

SUBJECT: Additional information in response to Committee Direction on Parade Integration with Lakeshore Music & Arts Festival

TO: Special Council

FROM: Community Services
Recreation, Community and Culture

Report Number: CSS-01-26

Wards Affected: all

Date to Council: March 2, 2026

Purpose

The purpose of this follow-up memo is to provide Council with an updated status report on the parade direction:

“Direct the Director of Recreation, Community and Culture to be available to support a community driven parade at the same time as the Lakeshore Music & Arts Festival in 2026, to be funded from the Community Investment Reserve Fund.”

Background and Update

Due to the deferral of the Council meeting, staff were able to use the additional time to reconnect with internal and external partners regarding the feasibility and logistics of a parade in 2026. Staff consulted with MRG Live Ltd. and Halton Regional Police Service to assess timing options and operational impacts. While MRG Live and HRPS identified a Friday, June 19 parade as their preferred option due to logistics and staffing considerations, staff have determined that a Saturday morning parade can be successfully delivered with coordinated planning and appropriate City staff support. As such, we are pleased to confirm that a parade can proceed on the morning of Saturday, June 20, 2026, in conjunction with the Lakeshore Music & Arts Festival.

Given the short planning window and the complexity associated with the inaugural year of the festival, staff will take the lead in organizing the parade. The route will be a modified version of the traditional Father’s Day weekend parade, as the standard route is unavailable due to Civic Square renovations and stage positioning along Brant Street.

Next Steps

Staff intend to provide further information to Council and the community in Q2, aligned with key announcements from MRG Live Ltd. and broader festival communications.

Author:

Kim Ingram
Senior Manager of Cultural Services
Recreation, Community and Culture Department
Kim.Ingram@burlington.ca

Memo Approval:

Supplemental staff memos are reviewed and approved by the Commissioner.