

To: Mayor and Members of Council
From: Councillor Lisa Kearns
Date: June 25, 2019
Re: Santa 5K Road Race Revised Date

Discussions between the 2014-2018 Council, Staff, Downtown BIA (BDBA), Santa 5K Road Race organizer, run participants, and the community sought to determine a suitable date to host the Road Race. This event requires closure to portions of the local roads and access to businesses for a period of time for a themed race.

In July 2018, discussions on the matter resulted in the following Staff direction:

Proceed with the 2018 Santa 5K road race on Saturday, December 8, 2018; and Direct the Director of Parks and Recreation to consult with downtown churches and businesses, the event organizer and past race participants to determine future race dates and report back in November 2018. (SD-23-18)

A city led Get Involved Survey informed the Staff report to Committee of the Whole on November 5, 2018 with Report PR-05-18 recommending that Council approve the Santa 5K Road Race to occur on an annual basis in the downtown on the second Saturday in December with race time to commence prior to 9:00 a.m. This was ratified at the November 12, 2018 Council Meeting.

A 2018 post-race debrief by the BDBA and extracted survey results indicated that members would be supportive of a different date than had been determined in 2018. The race organizer continued to support the determined date of the second Saturday of December.

Councillor led consultation across all stakeholder groups in 2019 led to aligning the Santa 5K Road Race with the annual Santa Claus Parade, traditionally held on the first Sunday of December from 2 p.m. to 4 p.m. Stakeholder groups include: BDBA, VR Pro, race participants, downtown religious institutions, Burlington Special Events, and the local community.

In reviewing the various holiday events scheduled for the downtown, it was evident that the opportunity to harmonize events and enhance the overall downtown experience was fully supported by all stakeholders, the vision to deliver a complete holiday experience will come forward for the December 2020 holiday season. Including, but not limited to

additional downtown activations, sponsorships, community engagement, tourism opportunities, and vibrancy during a main festive and commercial period. These supporting elements will be strategized over the next ~18 months collaboratively with leadership from the stakeholder groups.

Previous concerns have been mitigated and support for the following motion is widespread:

Approve the Santa 5K Road Race event starting in 2020 and in subsequent years on the same day as the Burlington Santa Claus Parade.

Lisa Kearns
Ward 2 Councillor