

MEMBER'S RESOLUTION

Committee of the Whole (1)

DATE: Tuesday, November 05, 2024

TITLE: ANNUAL SUPPORT OF VAUGHAN SANTAFEST

FROM:

Mayor Steven Del Duca

Whereas, for decades, SantaFest has been a much anticipated, celebrated and memorable event in the Vaughan community, organized by dedicated volunteers who have tirelessly given back to local residents; and

Whereas, SantaFest has brought families and neighbours together in Vaughan and visitors from across the Greater Toronto Area to enjoy fun-filled experiences like the parade with memorable floats and the block party with live entertainment and activities for the young and young at heart; and

Whereas, previously, Vaughan Council voted in favour of deputation requests by representatives of SantaFest for services-in-kind support and promotional support; and

Whereas, this volunteer-led annual event has faced several organizational challenges, notably the global COVID-19 pandemic, resulting in the last SantaFest being held in 2019; and

Whereas, given that SantaFest is a staple of the Vaughan community and complements many other City-led initiatives, including Winterfest and events supported by the Tourism Vaughan Corporation, greater City leadership to organize, plan and deliver on future annual SantaFest events is consistent with Council's track record of supporting and encouraging opportunities that enrich, strengthen and bring together Vaughan's thriving and diverse community.

It is therefore recommended:

1. THAT a City staff organizing committee, led by the Events division in Recreation Services, with representation from staff across the corporation and external stakeholders as required, be formed to oversee the planning, organization and execution of future SantaFests; and
2. THAT the City arrange the appropriate road closure permits, in collaboration with York Region, for the parade route to take place starting at Major Mackenzie Drive from Highway 400 and concluding at Vaughan City Hall, or an alternative route in Vaughan if necessary; and
3. THAT the City's Economic Development department supports SantaFest and promotes it as part of the Tourism Vaughan Corporation's placemaking and tourism strategic initiatives, including those outlined in the Council-approved Vaughan Destination Master Plan; and
4. THAT the Communications, Marketing and Engagement department leverages corporate communications channels to promote SantaFest to the public; and
5. THAT the abovementioned support is provided on an annual basis beginning in 2025.

Financial and Staff Resource Impact:

Existing budget and staff resources will be leveraged.

Attachments:

1. **For 2015-2018 support:** [Item 32, Report No. 35](#), of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 20, 2015.
2. **For 2019-2021 support:** [Item 16, Report No. 29](#), of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 23, 2019.