



Economic Development Advisory Committee
Wednesday, March 16, 2011
2:00 p.m.
Committee Room, Town Hall

AGENDA

1. CALL TO ORDER

Welcome new members

2. RECEIPT OF AGENDA

- Identify any Urgent Business

3. DISCLOSURE OF PECUNIARY INTEREST

4. RECEIPT OF MINUTES DATED September 1, 2010

5. REGULAR BUSINESS

- A. Appointment of Chair and Vice Chair
- B. Change Meeting Date from September 14, 2011
- C. Economic Development Update
- D. Appointment to Research Innovation Commercialization (RIC) Advisory Board
- E. Update on Research Innovation Commercialization (RIC)

6. PRESENTATION

- A. Caledon Day, Laura Reese

7. CLOSED MEETING - None

8. ADJOURNMENT

9. NEXT MEETING – June 15, 2011


Caledon Day 2011

Economic Development Committee

March 16, 2011



Caledon Day Overview

- ▶ Established in 2008 as an opportunity for the community to celebrate its rich and unique heritage, history and diversity
 - ▶ Organized by the Caledon Special Events Committee
 - ▶ 1-day event held at the Caledon East campus
 - ▶ 62 acres of parkland, trails and Caledon Community Complex
 - ▶ Event date is Saturday June 18th from 11 am to 11 pm
- 

Past Event Performance

- ▶ Event has grown into a broader experience
 - ▶ Date changed to expand the visitor base, develop tourism potential and improve the economic development potential
 - ▶ Attracted over 10,000 visitors
 - ▶ Supported by 45 Sponsors
 - ▶ Attracted 140 Vendors – product, food & exhibitors
 - ▶ Included 100 Community Contributors
- 

2011 Caledon Day Plan

- ▶ Broaden experience
- ▶ Event destination as tourism attraction
- ▶ Integrated approach to event planning
- ▶ Expanded marketing & communications plan
- ▶ Greater opportunities & recognition for business participation
- ▶ 62 acre site
- ▶ Creating partnerships in tourism & business
- ▶ Improved alignment with event experience
- ▶ Proposal for TEMPP funding
- ▶ Improved sponsorship package, more vendor & exhibitor space

What's new this year?

How we are responding!

Sponsor & Vendor Opportunities

Be an Official Event Partner

- ▶ Main Stage
- ▶ Zones
- ▶ Entertainment
- ▶ Heritage Bus Tour
- ▶ Contributor
- ▶ In-Kind

Product Vendors & Exhibitors

- ▶ Arts Zone
- ▶ Eco Zone
- ▶ Vendor Zone

Food Vendors

- ▶ Market Zone
- ▶ Picnic Zone

Sponsors

Vendors

Who are our Caledon Day Supporters?

- ▶ Caledon Arts & Crafts for Youth
- ▶ Caledon Farmer's Market
- ▶ Caledon Media
- ▶ Caledon Public Library
- ▶ Caledon Special Events Committee
- ▶ Caledon Youth Services
- ▶ Elliot Life Coaching
- ▶ Equestrian Management Group
- ▶ Firemaster Production
- ▶ Heritage Caledon
- ▶ Hills of Headwaters Tourism Association
- ▶ Ministry of Tourism and Culture (TEMPP Grant)
- ▶ Music 21 (Entertainment)
- ▶ Region of Peel
- ▶ Town of Caledon
- ▶ Youth Sport Organizations

Join us as a Caledon Day Partner

Visitors have a positive image of companies that sponsor our event. Get your message to visitors from Caledon and areas throughout southern Ontario.

Business partnership opportunities:

- Representation on the Caledon Special Events Committee
- Partnerships with business & community associations
- Hospitality & Tourism Packages
- Sponsorship visibility & options
- Enhanced vendor participation

Economic Development Proposal

- Attracting over 10,000 visitors
- Broadening the event experience
- Increasing marketing to 100 km radius
- Partnerships with business and tourism sector