

Staff Report

Report To: Community Services Committee
Report From: Jen Wright, Events and Activation Coordinator
Meeting Date: December 17, 2025
Report Code: CS-25-129
Subject: 2025 Events Wrap Up Report

Recommendations:

THAT in consideration of Staff Report CS-25-129 respecting the 2025 Events Wrap-Up, the Community Services Committee recommends that City Council:

1. Direct staff to move any year-end event surplus to the Events Reserve; and
2. Approve an allocation of up to \$5,000 in the events reserve to move the lifeboat at the rail museum and \$3,500 for the purchase of event supplies (tents, tables etc.).

Highlights:

- The City held 24 free live music concerts and 5 movie nights throughout 2025. The cumulative attendance was estimated at more than 8,500 people.
- A one-day Canada Day event was held July 1 at Kelso Beach at Nawash Park featuring an evening concert with local musicians and followed by fireworks over the harbour.
- The Home and Cottage Expo featured 132 indoor exhibitors and 23 outdoor exhibitors, attracting 1615 attendees.
- The third Hockey Fest was held in November which included a Referee & Timekeeper Clinic, three school visits, a high school hockey game, an Ontario University Athletics (OUA) game and a

road hockey tournament in the River District after the Kiwanis Santa Clause Parade.

Strategic Plan Alignment:

[Strategic Plan](#) Priority: A City that Grows.

Climate and Environmental Implications:

There are no anticipated climate or environmental impacts.

Previous Report/Authority:

Based on staff report [CS-25-039](#), a roster of City events was planned and executed in 2025.

Background:

The City's Events and Activation Coordinator organizes, plans, and delivers a diverse set of free community events each year. This report reviews events and activations from December 2024 to November 2025, reports on budget and attendance, and recommends 2026 event and activation planning.

The City's operating budget supports the current roster of events. In many cases, sponsorship and donations reduce the City's tax supported budget allocation. The budget is summarized in detail under each event below. An overall theme for 2025 (similarly in 2024) was increased costs for producing and licensing events and reduced sponsorship due to the current economy.

Analysis:

TD Harbour Nights

(Sunday evenings from June 1 to August 10)

Blending live music with a scenic waterfront venue located at the historical Marine and Rail Museum. TD Harbour Nights attracts a diverse audience of various ages and backgrounds, making it a beloved summer tradition in Owen Sound. In 2025, the series drew an average of 525 attendees per concert, totalling 5,250 over 11 performances.

Admission is free, with donations welcomed during the performances. The last Sunday included a matinee show at 4 p.m. in addition to the regular 7

p.m. performance. The Owen Sound North Grey Public Library and several community organizations attended to promote their upcoming events and activities. The Community Waterfront Heritage Centre was also open during these shows with the building providing access to washrooms. Rogers TV live-streamed the series as part of their summer programming, reaching audiences in Owen Sound, Meaford, Thornbury, and Georgian Bluffs. An additional social media link allowed viewers across the country to tune in. This service was provided to the city at no cost.

TD Bank served as the presenting sponsor of TD Harbour Nights, contributing \$5,500. Weekly event sponsors contributed \$600 each for a total of \$12,100. Sponsors enjoyed attending with their displays and greeting guests as part of their sponsorship benefits.

Two on-site vendors sold food and beverages, generating revenue for the City of \$320 from vendor fees. The public donated \$6,480, which is an average of \$589 per event. The combined revenue, sponsorships, and donations amounted to approximately \$18,580.

A partnership with The Harmony Centre allowed the event to move indoors in inclement weather. The rental costs were minimal, at \$180 per use. Total performer and technical fees for the 11 concerts was \$27,620.

Promotions

TD Harbour Nights was highlighted on Facebook, X, Instagram and Spotify with generic ads featuring the summer schedule along with posts for each individual evening and musician.

The social media (Instagram/X/Facebook) campaign showcasing the full summer lineup for both Mid Week Music and Harbour Nights from June to August generated more than 8,528 impressions. Individual ads for each performer which featured a sponsor were boosted, achieving an average reach of between 5,500 – 17,000 impressions. This summer, we once again initiated a QR code survey card handed out at events to inquire about visitor habits and obtain information about the events they attend. A total of 128 scans were received; comments included they enjoy the event when it is outdoors, several shared possible musicians and overall comments were positive.

Radio ads were scheduled with both Zoomer Radio and Bayshore Broadcasting. Posters and rack cards featuring the summer line up were distributed in Owen Sound and the surrounding community and various

Chamber of Commerce and Tourism offices via the Brochure Swap in May. The rack cards were also distributed to local businesses. The event was also promoted on the River District, Chamber of Commerce, and Owen Sound Tourism websites, and various newsletters. 30-second ads were placed on Spotify, generating 137,901 Impressions, and a reach of 9,249.

Impact

Music events play a crucial role in the local economy by attracting tourists, contributing to place-making, creating jobs, and generating revenue for local businesses. Live music events offer musicians a stage to display their talent and grow their fan base. Music fosters connections among people, builds a sense of community, and acts as a powerful tool for creating social change and bringing communities together.

Planning for 2026

The event is well received and supported in the community as a source of engagement and entertainment, as evidenced by the attendance and engagement statistics. This event series is planned to continue in the summer of 2026 with 8-12 performances on Sunday evenings at the Marine and Rail Museum stage on the City's west harbourfront.

The attendees would benefit from additional seating space by relocating the lifeboat which is located beside the train. More space is needed for a growing audience on these popular Sunday evening performances.

Mid Week Music

The Summer Events report [CS-25-039](#) noted the Midweek Music Concert Series would run on Wednesdays from 4:30 p.m. to 6 p.m. at accessible locations in Owen Sound from June 18 to September 10.

Midweek Music locations included: The Owen Sound Farmers' Market, Grey Gallery Gardens, Mudtown Station Brewery (patio/green space) Marine & Rail Museum, Harrison Park (green space), Westside Boat launch, City Hall (front), The new Boardwalk on 1st Ave E, Billy Bishop Museum (front lawn) and the Gazebo at the Bayshore Community Centre.

Moving this event to various locations in the River District, Harbour and Parks created activity and interest and offered people another reason to be in these popular community spaces. The 13 weeks featured solos, duos, trios, and full bands as well as a dedicated night for youth performers. There was one Presenting sponsor valued at \$1,500 plus three supporting sponsors

valued at \$500 each for a total of \$3,000 in sponsorship. Total performer and technical fees for the 13 concerts was \$15,220. There were no grants available for 2025 to support this event.

Promotions

Mid Week Music was highlighted on Facebook, X, Instagram and Spotify with generic ads featuring the summer schedule along with posts for each individual evening and musician.

The social media (Instagram/X/Facebook) campaign showcasing the full summer lineup for both Mid Week Music and Harbour Nights from June to September generated more than 8,528 impressions.

Social media ads ran from mid-May to September 10 on the Owen Sound Events and Tourism Facebook, Instagram, and the City of Owen Sound's social media. Radio ads were scheduled with both Zoomer Radio and Bayshore Broadcasting. An ad was placed in various magazines, posters and rack cards were distributed in Owen Sound and the surrounding community and various Chamber of Commerce and Tourism offices via the pamphlet exchange day in May. The event was also promoted on the River District and Tourism website and newsletters.

30-second ads were placed on Spotify, generating 52,025 impressions, a click-through rate of 23%, and a reach of 11,099.

This summer, we once again initiated a QR code survey card handed out at events to inquire about visitor habits and obtain information about the events they attend. A total of 112 scans were received; comments included they enjoy the venue moving each week, we received feedback about possible new genres of music and overall comments were positive.

Impact

Overall, Mid Week Music brought positive attention to the River District, local parks and venues, inviting visitors to spend more time in Owen Sound and supporting local businesses and restaurants. It generates animation and helps the area come alive. Like Harbour Nights, this event also used the Harmony Centre as an alternative venue during inclement weather. The rental costs were minimal, at \$180 per use. An emphasis will be placed on event venues close to the River District.

Planning for 2026

The event was well received and supported in the community as a source of engagement and entertainment. Event attendees enjoyed the different venues and green spaces. This event series is planned to continue in the summer of 2026 with 12-15 performances on Wednesdays, starting at 4:30 p.m.

Overall Analysis of summer live music events.

The 2025 summer event series, planned, marketed, and delivered by City staff, reflects and achieves several strategic goals and targets in Staff Report [CS-25-039](#). These no-cost events for residents and tourists contributed to the quality of life, lifted morale in the community, and promoted Owen Sound as 'where you want to live,' providing safe venues to enjoy live music and movies. These music events also help animate and activate the waterfront and River District. The City of Owen Sound prides itself in offering free, inclusive events to the community and surrounding area.

Budget Recap – Summer concerts

Event planning can be challenging, particularly when managing the budget, as there are many factors to consider and prepare for. The budget usually covers the same essential expenses: venue, entertainment, SOCAN fees, materials, and supplies. Event staff adopted a conservative approach to planning summer events, mindful of the rising costs of the music and entertainment industry. Securing sponsorships was once again difficult in 2025 due to challenging economic conditions and a rising cost of living.

Outdoor Movie Nights

(Friday July 25, August 8, August 22, Saturday October 25 & Friday November 28)

This summer, five outdoor movie nights were hosted at various venues across the City on Friday evenings:

1. Snow White – Marine & Rail Museum
2. Paddington Bear – Harrison Park
3. How to Train Your Dragon – Kelso Beach at Nawash Park
4. Ghost Busters – City Hall (front)
5. Elf – Owen Sound Farmers' Market

Each event featured children’s activities, food and crafts prior to each movie. There was one presenting sponsor valued at \$1,500, and 3 supporting sponsors valued at \$500 each. We had two sponsors provide in kind food and beverage items. Total sponsorship was \$2,500. The average attendance was 150 per evening, bringing the total attendance to 750.

Promotions

From July 1 to November 28, social media ads ran across Owen Sound Events and Tourism Facebook, Instagram, and the City of Owen Sound’s social channels. Radio ads aired on Zoomer Radio and Bayshore Broadcasting, with digital ads on Rrampt. Posters and rack cards were distributed throughout Owen Sound and surrounding communities and in various Chamber of Commerce and Tourism offices via the Brochure Swap in May, reaching local hotels and campgrounds. The event was also promoted on the River District, City, and Tourism websites and newsletters. Email invitations were sent to all daycare providers, school-age programs, and youth organizations.

Impact

Outdoor Movie nights bring people together fostering a sense of community and encouraging social interactions among residents of all ages. These movie nights provided an affordable and enjoyable option for families, offering a fun evening out without the need for expensive tickets. By utilizing local parks and community spaces, outdoor movie nights highlight the beauty and uniqueness of the community, encouraging residents to appreciate and use these venues.

Planning for 2026

The event was well received in the community as a source of entertainment for parents and children and will continue in the summer of 2026. The 2025 Outdoor Movie Nights were planned, marketed, and delivered by City staff and reflect and achieve several strategic goals and targets set out in the Staff Report [CS-25-039](#). These no-cost events for residents and tourists contributed to the quality of life, lifted morale in the community, and promoted Owen Sound as ‘where you want to live,’ providing safe venues to enjoy movies. The fall and winter events will continue to take place in the River District, but we will explore partnering with a business to host them indoors due to weather concerns and historically low attendance.

Canada Day (Tuesday, July 1)

Owen Sound celebrated Canada Day on Tuesday, July 1 at Kelso Beach at Nawash Park. With gates opening at 10 a.m. it was a full day of family activities including Dog Shows, pony rides, food trucks, marketplace vendors, games, music and entertainers in the park during the afternoon, big canoe rides on the water and more. The main stage started the evening with opening ceremonies, opener Gracie Jet followed up by the Rock of Fame concert that featured several local and talented well know musicians. The celebration concluded with spectacular fireworks over Owen Sound Harbour at 10 p.m.

Window flags for storefronts and homes were available for pickup at Owen Sound City Hall, Tourism at the Tom, Harrison Park Campground, Owen Sound and North Grey Union Public Library, and The Ginger Press.

A \$16,000 grant was received from the Government of Canada, along with a sponsorship from eleven sponsors contributed \$11,500. Due to federal grant restrictions, the City is unable to collect donations at the gate on Canada Day.

Promotions

Social media ads ran from June 1 to July 1 on the Owen Sound Events and Tourism Facebook, Instagram, and the City of Owen Sound's social media. Radio ads aired on Zoomer and Bayshore Broadcasting, while posters and rack cards were distributed to local short-term rentals (STRs), businesses, restaurants, and tourism offices throughout Ontario. The event was promoted on Destination Ontario, Festival and Events Ontario, and RT07 events pages. Digital ads were placed with Evanov and reached 82,000 people across Ontario, utilizing several websites such as TripAdvisor, Expedia, and news portals. 30-second ads were placed on Spotify.

Impact

Overall, Canada Day draws tourists and visitors from the local region. Local vendors, artisans, food trucks, and accommodations such as hotels, Airbnb's, and inns experienced a surge in bookings during the weekend, with many reaching total capacity. This signature event celebrates Owen Sound's identity and connection to the harbor, fostering high public engagement through various activities, events, and cross-cultural experiences.

Planning for 2026

Canada Day will take place as a single day event on Wednesday, July 1. Staff recommend that a consideration be given to include a drone show on June 30th to open the festivities which would include musicians on the main stage and give food vendors and marketplace businesses the opportunity to increase sales and foot traffic.

Staff are seeking Experience Ontario funding to present a drone show the evening before Canada Day. This quieter, sensory-friendly event would make us the first in Grey County to host such a show, positioning the city as an innovator. It also offers sponsors unique branding opportunities, with logos featured in the display. This enhancement would only be planned if we are successful in receiving a grant to offset the costs.

Doors Open

Discovering Owen Sound's rich cultural heritage was made possible through a day trip to explore heritage sites as part of Doors Open Ontario, an annual program of the Ontario Heritage Trust. The event took place on Saturday, June 21, from 10 a.m. to 4 p.m., featuring 19 sites in this summer's Doors Open tour in Owen Sound.

Doors Open Ontario is a province-wide heritage tourism program that provides the public with free access to explore fascinating heritage properties in communities across Ontario. It showcases the buildings, natural spaces, infrastructure, and cultural landscapes that shape and define our communities.

Doors Open Ontario began in 2002 to connect people to places by facilitating public access to compelling built and natural heritage sites that typically restricted regular access. The initiative aimed to ensure that Ontario's diverse heritage was accessible to individuals and families of all socioeconomic backgrounds without the cost barrier.

Nineteen sites were featured in Owen Sound, including; The Billy Bishop Museum, British Methodist Episcopal Church, Community Waterfront Heritage Centre, Georgian Bay School of the Arts, Owen Sound & North Grey Union Public Library, Giche-Name Wiikwedong Reconciliation Garden, Morland Place, Mudtown Station Brewery and Restaurant, Owen Sound Artists' Co-op, Owen Sound Cenotaph, Potters Field, St. George's Anglican Church, Tom Thomson Art Gallery, Tone Yoga Studio, CFOS, Harmony Centre, Sydenham Campus, Owen Sound Roselawn Bowling Club and The Roxy Theatre.

Two sponsors contributed \$1,500 to the event, and one in-kind sponsor supported promotions. The cost to host the event with Heritage Canada is \$1,000.

Promotions

From June 1 -21, social media ads ran across Owen Sound Events and Tourism's Facebook, Instagram, and the City of Owen Sound's social channels. Bayshore Broadcasting sponsored radio ads and ran for 2 weeks before the event date.

Impact

Doors Open has a significant impact on community life, heritage conservation, and tourism. By providing free access to historic sites, it encourages engagement with local history, fosters community pride, and attracts visitors who support the local economy. The program highlights adaptive reuse, promotes sustainable urban development, and serves as an educational platform through tours and talks. By showcasing diverse heritage properties, Doors Open preserves cultural landscapes, strengthens community networks, and inspires ongoing support for heritage initiatives. Overall, Doors Open had a lasting positive impact on the community, with 2,028 visitors to 19 sites in Owen Sound between 10 a.m. and 4 p.m.

Planning for 2026

Staff will plan and implement Doors Open in 2026 after Heritage Canada releases the theme in the new year. A date will be selected in the new year. Doors Open was planned, marketed, and delivered by City staff and reflected and achieved several strategic goals and targets in Staff Report [CS-25-039](#).

Home and Cottage Expo

The 2025 Home and Cottage Expo was held at the Harry Lumley Bayshore Community Centre and JD McArthur Arena on Saturday, May 3, and Sunday, May 4, 2025, from 10 a.m. to 4 p.m. The annual Expo is a collaborative partnership between the City of Owen Sound, the Knights of Columbus, and the Grey Bruce Home Builders Association.

The event showcased indoor exhibitors from across Ontario, including popular local businesses, interactive displays, local municipal building officials, and a dedicated green energy section. Additionally, a fenced outdoor area featured outdoor vendors, home-based businesses, and a kid's zone.

Attendees were able to connect with contractors, interior designers, landscapers, home improvement experts, outdoor recreation dealers, consumer electronics suppliers, and more—all in one convenient location. It's the ideal opportunity for residents and visitors to explore services for upcoming renovations and consult with building officials about necessary permits and plans.

A variety of booth spaces were available, including single, double, and triple options, as well as outdoor spaces. The Entry fee was \$5, children under 12 were free. The event attracted 1,800 people.

One presenting sponsor and 2 presenting sponsors totalled \$7,000 as well as three in kind sponsors that offered radio promotions and security for the event. A total of \$64,000 in revenue was received from vendor registration which included indoor, outdoor, hydro fees and passports.

Promotions

A total of \$25,000 was spent on promoting the event which included 4 billboards, transit shelters, banners that were erected on city owned properties, and 5 magazines including Rrampt, Mosaic, Our Homes, Escarpment and On the Bay. Radio ads promoting the event were featured on all local stations as well as digital ads on both Rrampt and Evanov which reached areas outside of Owen Sound and was featured on sites such as Trip Advisor and Amazon. Spotify ads also ran from January to May featuring the event details and presenting sponsor with 63,055 impressions and a reach of 57,977.

Impact

A home expo strengthens the community by bringing residents, local businesses, and service providers together. It offers homeowners and buyers the chance to explore products, services, and innovations, while giving businesses visibility and networking opportunities. Through workshops, demonstrations, and interactive activities, the event educates, inspires, and connects people, promoting economic growth and empowering residents to enhance their homes.

Planning for 2026

Staff and partners have begun the planning process for the 2026 Expo taking place on May 2 and 3. A rebrand of the Expo has taken place after consideration of the trends in homeownership and living. While the original name suggests a focus on construction, renovation, and cottage-specific

products, the term “Lifestyle” allows the event to include décor, wellness, smart technology, gardening, entertaining, and sustainable living. This expanded focus attracts a wider audience, including younger homeowners, urban residents, and families who may not own cottages but are interested in enhancing their daily living spaces.

Rebranding the event also opens new marketing and sponsorship opportunities, allowing partnerships with brands outside the traditional home improvement sector, such as fashion, fitness, food, and wellness companies. By aligning with modern lifestyle trends, the show becomes more relevant, engaging, and appealing to the community. Ultimately, this shift can increase attendance, attract more exhibitors, and support the financial sustainability of the event while fostering greater community engagement.

Registration for the newly branded [“Grey Bruce Home and Lifestyle Show”](#) opened on November 10, with 33 businesses already signed up, along with the securing of the presenting sponsor and three supporting sponsors.

The new branding will also focus on a more diverse portfolio of marketing and promotions moving away from printed materials to increase our presence online and digitally. For cash handling at the door city staff will be on hand to administer entrance fees.

Hockey Fest

(November 13-15)

Hockey Fest, a partnership with Owen Sound Girls Ice Hawks, local schools and The Waterloo Warriors, took place Thursday, November 13-15.

High school games took place on Thursday, with girls’ hockey at 10:30 a.m. and boys’ hockey at 12:30 p.m. between local schools (e.g. Owen Sound District Secondary School and Grey Highlands Secondary School). Games were free to attend.

On Friday players from the Waterloo Warriors Women’s team visited several elementary schools (including Hillcrest Elementary School, Keppel-Sarawak Elementary School, and East Ridge Community School) to run interactive floor-hockey and Q&A sessions.

The evening consisted of on-ice clinics — for youth players in U9 up to U15, plus a high-performance session for older players. There were also free clinics for referees and timekeepers (for those interested in officiating/bench-work).

Throughout Hockey Fest, the Owen Sound Ice Hawks hosted the Northern Lights Lady Classic Festival (Nov 13–16), — a tournament for youth girls’ teams (U11, U13, U15 and divisions B and C for some).

On Saturday, the marquee event — a university women’s game featured the Waterloo Warriors vs. Toronto Varsity Blues. The puck dropped at 2:00 p.m. and the game featured a raffle draw by the local Owen Sound Ice Hawks with total prizes of \$5,000. 1917 tickets were sold.

Later that evening: the community was invited to join downtown for holiday festivities — including the Kiwanis Santa Claus Parade and the launch of the Festival of Northern Lights. Immediately after the parade: “Sick Shot” road-hockey games took place, a tribute in memory of local minor-hockey player Josh Olynyk. 140 youth registered from U7–U12.

Promotions

Zoomer Radio was the main radio sponsor offering \$3,000 in promotions which included on-air ads and announcements, sharing event details during peak listening hours, featured interviews with organizers and special guests, as well as mentioning the event in community updates.

The event was promoted across Owen Sound Events and Tourism, River District and The City of Owen Sound’s Facebook, Instagram and X.

Hockey Fest played an important role in strengthening the Owen Sound community by bringing people of all ages together through a wide range of activities. The mix of high-school games, youth clinics, elementary-school visits, and road hockey created inclusive opportunities for everyone—from young children learning the sport to seasoned fans enjoying a university-level game. For a town with deep hockey roots, the festival reinforced local pride and celebrated the community’s long-standing connection to the sport. It also provided meaningful pathways for youth, as clinics led by university athletes and sessions for aspiring officials allowed young participants to explore different roles in hockey beyond playing. By aligning with the Santa Claus Parade and the Festival of Northern Lights, Hockey Fest helped kick off the holiday season and contributed to the vibrancy of the River District. The Sick Shot road hockey event, held in memory of Josh Olynyk, added a heartfelt tribute that blended sport with community remembrance. Overall, through free events, volunteer involvement, and strong local support, the festival highlighted grassroots engagement and strengthened Owen Sound’s sense of community and tradition.

Planning for 2026

Staff will plan and implement Hockey Fest in November 2026 and will build on the existing partnerships to ensure continued community collaboration.

Staff are seeking Ontario Sport Funding to grow the event and add new initiatives to the weekend.

New Years Eve

(Dec 31, 2024)

The City of Owen Sound hosted the New Year's Eve Family Celebration in partnership with the YMCA Bruce Grey Owen Sound on Tuesday, December 31, from 12 p.m. to 4 p.m. at the Julie McArthur Regional Recreation Centre. Admission was free, but donations of \$537 were received.

Public skating took place from 12:00 p.m. to 3:45 p.m. on both ice pads, and an open swim at the YMCA ran from 1:00 p.m. to 3:30 p.m. Owen Sound and North Grey Union Public Library was on-site with button making and a scavenger hunt. Other activities included Balloon Creations by Petunia, cookie decorating, open gym time, fun crafts. There was live music by Charlie Gillespie, Vaughan Coffey, and Levi Wathke plus stilt walkers and Face Painting. 3 sponsors contributed \$2,000.

Promotions

Social media ads ran from June December 15 to 31 on the Owen Sound Events and Tourism Facebook, Instagram, and the City of Owen Sound's social media. Radio ads aired on Zoomer and Bayshore Broadcasting, while posters and rack cards were distributed to local establishments, arena's, facilities and family-oriented retailers.

Impact

Hosting a free community New Year's family celebration has a positive impact on the community by creating an inclusive space where people of all ages and backgrounds can come together to mark the start of a new year. By removing financial barriers, the event ensures that families who might not otherwise afford holiday activities can still participate, fostering equity and a sense of belonging. Local businesses, volunteers, and partners also benefit from increased visibility and engagement, contributing to a vibrant local culture. Overall, a free New Year's celebration promotes unity, accessibility,

and community pride while creating meaningful memories for families year after year. Each year the event attracts between 1,500-2,000 people.

Planning for 2025

The annual event will take place on December 31 from 1-4pm in the same format as in past years. The annual celebration will provide opportunities for local partners, businesses, and volunteers to collaborate, helping to foster a vibrant, supportive, and engaged community year after year.

Financial Implications:

Event	Tax Supported Budget (A)	Budgeted Revenue	Actual Expenses (C)	Actual Sponsorship Revenue & Donations/ Grants(B)	NET Surplus/ (Deficit)
Harbour Nights	10,550.00	15,950.00	(35,706.00)	18,799.00	-6,357.00
Mid-Week Music	24,500.00	4,500.00	(19,802.00)	3,000.00	+7,698.00
Canada Day	18,600.00	22,000.00	(49,558.00)	33,313.00	+2,355.00
Movie Nights	7,200.00	2,000.00	(6,534.00)	2,500.00	+3,166.00
Hockey Fest	500.00		(500.00)	0.00	0.00
Doors Open	1000.00	0.00	(1,587.00)	1,500.00	-87.00
Home and Cottage Expo	11,350.00	76,750.00	(67,582.00)	84,183.00	+27,951.00 City Share 9,317.00 (plus staff allocation) (1750.00) Partner Share 9,317.00 Knights 9,317.00 Home Builders
Total					\$+16,092 (After partner share for Home and Cottage Expo)

(A)Total Tax Supported Budget + (B) Actual Sponsorship/Revenue/Donations
- (C)-Actual Expenses = (D)Overall Net Budget Surplus/Deficit

Communication Strategy:

Staff have undertaken a broad public communication strategy to promote and market events and activations. We continue to track analytics and trends that help us understand how to reach people best and remain highly invested in growing our communication channels.

Consultation:

Aidan Ware, Director & Chief Curator - Art Gallery, Culture, Tourism

Pamela Coulter, Director of Community Services

Attachments:

None.

Recommended by:

Jen Wright, Events and Activation Coordinator

Aidan Ware, Director & Chief Curator - Art Gallery, Culture, Tourism

Pam Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Jen Wright, Events and Activation Coordinator, at jwright@owensound.ca or 519-376-4440 Ext. 1237.