

PRESENTATION TO THE STANDING COMMITTEE OF COUNCIL
BY
THE ROTARY CLUB OF BURLINGTON CENTRAL

PLANNED NEW EVENT

The planned new event is a diner/concert called "Lakeside Under the Stars" to be held on the Friday night August 12th of the Lakeside weekend which annually features a Sunday afternoon 3 hour luncheon with over 25 local restaurants and over 15 Niagara wineries and local breweries. Attendance is around 650 people. For the new event our rotary club will be partnering with two local business's, Nickelbrook Breweries and Denninger's who will provide their food and beverages at cost for the evening. The entertainment will be provided by Freedom Train and the evening will commence at 6 PM and end around 10:30 PM.

LOGISTICS

The new Friday event will not keep the park from use by the public, since we presently only use 25-30% of the park area. Lakeside for over 25 years has the park reserved on the second weekend in August from Thursday until Monday. Since the expensive tent, fencing and washrooms are already in place this event should conservatively show a profit of \$25,000 based on an attendance of 500 individuals.

So Rotary is not asking for any additional use of the park beyond what is already granted to us. As a matter of fact we were of the understanding that we had approval from the town for this event in 2020 and had reserved the entertainment. However when the park was closed due to COVID the complete Lakeside weekend was cancelled as it was again in 2021.

When we commenced again in 2022 we thought we should walk before we ran, and only commenced with the Sunday event which was our largest, most successful ever.

USE OF THE FUND RAISED

All the profit realized by the Friday event will be directed to local Burlington charities. Over 30 local charities have received funds raised by Lakeside over the years.

ATTENDANCE

This will not be a Rotary only event. All citizens of Burlington who interested in attending the event are free to do so if they are 19 and over.

SUMMARY

In summary, we are trying to make better use of the infrastructure that we already have in place similar to what is done with Ribfest.

We respectfully request your approval to add the Friday event to our Lakeside Weekend.