



## **The Corporation of the Town of LaSalle**

**To:** Members of the Parks, Recreation and Events Committee

**Prepared by:** Owen Stichhaller, Supervisor of Recreation

**Department:** Culture and Recreation

**Date of Report:** April 4, 2024

**Report Number:** CR-2024-12

**Subject:** 2024 LaSalle Strawberry Festival Updates

### **Recommendation**

That the report of the Supervisor of Recreation dated April 4, 2024 (CR-2024-12) regarding the updates for the 2024 LaSalle Strawberry Festival be received.

### **Report**

The purpose of this report is to provide a brief update on the 2024 LaSalle Strawberry Festival and continue the update from the February 2024 meeting of the Parks, Recreation and Events Committee Meeting (report CR-2024-02).

#### **Parade Detour**

As a result of a section of Old Front Road being closed due to ongoing Enbridge Gas station work, the parade will detour from Old Front down River Avenue and Antaya Street. The detour will add an additional 0.7 kilometers to the total distance of the parade. For those who participate in the parade by walking, pre-route staging will be held closer to River Ave to lessen the distance to walk for those groups. Regular staging for vehicles will still be held on Morton Drive.

Larger vehicles and tri-axle trucks will need to proceed directly to Front Road via an alternate route as the detour from River Ave to Antaya Street is likely too narrow to navigate.

#### **Hours of Operation**

The hours of operation have changed from 2023 and were approved by Council at the February 2024 meeting of the Parks, Recreation and Events Committee Meeting.

Thursday: 6:00 pm to 11:00 pm

Friday: 3:00 pm to 11:00 pm

Saturday: 11:00 am to 11:00 pm

Sunday: 11:00 am to 4:00 pm

## **Entertainment**

At the time of submission of this report, headlining acts for on-stage entertainment have not been determined. The Town has been engaging in talks with a local organizer of a pageant show, with a potential to have the show return in 2024.

The weekend entertainment will consist of multiple shows from Krusher BMX Entertainment. Krusher BMX provides BMX bike shows for crowds all over North America. Based in Montreal, this will be their first time attending the LaSalle Strawberry Festival.

Additional on-stage entertainment will consist of local bands from across the region as well as several bands from the Greater Toronto Area. Entertainment submissions have been received and the Town is currently working to fill our remaining timeslots on the stage.

## **Carnival**

Our carnival partner, Robertson Amusements, will be displaying their brand-new 'Century Wheel' at the Festival. Robertson Amusements has advised that ticket prices have increased slightly, but the annual 'Toonie Night' will not change. The Town plans to continue pre-Festival meetings with Robertson Amusements to keep accessibility in mind when planning their layout to ensure everyone can enjoy their rides and move throughout the Festival without obstruction.

## **Event Safety Plan**

In 2023, a revised Safety Plan was developed for the Festival with input from many departments within the Town. The 2023 plan was successful and only minor adjustments have been made for 2024.

## **Bike Valet Stations**

The Town is continuing to look at the possibility of adding a second bike valet station to provide guests an option to bicycle to the Festival and enter at either entrance. The feasibility of this will need to be confirmed with our partner, Bike Windsor-Essex, to ensure they have enough resources to accommodate this addition.

## **Consultations**

Mark Beggs, Manager of Roads and Parks

Michael Cappucci, Manager of Engineering

Scott Bisson, Manager of Recreation

## **Financial Implications**

Potential for additional monies to be spent on an addition of a second bike valet station which would be covered within the cost of the approved operating budget.

## **Prepared By:**



Owen Stichhaller, Supervisor of Recreation

## **Link to Strategic Goals**

1. Enhancing organizational excellence - No
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - No

## **Communications**

Not applicable.

## **Notifications**

Affected homeowners on River Ave, Old Front Road and Antaya Street were sent notification letters detailing the road closure day and times as well as a map of the temporary road closure.

**Report Approval Details**

Document Title:	CR-2024-12 2024 LaSalle Strawberry Festival Updates.docx
Attachments:	- Proposed LSF Parade Route Change (1).pdf
Final Approval Date:	Apr 8, 2024

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



Manager of Recreation and Culture

Scott Bisson



Director of Culture & Recreation

Patricia Funaro



Chief Administrative Officer

Joe Milicia