

To: Councillor Thalia Hibbs
Cc: Council
From: Matthew Goudy, CAO
Date: November 28, 2019

RE: Light Up the Night Accessibility Concerns

Thank you for your feedback on November 22, 2019 with suggestions for improvements to the Santa Claus Parade portion of the Light Up the Night Festival, that would ensure “equal opportunity” for all spectators. You mentioned that the City might reserve an area for people with disabilities or other accommodation needs; and that communication could be improved to ensure everyone had a chance to view the street performers such as the fire dancers and carollers.

Staff report that the street performers were pre-parade entertainment meant to roam around and reach more citizens; but they acknowledge they might have communicated this more clearly so spectators would not worry about “making” or missing those performances. This can be easily corrected. On the issue of accessibility for people with accommodation needs, staff determined two locations with easy access that next year will be promoted as reserved for the purpose--the Legion parking lot (priority one) and the Family Eye Care Centre (priority two). Both are adjacent to the parade route with typically lower spectator volume.

Thank you again for your positive feedback and an opportunity to improve an event that every year is growing in quality, magic, and attendance numbers. Please let me know if there is anything further you wish to discuss.

Sincerely,



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