Street to Division Street, South on Division Street to end of Division Street. The de-staging area will be on Park Street from Division Street to 103 Park Street (Grovedale Arts and Culture Centre).   |
| <b>Street Closures</b>        | <ul style="list-style-type: none"><li>• Jasperson Drive from Applewood Road to Road 2 East from 1:30 PM to 4:45 PM for Staging</li><li>• Main Street from Jasperson Drive to the end of Division Street South from 4:45 to approximately 6:00 PM for the parade route.</li><li>• Park Street from Division Street to 103 Park St. (Grovedale Arts and Culture Centre) beginning at 6:00 pm to de-stage</li></ul>   |
| <b>Street Opening</b>         | <ul style="list-style-type: none"><li>• Each side road will open as the final float and police escort passes by; timing is dependent on the speed of the parade, and number of entries.</li></ul>  |
| <b>Safety Considerations:</b> | <ul style="list-style-type: none"><li>• Only wrapped candy will be handed out and it must be handed out in a manner that does not encourage those watching to enter the road.</li><li>• Any float that has a generator is required to have a fire extinguisher on it.</li><li>• Side streets where the parade will pass will have a barricade and a volunteer.</li><li>• Safety vests and radios will be used by all volunteers.</li><li>• No person can enter to ride on a float after it departs the de-staging area.</li><li>• The order of entries will be considered with a safety lens to avoid having any conflict such as animals by people or loud music.</li></ul> |

|                  |   |
|------------------|---|
| Public Notice:   | <ul style="list-style-type: none"> <li>• A media release will be sent out that goes directly to all news portal subscribers, and details on the Town's website will describe street closures and detour options.</li> <li>• An electronic sign to denote upcoming road closures will be used.</li> <li>• Updated information can be found at <a href="http://www.fantasyoflights.ca">www.fantasyoflights.ca</a> or by going to <a href="http://www.kingsville.ca/events">www.kingsville.ca/events</a> and clicking on the Fantasy of Lights.</li> </ul>   |
| OPP Support      | <p>The Ontario Provincial Police (OPP) Kingsville Branch has offered to provide support to the parade by escorting the parade, blocking roads to vehicles and directing traffic at Division and Main. The OPP asked that if there are not enough auxiliary officers to support the intersections that each intersection is staffed by Town staff or volunteers.</p>   |
| Internal Support | <ul style="list-style-type: none"> <li>• Public works will provide the barricades, help close/open streets, provide pylons, walkie talkies, and vests. They will provide an update to 511 which is the system EMS uses to identify roads for service calls. Multiple staff support is needed to help the event be successful.</li> <li>• Parks and Recreation will provide staff to prepare Lakeside Park for the Opening Ceremonies; ensure all the lights are in good repair, fencing for fireworks, and transport the Kingsville Express Train to the park. The parade requires a significant number of staff to be working to support the event. Parks and Recreation will also be installing lighting displays throughout the Town of Kingsville in advance of the Parade.</li> <li>• Recreation Programming, and Special Events will lead the coordination of the parade including community engagement, logistics, sponsorship, volunteers and operations.</li> <li>• The Communications Coordinator will lead the marketing, promotions, public notices, and working with media partners to inform the community.</li> <li>• Legal will provide support in reviewing contracts and providing advice.</li> <li>• The Finance team helps with the overall budget, processing invoices and tracking payments.</li> <li>• Fire and Rescue will be providing trucks for the parade and reviewing safety considerations.</li> </ul> |

## **Fantasy of Lights: 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 will be asked to be Master of Ceremonies, local children are engaged to provide several songs and entertain until Santa arrives to flick 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 30<sup>th</sup> Annual Fantasy of Lights a success. Volunteers are needed to:

- Monitor road safety,
- Marshal the parade,
- Drive the train, take tickets, serve hot chocolate, and,
- Help with the Artisan Market and Breakfast with 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 2022 budget process, \$12,000 to be allocated to the parade. There is no additional funding required.

## **ENVIRONMENTAL CONSIDERATIONS**

Slow moving parade floats and potential idling of vehicles along the parade route.

## **CONSULTATIONS**

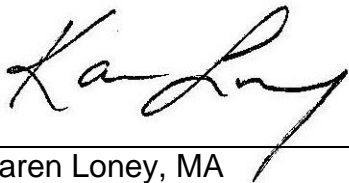
### SERT Members

- Constable Silvano Bertoni – Ontario Provincial Police
- Ryan Lemay – Essex Windsor Emergency Services
- Zachary Knox - Town of Kingsville Legal Counsel
- Paula Parker – Town Clerk
- Tara Hewitt - Communications and Public Relations Coordinator
- Ed Parks – Supervisor of Parks and Recreation
- Shaun Martinho - Manager of Public Works & Environmental Services
- Scott Moore - Kingsville Fire & Rescue

Senior Management Team:

- John Norton CAO
- Susan Hirota – Legal and Clerk Services
- Ryan McLeod – Director of Financial and Information Technology Services
- Richard Wyma – Director of Community and Development Services
- John Quennell – Fire and Rescue Services
- Andrew Plancke – Director of Infrastructure and Engineering Services

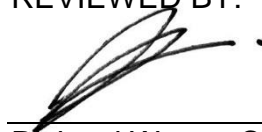
PREPARED BY:



Karen Loney, MA

**Manager of Recreation Programs and Special Events**

REVIEWED BY:



Richard Wyma, CSLA

**Director of Community and Development Services**

**LINK TO STRATEGIC PLAN**

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

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

**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