



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Patti Funaro, Director of Culture and Recreation

Department: Culture and Recreation

Date of Report: March 13, 2023

Report Number: CR-2023-10

Subject: Strawberry Festival Top 100 Award

Recommendation

That the report of the Director of Culture and Recreation dated March 13, 2023 (CR-2023-10) regarding the LaSalle Strawberry Festival being named as a Festivals and Events Ontario (FEO) 2023 Top 100 Festivals & Events in Ontario be received.

Report

We are proud to announce that the Strawberry Festival has been named as a Festivals and Events Ontario (FEO) 2023 Top 100 Festivals & Events in Ontario from over 300 submissions. These Top 100 recipients represent festivals and events that excel within the industry.

While there is an amazing team of individuals in Culture and Recreation who coordinate the festival, this event and award would not be possible without specific help from every department in the Town with support from employees at every level including:

- Public works for all the behind the scenes work that happens to prep the site, set up and tear down, keep the site clean, and be available all weekend. Specifically water and wastewater for ensuring safe and clean drinking water throughout the festival; parks for ensuring equipment was organized and placed appropriately, garbage pickup and a clean site; roads for providing traffic safety during the parade and road closures at the Vollmer complex; maintenance and clerical staff for the many, many work orders and tasks to get prepared for the event and facilities for ensuring the Vollmer was ready in the event of an emergency evacuation and overall security of the facility.

- Strategy and engagement for festival advertising & promotion, endless social media posts, graphics and photos/videos of the event as well as all the last-minute communication that needed to be shared over the weekend.
- Finance for handling the money and counting and balancing into the wee hours of the morning after closing each night and IT for helping with the technology set up for the first year of online and point of sale at the festival.
- Police for working diligently with our staff and security team to manage the large crowds and ensure the safety of all at the festival and during the parade. There were many pre-event meetings and calls to put the right security plan in place. Their large presence throughout the event ensured there were no major incidents. Given the record crowds and incidents during past festivals, this accomplishment should not go unnoticed.
- Fire for input on the site set up and safety plan along with inspections both pre-event and throughout the festival. For lending your facility out so that more than 200 volunteers could come and help at the annual strawberry cleaning. Filling the high dive pool and participating in the parade and mascot dance off are perfect examples of their willingness to always help.
- Building for ensuring the safety of all visitors and adherence to the building code to provide a safe and welcoming environment.
- Human resources for providing health and safety guidance through the planning process.
- Council services and legal for input on the many agreements and various other documents for the festival.
- Administration for support in keeping Council up-to-date and coordinating their participation in various events throughout the weekend.
- the front-line staff in every department who answered the many calls and questions from the public.

These are just some of the highlights of the countless hours of work that went into planning this event. The Culture and Recreation Department is grateful to every department for their help in making the festival a success and in achieving this award. Everyone on team LaSalle should be proud of this accomplishment.

The Strawberry Festival is truly a community effort, and this event and award would not be possible without the support of our many sponsors, contractors, vendors, suppliers performers, volunteers and of course the loyal festival attendees.

Consultations

n/a

Financial Implications

n/a

Prepared By:

A handwritten signature in black ink that reads "Pfunaro". The signature is written in a cursive, flowing style.

Director of Culture & Recreation

Patti Funaro

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

n/a

Notifications

n/a

Report Approval Details

Document Title:	CR-2023-10 Strawberry Festival Top 100 Award Presentation.docx
Attachments:	
Final Approval Date:	Mar 28, 2023

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia