

Report to Council

Report Title:	Elmwood Homecoming Sponsorship Request- Follow-up		
Prepared By:	Colleen Gillis, Director of Community Services		
Department:	Parks and Recreation		
Date:	May 21, 2024		
Report Number:	REC2024-11	File Number:	C11REC
Attachments:	Elmwood Sponsorship Package		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2024-11- Elmwood Homecoming Sponsorship Request- Follow up, prepared by Colleen Gillis, Director of Community Services and in doing so provides the following donation of \$500.00 to the Elmwood Homecoming Committee.

Report:

Background:

On April 23rd, 2024, report Elmwood Homecoming Sponsorship Request, prepared by Trish Serratore, Chief Financial Officer was brought to Council. It was noted that the Elmwood Homecoming Committee has not requested any financial assistance towards the cost of Homecoming event, including no request for seed money to assist with the financial planning. The donation request is for activities and events occurring throughout the duration of the weekend, proceeds raised will allow for the community to continue events like this and support other community initiatives. Council requested that staff obtain more details on the sponsorship opportunities and the recognition process for donations.

Analysis:

Following the April 26th, 2024 Council meeting staff communicated with Elmwood Homecoming Committee to provide a more defined donation request. The Elmwood Homecoming Committee responded that they are seeking a \$500 donation to help contribute towards celebration activities such as a kid's zone where families can be entertained by inflatables, balloon fun and more, a fishing derby, cornhole tournament, car show, nightly dinner and dances, baseball tournament and more. The committee would appreciate any financial support the Municipality can contribute.

The Elmwood Homecoming Committee submitted a donation letter to the Elmwood Community Centre Committee requesting a discounted rental rate. During the May 14, 2024 Elmwood Committee meeting the committee approved a discounted flat rate of \$2000.00 for rental fee's for duration of celebration.

The Elmwood Homecoming Committee have submitted a sponsorship request to the Municipality of West Grey that will on the agenda for May 21, 2024 Council meeting.

The Elmwood Homecoming Committee recognition process for donations is presented as Sponsorship packages, see attached document. A \$500.00 donation is a Bronze Level Sponsorship offering a recognition of donation sign displayed on main stage and fence by main area and referenced in Bronze Sponsorship social media posts.

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:



Colleen Gillis, Director of Community Services

Reviewed By:



Sonya Watson, Chief Administrative Officer