



REPORT

Public Works and Operations

TO: Parks Facilities and Tourism Committee
FROM: Courtney Clarke, Deputy Director of Public Works
DATE: March 18, 2024
REPORT: PR-04/24 **FILE NO.**

SUBJECT: Canada Day Celebrations 2024

BACKGROUND:

The Canada Day Committee ('Committee') is excited to announce plans for an in-person Canada Day celebration in 2024, building upon the success of previous events. Canada Day celebrations are a longstanding tradition in Uxbridge, the Committee is dedicated to ensuring its continued success.

DISCUSSION:

The Committee proposes to incorporate a fireworks display, recorded music, food vendors, and kids' activities, similar to the successful 2023 event. To prepare for this year's event, the Committee conducted a community survey to gather feedback and assess interest in attending the Canada Day celebrations.

The survey was open for 3.5 weeks and received responses from 636 residents. Of the responses, 67.14% expressed their intention to attend this year's celebrations, confirming the event's popularity within the community. Furthermore, the survey revealed that 69.87% of participants voted in favor of retaining fireworks displays, highlighting their significance in Canada Day traditions. However, alternative suggestions were also provided by respondents, including a laser light show or drone display, live music concerts, food trucks, family activities, and firepit gatherings. While these suggestions were noted, the Committee will consider incorporating options like drone displays for future events.

ALIGNMENT TO STRATEGIC PRIORITIES:

The Canada Day celebrations is pleased to be able to support the Township's strategic objectives:

2.1.3 Align committees with Township strategic priorities.

3.1.1 Continue to strengthen existing partnerships with government at all levels, as well as business/industry, community organizations and volunteers.

4.2.1 Identify opportunities to enhance community and stakeholder engagement.

RECOMMENDATION

That Report PR 04/24 be received for information;

AND THAT Council supports the Canada Day Committee's proposal to host an in-person event in Elgin Park on July 1st to celebrate Uxbridge's 2024 Canada Day, which will include a firework display.

Respectfully Submitted by: Courtney Clarke, Deputy Director of Public Works