

REPORT TO: Mayor and Members of Council

PREPARED BY: Felicia Krista, Economic Development & Communications Coordinator

DEPARTMENT: Economic Development

DIVISION: Economic Development

MEETING DATE: July 16, 2025

SUBJECT: Canada Day Fireworks Celebration Event

PROPOSED MOTION

THAT council receive this report for information.

STAFF RECOMMENDATION

THAT council receive this report for information.

EXECUTIVE SUMMARY

The 2025 Canada Day Fireworks Celebration, held on June 30 at Ken Vernon Park, continued North Middlesex's long-standing tradition of fostering civic pride and community engagement. Strategically scheduled the night before the statutory holiday, the event attracted an estimated 750 attendees from across the municipality and surrounding areas. Its success was made possible through the generous support of local sponsors, dedicated volunteers, and strong coordination by municipal staff. Positive public feedback and media attention highlighted the event's effective planning, inclusive programming, and welcoming atmosphere.

LINK TO STRATEGIC PRIORITIES

Staff, Culture, Work Environment By providing high-quality public services

Quality of Life, Recreation, Parks, and Culture By creating and maintaining high-quality public spaces and promote aging in place in the community

Economic Development By promoting North Middlesex as a destination for tourism and investment

BACKGROUND

The Canada Day Fireworks Celebration is a long-standing annual tradition in North Middlesex, historically organized by the Canada Day Volunteer Committee. The event is held at Ken Vernon Park and has been a key opportunity to promote community pride, engagement, and celebration.

The Canada Day Committee folded in 2025 and when outlined to Council, Council directed staff to run the event.

The 2025 celebration was held on Sunday, June 30, at Ken Vernon Park, strategically scheduled the night prior to the statutory holiday to avoid competing with neighbouring events and to better accommodate families and volunteers.

DISCUSSION

The 2025 Canada Day Fireworks Celebration demonstrated the power of strong community partnerships and coordinated municipal planning. The event was made possible through the generous support of several key sponsors: Damen Optimal Health & Fitness, the Optimist Club of Parkhill, and the Bethel North Church. Beyond sponsorship support, we had dedicated municipal staff volunteers contribute their time to assist with various aspects of the event, including pre-event setup, on-site supervision of games and family activities, and post-event cleanup. Their efforts were critical in ensuring the event ran smoothly and safely.

The event's strengths were evident in multiple areas. Attendance was estimated at 750 people, showing strong community participation and interest. The diverse, family-oriented programming attracted attendees of all ages, including families, youth, and seniors. The event also drew visitors from nearby communities, contributing to a vibrant, welcoming atmosphere. Coordination with vendors, sponsors, and volunteers was well-executed, creating a seamless experience for guests. Public feedback was overwhelmingly positive, with many expressing appreciation for the inclusive programming and overall organization. Additionally, the event received positive attention through local media and on social media platforms, enhancing the municipality's public profile.

FINANCIAL

This event is anticipated to have run under budget as set forth in the 2025 Operational Budget.

Prepared By: **Felicia Krista, Economic Development & Communications Coordinator**

Reviewed By: Brandon Drew, Director of Economic Development & Community Services

Reviewed By: Ralph D'Alessandro, Director of Finance /Treasurer

Approved By: Carolyn Tripp, Chief Administrative Officer