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Grand Bend Canada Day Celebration Needs Your Help!

4 May 2022

Lambton Shores Council,

RE: CANADA DAY CELEBRATIONS FUNDING

Lambton Shores Municipal Council committed \$10,000 to supported Canada Day Celebrations in 2020, and 2021 as a special donation due to difficulty fundraising during COVID. We thank you for that support and commitment. Unfortunately, we were never able to take advantage of it as large gatherings were not allowed.

In 2022 we were about to gear up to fundraise in December/January, and the fifth wave hit. It wasn't clear until recently that we were going to be able to hold a mass outdoor gathering on July 1. As you can imagine, it is impossible to raise funds while in the middle of a wave of COVID. So we had two options:

1. Try to raise \$45,000-50,000 (the cost of Canada Day Celebrations) in April and May, or
2. Cancel Canada Day Celebrations for 2022.

What went into our decision-making:

- Canada Day is a celebration of the good things that are our country. This year, when we have had two years of isolation, fear, illness, and mental stress, it is more important than ever to celebrate together.
- For many years Lambton Shores has taken the lead on providing a free Canada Day Celebration for the region with 20,000 to 30,000 people attracted to Lambton Shores.
- This is FREE so that all can experience joy and kick off the summer with a bang.
- It is the kick-off of the summer tourist/fiscal season.
- Businesses in the region benefit from the weekend activities.
- Citizens across Lambton Shores enjoy the celebration

So, we went ahead with planning and fundraising for a 2022 Canada Day Celebration. We have negotiations with two outstanding bands to play at the event. We have the fireworks provider booked- at this point for an undetermined length of time.

This year the Federal Government provided \$15,000, and the Municipality allocated \$3,000 through a fund. This left us with \$27,000-\$32,000 to raise. The community has been responsive. We have raised \$17,000 to date. We are not willing to run a deficit as we are personally liable for any deficit we incur.

We ask that the Municipality allocate an additional, one time, funding of \$5,000 to help ensure that Lambton Shores has a Canada Day Celebration. If you commit \$5,000 we will ensure that the Celebration occurs.

We appreciate your consideration of our request and look forward to working with you on being the major sponsor of this event.

Sincerely,

Nan Brooks & Saverio Rinaldi
Canada Day Celebrations Committee