



REPORT

Recreation Programs, Culture and Tourism

TO: Mayor and Members of Council

FROM: Lisa John-Mackenzie, Tourism Development Coordinator, Township of Uxbridge

DATE: November 7, 2022

REPORT: RC-17/22

FILE NO.

SUBJECT: Holiday Trail

BACKGROUND:

December 9 and 10, will be the third year for the Holiday Trail in Uxbridge. The objective is to coordinate a festive experience in downtown Uxbridge and provide the marketing to encourage visitors and locals to patronize our local businesses for holiday shopping and dining. This will expand the visitor experience for those coming to town for other holiday events such as the Fantasy of Lights and the York Durham Heritage Railway Holiday Trains. In the past two years the Holiday Trail received positive feedback from our businesses and participants. The Holiday Trail provides a journey from the Fantasy of Lights to enjoy the downtown decorated shop windows, with live windows such as dancers, musicians and "Santa and Mrs. Claus" being some of highlights. This year, the BIA is partnering with Tourism (Uxbridge, Durham, and Central Counties) and we are working to engage more businesses, as well as our local food and beverage establishments.

DISCUSSION:

This year's Holiday Trail will include many of the same features as last year.

2022 Features

- Business Windows- A theme of “Holiday Around the World” is being suggested to tie-in all of our windows and create a full journey throughout the downtown.
- Toonie Trail – Businesses are invited to offer a tasting or treat for sale along the trail to encourage patrons to complete the journey to each location and invite visitors in to experience each retailer.
- Downtown Parkette- The Tourism Trailer will be parked in one of the parking spots outside Coffee Time with a fire bowl, music, information and tree.
 - Fire Bowl- A verbal approval has been provided by the Fire Chief to include a propane or wood-burning fire in the same area as the Tourism Trailer (by Coffee Time), assuming it is always monitored and follows all fire permit requirements as outlined in the fire-by-law.
 - Holiday Tree- A large tree is being donated to be installed beside the Tourism Trailer. All safety measures will be taken to ensure the tree is safely secured..
 - Musicians/dancers are being sourced to perform.
 - Volunteers will be in costume at the Tourism Trailer and outside themed windows. (Eg: Elves at the Santa Window)
- Signage will be installed at the Fantasy of Lights exit and near the Train Station to direct people downtown. All by-law guidelines will be followed for installation.
- Marketing- A social and print marketing campaign will be launched to attract visitors and locals. Marketing program reporting, as well as geofencing will be used following the holiday to measure success.

RECOMMENDATION

THAT Report RC-17/22 from Lisa John-Mackenzie, Tourism Development Coordinator be received for information;

- AND THAT Council supports the Holiday trail including the use of the Downtown Parkette for the Tourism Trailer and tree.

Respectfully Submitted by:

Lisa John-Mackenzie
Tourism Development Coordinator