

Report to Council

Report Title:	Elmwood Homecoming Sponsorship Request		
Prepared By:	Trish Serratore, Chief Financial Officer		
Department:	Finance		
Date:	April 23, 2024		
Report Number:	FIN2024-16	File Number:	C11FIN
Attachments:	Elmwood Homecoming Sponsorship Request		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number FIN2024-16 – Elmwood Homecoming Sponsorship Request, prepared by Trish Serratore, Chief Financial Officer and in doing so provides the following direction to staff _____.

Report:

Background:

On April 18, 2024, staff received the attached letter from the Elmwood Homecoming Committee.

The 2024 Elmwood Homecoming is planned for the August 30 – September 1st, 2024 with many fun events planned for the whole community.

Analysis:

The Elmwood Homecoming Committee has been working diligently in preparation to celebrate 170 years of our hometown. They have planned kids zone activities, fishing derby, cornhole tournament, car show, nightly dinner and dances, baseball tournament and more. There will be lots for the whole family to enjoy, all weekend long. The proceeds raised at this homecoming event will allow for the community to continue events like this and support other community specific initiatives.

The Elmwood Homecoming Committee has not requested any financial assistance towards the cost of at the Homecoming event, including no request for seed money to assist with the financial planning of the events.

Historically, the Municipality of Brockton has not provided financial assistance, aside from lending interest free seed money to any of the hamlets for Homecoming Events. The Elmwood Homecoming is taking place at the Elmwood Community Centre.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life Yes
- Recommendations contribute to achieving Land Use Planning and the Natural Environment N/A
- Recommendations contribute to achieving Economic Development N/A
- Recommendations contribute to achieving Municipal Governance Yes

Financial Impacts/Source of Funding:


- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

Respectfully Submitted by:



Trish Serratore, Chief Financial Officer

Reviewed By:



Sonya Watson, Chief Administrative Officer