



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner of Community Services

Meeting Date: September 21, 2020

Subject: Report CSRS20-006
2021 Snofest Modifications

Purpose

A report to recommend modifications to the 2021 Snofest activities due to the uncertain longer-term implications of COVID-19.

Recommendation

That Council approve the recommendation outlined in Report CSRS20-006, dated September 21, 2020, of the Commissioner of Community Services, as follows:

That in-person Snofest activities for 2021 be replaced with alternative online/virtual activities.

Budget and Financial Implications

The Draft 2021 Budget currently being developed, as in previous years, includes an allocation in the Recreation Administration activity of \$18,000 to support both the Snofest and Canada Day Parade events. Approximately \$12,000 is allocated annually to Snofest. If the recommendation of this report is approved, the associated expenses can be accommodated within the proposed 2021 budget.

Background

Snofest is an annual community event that has been in existence since the 1970's. It is directly operated by the City and consists of multiple activities taking place over several days in the month of January. The Organizing Committee, consisting of City Staff begin the planning process in late September for the following year's event.

The Provincial orders currently in place for Stage 3 of the Province's reopening of the economy during COVID-19 would prevent the usual in-person Snofest activities from occurring. These events include the two main Snofest activities, those being the Mayor's Kick-off Pancake Breakfast & Play Day at the Peterborough Sport & Wellness Centre, and the Family Skate which takes place at the Peterborough Memorial Centre.

It is unknown how long the Provincial Stage 3 restrictions will be in place. However, the Organizing Committee recognizes the value of Snofest to the community and would like to provide alternative Snofest activities, in keeping with the Provincial orders. Given the significant time required for planning Snofest, the Organizing Committee is seeking Council approval at this time to forgo in-person Snofest activities for 2021 by replacing them with alternative online/virtual activities, such as contests and scavenger hunts. A full suite of activities will be developed if Council supports the recommendation of this report.

Submitted by,

Sheldon Laidman
Commissioner of Community Services

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