

# 2023 Civic Signature Events

December 5, 2022

2022-CR-0184

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# Introduction

Canada Day, 2022



The 5-7 annual City of Leduc Signature Events are designed to celebrate Leduc by hosting unique events that promote community engagement, education, volunteerism, inclusivity and increase the quality of life of our residents

# 2022 Events

- Canada Day Celebration
- Rock the Rails
- Party in Alexandra Park
- VolunteerFest
- Light up Leduc
- CP Holiday Train



# VolunteerFest Feedback



VolunteerFest allowed the attendee numbers to go from 600 to over 1,200.

## Feedback from Social media/Surveys

- **SM:** *“What a wonderful event!”, “It was great to meet other volunteers and organizations”*
- **Survey:**
  - **Majority of the feedback given from the survey** was the separation from the booths and stage area

	VolunteerFest	Volunteer Appreciation Banquet
<b>Budget And Actual</b>	Approx \$41,000	\$51,500 Budgeted
<b>Attendance - Paid</b>	0	496
<b>Attendance - Free</b>	1000 throughout the day	104
<b>Not For Profits Served</b>	30 unlimited attendance by volunteers	46 (15 Schools, Churches, and Internal Groups) up to 2 tables of 8 people
<b>Sponsorship</b>	\$12,000	\$5000



# 2023 Signature Events

- Canada Day – July 1<sup>st</sup>
- Summer in the City – July 29<sup>th</sup>
- Skatepark Slam – Aug 12<sup>th</sup>
- VolunteerFest – Sept 10<sup>th</sup>
- Light up Leduc – Nov/Dec 2023
- Holiday Event (hosted biannually when the Canadian Pacific Holiday Train is not occurring) – Dec 2023



**QUESTIONS?**

