

MEMBER'S RESOLUTION

Committee of the Whole (1) Report

DATE: Tuesday, November 22, 2022

TITLE: PROPOSED: FESTIVAL OF LIGHTS 2023-2024

FROM:

Regional Councillor Mario G. Racco

Whereas, Vaughan is home to many active, engaged, thriving and diverse communities, and ongoing efforts are underway by the City to foster a greater culture of inclusion; and

Whereas, the holiday season brings these communities, families, neighbours, and visitors together to enjoy many amenities and festivities throughout Vaughan; and

Whereas, the City of Vaughan offers and supports popular and much-anticipated events throughout the holiday and winter season, such as the annual Menorah Lighting Ceremony, Christmas Tree Lighting, Toy Drive in support of the CP24 CHUM Christmas Wish, and the award-winning Vaughan Celebrates Winterfest; and

Whereas, the holiday and winter season presents further economic and overnight tourism development opportunities with key tourism market segments – as outlined in the *Vaughan Destination Master Plan* - including residents across Southern Ontario; and

Whereas, the City continues its development of the Event Strategy intended to establish a strategic framework for events in the City; and

Whereas, festive lights are a hallmark of the holiday season; and

Whereas, the City is well positioned to build off the success of the above-mentioned holiday and winter season events by organizing and launching an annual Festival of Lights, to further bring families and visitors to the Vaughan community for the 2023-2024 holiday and winter season.

It is therefore recommended:

1. THAT, City staff be directed to develop a plan with options to host an annual Festival of Lights to be launched during the 2023-2024 holiday season; and
2. THAT, as part of the City's planning efforts for the Festival of Lights, staff consider funding options, including but not limited to, the Municipal Accommodation Tax, grants, sponsorship, and future budget requests; and
3. THAT, the Deputy City Manager, Community Services report back at a future meeting of Committee of the Whole (2) with a proposed plan for a potential Festival of Lights event for approval by the end of Q1 2023.

Attachments

N/A