
To: Mayor and Council

From: Grace Beaman, Events & Tourism Coordinator

Date: May 12, 2025

Subject: Report #PCR-006-2025 – Signature Events 2025

Recommendation

Be It Resolved that Council of the Township of Clearview hereby receive Report #PCR-006-2025 (Signature Events 2025) dated May 12, 2025, for information.

Background

Clearview Township has supported many signature and community events over the past eight years. This support has been provided through financial contribution to enhance the events, through event infrastructure, such as tents and fencing (per normal operations) and with staff resources. Signature Events are also promoted through a wide variety of traditional marketing and promotions, and more recently on social media and video campaigns.

Comments and Analysis

Clearview Township has defined the following event categories:

Signature Events – A tourism attraction that invites visitors to participate in an event that would likely not occur in their communities; the goal of increasing visitor expenditures and over-night stays; a sustainable, long-standing event that promotes Clearview Township “beyond our municipal boundaries”; engages volunteers and the local business community. Are members of a local destination marketing organization(s) and/or Festival and Events Ontario (FEO).

Community Events – an event organized by a local community organization and volunteers that created reasons for residents to attend, celebrate and promote what Clearview has to offer.

Township Events – an event organized, hosted and directly funded by Clearview Township Parks, Culture and Recreation Department.

Farmers’ Markets – those of which are managed and supported by Clearview Township, with the use of support staffing and/or enhancement support, such as entertainment or

equipment. Certified by the Farmers' Markets of Ontario (FMO) and inspected by the Simcoe Muskoka District Health Unit.

The list of 2024 Events and the level of support/financial support provided:

Event	Date	Contribution	Category
Winterama	January 31 - February 2, 2025	\$15,000	Township/Signature Event
Clearview 3 on 3 Youth Hockey Tournament	April 4-6, 2025	\$20,000	Township/Signature Event
Stayner Kinsmen Duck Races	May 3, 2025	\$1,500	Signature Event
Tulip Days	May 15, 2025	\$250	Community Event
Trail Tunes	June 7, 2025	\$5,000	Township/Signature Event
Clearview Culture & Sports Hall of Fame	June 11, 2025	\$8,000	Township Event
Ruff Mudder	June 21, 2025	\$1,500	Signature Event
Canada Day	July 1, 2025	\$0	Signature Event
Gathering of the Classics	August 9, 2025 (Rain date Aug.10)	\$0	Signature Event
Volunteer Appreciation Night	August 13, 2025	Under Separate Budget	Township Event
Great Northern Exhibition	September 19-21, 2025	\$0	Signature Event
Small Halls Festival	September to November	Under separate budget	Township/Signature Event

Event	Date	Contribution	Category
Christmas in Clearview	December 4-6, 2025	\$3,000	Community Event
Supporting the Small Halls	Misc. event requests (ie: Green Beer Day, St. Patrick's Concerts, Christmas Market)	\$3,000	Community Event
Clearview EcoPark	Earth Day and EcoSpark Nights	\$2,000	Community Event
Music, Market and Park It	June 5 to August 28, 2025	\$7,000	Farmers' Market
Creemore Farmers' Market	May 17 to October 25, 2025	\$0	Farmers' Market

In addition to the direct financial support, all of the above events receive event equipment and staff resources as part of the general operations of the Parks and Recreation Department.

When available, Tourism staff are on site to provide information services, assist with set up and tear down, monitor crowds and conduct visitor counts every 30 minutes. There is a comprehensive marketing plan for Signature Events and Farmers' Markets which includes rack cards, and advertising on two to four local radio stations, print advertising, and social media/video campaigns. Additionally, we have a Discovering Clearview newsletter that highlights our Signature Events, as well as Community Events hosted by our Small Halls, community groups and local businesses. We also advertise our programs, special news from our department, and vendor opportunities within it.

The Signature Events video series are created in partnership with RTO7 to produce one 30 sec video, and two 15 second videos. To date, we have videos for Winterama, Small Halls Festival, Copper Kettle Festival, Music, Market and Park, Clearview EcoPark, Turas Mor and Great Northern Exhibition. The call to action is directly to the Discover Clearview website to drive more clicks and interest to our Signature Events. We also include the Clearview logo, the event logo and as required, the BruceGreySimcoe funding logos.

This year, thanks to funding from Experience Simcoe County, we are launching a strategic marketing campaign with Ontario Visited and Escarpment Magazine that will

allow us to extend potential event attendees beyond our in-house marketing efforts. With Ontario Visited, we are highlighting Trail Tunes, Music, Market and Park It, Creemore Farmers' Market and the Small Halls Festival. Through their social media posts and blogs on their website about these events, they can expand our reach on digital advertising by reaching their followers that live throughout the province. Our work with Escarpment Magazine will promote Trail Tunes and our Small Halls Festival. Their magazine will allow us to reach 250,000 readers from Simcoe County as well as Grey and Bruce Counties.

Finally, we share the event listings with Experience Simcoe County and we tag all of our partners on social media posts to help increase exposure and clicks.

When Clearview Township provides direct funding/support to the above Signature Events or provides equipment/staff resources to community events, the Clearview Township logo must be listed on all promotional materials for that event. This process has improved significantly in the past several years. Radio advertising now reflects an identical tagline "Proudly supported by Clearview Township" for all signature event radio ads and print media directs the reader to the Township website.

Providing the Signature Events and Farmers' Markets with direct funding, marketing support and operations supports the following Clearview Tourism Sustainability & Strategic Plan recommendations:

- Enhance tourism social media presence;
- Continue to work with Tourism Simcoe County to position Clearview as a signature cycling destination within Ontario;
- Continue to support and expand the Small Halls Festival
- Continue to develop and deliver shoulder season signature events in conjunction with community partners

Clearview's Strategic Plan

The above initiative supports the following strategic pillars:

- Recreation and Culture
 - Develop a Tourism Marketing Plan.
- Communication
 - Increase public awareness of municipal operations.

Financial Implications

The Signature Event program and Marketing Campaigns are included in the general operations of the Parks and Recreation Department under Recreation Programming.

Staff successfully secured funding through the County of Simcoe's Tourism, Culture & Sport Enhancement Program in the amount of \$7,500, as well as \$1,130 through

RTO7's Partnership Program. These funds will support the Township in enhancing both the programming and marketing efforts for upcoming events.

Report Appendices

Not applicable.

Approvals

Submitted by: Grace Beaman, Events & Tourism Coordinator

Reviewed by: Terry Vachon, Director of Parks & Recreation

**Financial Implications
Reviewed by:** Kelly McDonald, Treasurer

Approved by: John Ferguson, CAO