

STAFF REPORT

TO: Members of Shelburne Municipal Council
FROM: Val Kean, Community Development Coordinator
APPROVED BY: Trudy Payne, Chief Administrative Officer
DATE: November 23, 2020
SUBJECT: New Year's Levee 2021

PURPOSE

To encourage discussion regarding options for the Municipality's annual New Year's Levee event.

BACKGROUND

In past years, the Municipality of Shelburne and Town of Shelburne have cooperatively hosted a New Year's Levee event. This event would historically take place in the afternoon on New Year's Day and would provide attendees with catered food and local musical entertainment.

Considering current and ever-changing COVID-19 restrictions on public gatherings it was determined that we would not be able to proceed with our usual annual plans for the 2021 New Year's Levee.

DISCUSSION

At the November 9, 2020, Council meeting, staff were directed to explore options for hosting a virtual event in lieu of our traditional New Year's Levee. As this event is hosted cooperatively with the Town of Shelburne, staff reached out to the Town and it was agreed that we would again host this event in collaboration.

It is recommended to Council that staff work towards organizing a New Year's Levee Kitchen Party, to be hosted live via a Facebook event page. It would be the intentions of staff to work together with the Town to organize several local musicians to perform live in a New Year's Levee Kitchen Party Facebook event group – group will be created by the Municipality.

It is further suggested that staff work with the Warden and Mayor to coordinate a shared holiday message that will be used to encourage residents to log onto our "event" page to ring in the New Year while enjoying live local music.

BUDGET IMPLICATIONS

All expenditures for the New Year's Levee will come from the allocated amount in the ICSP Implementation budget GL # 00-26621-500. The Town of Shelburne has agreed to 50% cost share contribution for this event, up to \$575.