



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Patti Funaro, Recreation Manager, Mark Beggs, Manager of Roads and Parks, Dale Langlois, Director of Finance/Treasurer

Department: Culture & Recreation

Date of Report: October 11, 2019

Report Number: CR 2019-13

Subject: Location of the LaSalle Strawberry Festival

Recommendation

That the report of the Recreation Manager dated October 11, 2019 (CR-2019-13) regarding the location of the 2020 Strawberry Festival BE RECEIVED; and that LaSalle Strawberry Festival be moved for the next five years to the Vollmer Complex location and that the cost of \$170,000 for permanent infrastructure funded from the Culture and Recreation reserve in advance of the 2020 Budget Deliberations BE APPROVED.

Report

The 2019 Strawberry Festival was moved to the Vollmer Complex due to concerns with high water levels at Gil Maure Park. The attendance was consistent with previous years and overall the move was well received. The additional cost of temporarily moving the festival was \$32,600.

From an administrative prospective, the benefits to the relocation were numerous including parking, accessibility, emergency response, better drainage during rain events with no high water flooding issues and improved logistics.

Moving forward, two options are available.

Option 1

Dedicate the Vollmer site for five plus years until river water levels are consistently lower and the Waterfront Park Project is complete. Some advantages of this are:

- improved accessibility due to the use of paved parking lots

- improved emergency access for fire, police and EMS (the festival can be accessed from all directions) and improved evacuation options
- additional parking and reduced foot and vehicle traffic congestion as there are multiple entrances as well as access to Laurier Parkway
- less disruption to residential areas
- better drainage during rain events and reduced risk of flooding. Essex Region Conservation Authority advises that water levels will remain high for the foreseeable future. Furthermore, in years with significant rain at Front Road, the town would have to use measures to control ground conditions with mulch, etc. and assist the carnival to leave the area with heavy equipment. Post festival, the park required significant restoration to the entire area.

The cost to install permanent infrastructure is estimated at \$170,000 which includes permanent power feed and power boxes for the paved parking lot area (Parking lot 3) as well as a permanent water line to the parking lot area.

Option 2

Move the festival back to Front Road. The advantages to this are:

- there is no additional cost
- the planning and setup are well established with a standard set up for the vendors and carnival in a manner that has been effective over the years
- the festival has an identity at Front Road and has been successful at this location for many years

It is recommended that the festival be located at the Vollmer site for the next five plus years until the risk of flooding is lowered and until the Waterfront Park Plan timelines have been established. Administration requires an immediate decision on the location in order to ensure that the power and water infrastructure upgrades are complete at the Vollmer Complex in time for the 2020 festival. In addition, accommodations need to be made in advance for events, rentals and programs during the festival weekend. Similar to the 2019 festival, numerous activities needed to be cancelled or moved. More lead time would allow for the ability to take the festival into account when scheduling activities. Although there is an estimated cost of \$170,000 to install permanent infrastructure, this can also be used for other future festivals and events at this location. The upgrades would be funded from the Culture and Recreation reserve.

Consultations

LaSalle Fire Service

LaSalle Police Service

Financial Implications

\$170,000.00 funded through the Culture and Recreation reserve.

Prepared By:

A handwritten signature in black ink, appearing to read "P. Funaro". The signature is stylized with a large, looped "P" and a cursive "Funaro".

Manager of Recreation and Culture

Patti Funaro

Link to Strategic Priorities

	Expanding and diversifying our assessment base
	Effectively communicating the activities and interests of the Town
Yes	Managing our human and financial resources in a responsible manner
	Promoting and marketing LaSalle
	Promote a healthy and environmentally conscious community

Communications

	Not applicable
Yes	Website
Yes	Social Media
Yes	News Release
Yes	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

Notifications

Name	Address	Email

Report Approval Details

Document Title:	Location of Strawberry Festival - CR-2019-13.docx
Attachments:	
Final Approval Date:	Oct 16, 2019

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



Director of Finance/Treasurer

Dale Langlois



Manager, Parks and Roads

Mark Beggs



Director, Council Services/Clerk

Agatha Robertson



Chief Administrative Officer

Joe Milicia