

Report Title:	Walkerton 2026 Homecoming Request for Seed Money and Reduced Facility Use Fees				
Prepared By:	Colleen Gillis, Director of Community Services ad Fiona Hamilton, Director of Legislative and Legal Services (Clerk)				
Department:	Recreation				
Date:	April 8, 2025				
Report Number:	REC2025-10	File Number:	C11REC		
Attachments:					

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2025-10 - Walkerton 2026 Homecoming Request for Seed Money and Reduced Facility Use Fees, prepared by Colleen Gillis, Director of Community Services and Fiona Hamilton, Director of Legislative and Legal Services (Clerk) and further approves providing seed money in the amount of \$20,000.00 and then provides direction to staff relating to the request for a reduction in facility

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Report:

Background:

The Walkerton Homecoming Committee has been busy working on the upcoming 2026 Walkerton Homecoming event plans. During the February 25, 2025, Council Meeting committee members presented a delegation on their event business plan. The business plan included details of the many community focused activities, their goals and objectives for attendance and revenue generation, budget overview with financial strategies and timelines for action items. The committee requested Council approval to be declared a Municipally Significant Event, and funding support from Council including seed money to the amount of \$30,000 and a reduced rate for facility usage. Council directed staff to bring forth a report to Council with more details regarding requests.

In 2024 Brockton was fortunate to have hosted two community homecomings including Cargill and Elmwood. Both homecoming event committees brought forth requests to Council for funding support. Council approved Cargill Homecoming seed money to the amount of \$20,000 and directed staff to allow the use of Cargill Community Centre and grounds without rental fees in accordance with the terms of the agreement with the Cargill and District Community Foundation. The Elmwood Homecoming Committee requested donation was approved by Council to the amount of \$500.00. The Elmwood Homecoming Committee requested a reduced rate in facility rental fees to the Elmwood Community Centre Committee who approved a discounted flat rate of \$2,000.00 from a total full rate cost of \$3,100.00 to equal a 35% discount in facility usage fees.

Analysis:

Walkerton Homecoming aims to host an event that is inclusive to all ages and demographics, bring in visitors to our community, support local businesses, celebrate our vibrant culture and heritage and provide a celebration that will foster connections and community pride. The delegation from the committee provided a sample budget summary to undertake such a major event. Their estimated costs amount to \$190,000 excluding facility expenses. They hope to generate an estimated \$312,000 with the commitment to go towards community projects and initiatives.

Facility **Total Amount** Use Fee WCC Main Floor Arena 7 days (July 29 to Aug.4, 2026) \$895.00 \$6,265.00 WCC Auditorium 7 days (July 29 to Aug.4, 2026) \$330.00 \$2,310.00 Ball Diamonds 1, 2 and 3 10 days (July 27 to August 5, \$2,448.80 Fee Breakdown: \$1,360.90+ \$345.40+ 2025) \$742.50 Note: Staff used a combination of weekend/ daily and tournament rates to provide lowest rates **Total Expenses** \$11,023.80

The current facility fees and implications associated with the use of municipal facilities and grounds include:

Municipal Loss of revenue based on 2024 rentals include:

Facility	Use	Revenue	
Ball Diamonds 1,2, and 3	40.75 hours	\$1,046.76	
Arena Floor	2.5 hours	\$137.50	
Auditorium	Used for Summer Day Camp- cost to relocate for week unknown		
Total Lost Revenue	\$1,184.39		

Staffing costs to support such a major event would include setups/ takedowns, additional custodial duties, ball diamond recovery efforts i.e. Turf and infield maintenance. An estimated hours of additional labour not included in regular rental rate cost recovery, would be 12-15 hours depending on planned events.

A reduction in facility fees would enable a greater allocation of funds towards event programming and entertainment, assist to provide free or low- cost entries for participants, reinforce council's ongoing support for community initiatives and engagement. The drawbacks would be that we would have a reduction in rental incomes that directly impact municipal budgets, it sets precedent for other groups and the potential operational costs of maintenance, repairs and staffing requirement are unknown.

Staff considered several other local municipalities that held homecoming celebrations either recently or upcoming this year. Our findings were a mixed review with two of the four homecomings surveyed waiving or reducing facility usage fees. The municipalities that did not waive or reduce facility fees did provide other monetarily valued support such as municipal grant donation, staffing resources with no additional costs, completed requested repairs and upgrades to facilities and/or grounds and provided use of equipment such as garbage's, barricades at no additional cost.

The challenge with providing a balanced and consistent approach for all homecoming committee requests held in Brockton is that they all vary in size and needs. In the essence of consistency, staff recommend providing Walkerton Homecoming \$20,000 seed money, consistent with Cargill Homecoming approval and a discount of 35% from facility usage, consistent with Elmwood Homecoming. In addition, an agreement will come forward to be approved by by-law for the no interest loan of \$20,000 which will be repaid within 60 days of the event commencing, as well as, the Agreement also specifies that the Committee will work with municipal staff to ensure smooth communications about things like crowd control, additional traffic, use of large tent structures, garbage collection etc.

Strategic Action Plan Checklist:

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

٠	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	N/A

Financial Impacts/Source of Funding:

• Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The loan in the amount of \$20,000 seed money would be repaid by Walkerton Homecoming within 60 days of the event commencing. The reduction in facility fees would amount to \$3,858.05 loss of revenue for this event but covers lost revenue based on 2024 actuals.

Reviewed By:

Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

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Colleen Gillis, Director of Community Services

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Fiona Hamilton, Director of Legislative and Legal Services (Clerk)

Reviewed By:

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Sonya Watson, Chief Administrative Officer