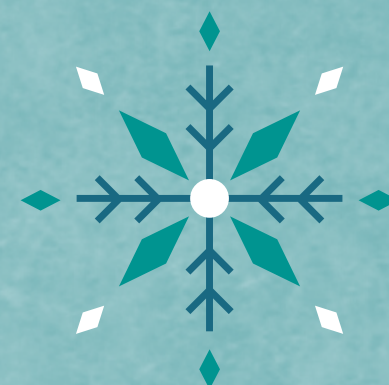
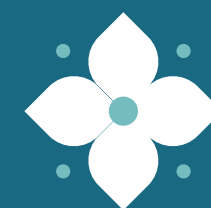


# *WESTON WINTERFEST*





*When?* November 19-21

*Where?* Various Locations  
within our BIA

*What?* Ice Sculptures,  
Buskers, Art Installations,  
Winter Treats, Games







Although this is a  
replacement for our  
Santa Claus Parade,  
there will still be a  
special visit from  
Santa!





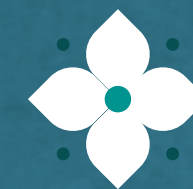
# Sponsors

1. Ontario Government
2. Corporate
3. BIA Businesses



# Partners

1. Residents Association
2. Historical Society
3. Art/Culture NPOs



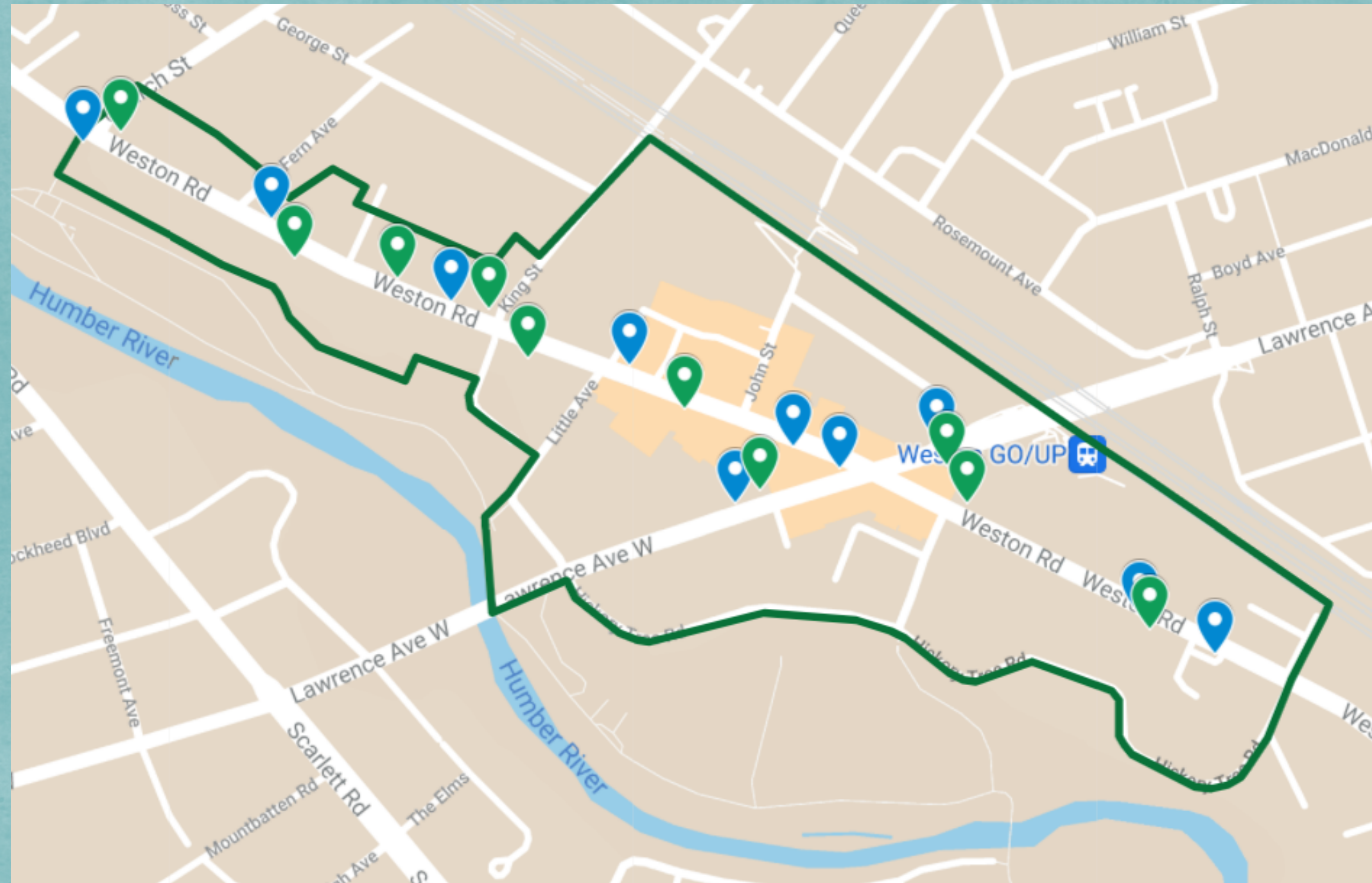


# Sculpture Installations

## Proposed Locations

Green = Private Property

Blue = Public Property







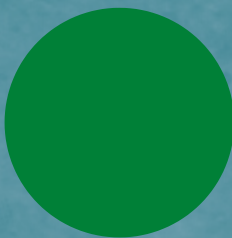
# Community Hub Activation



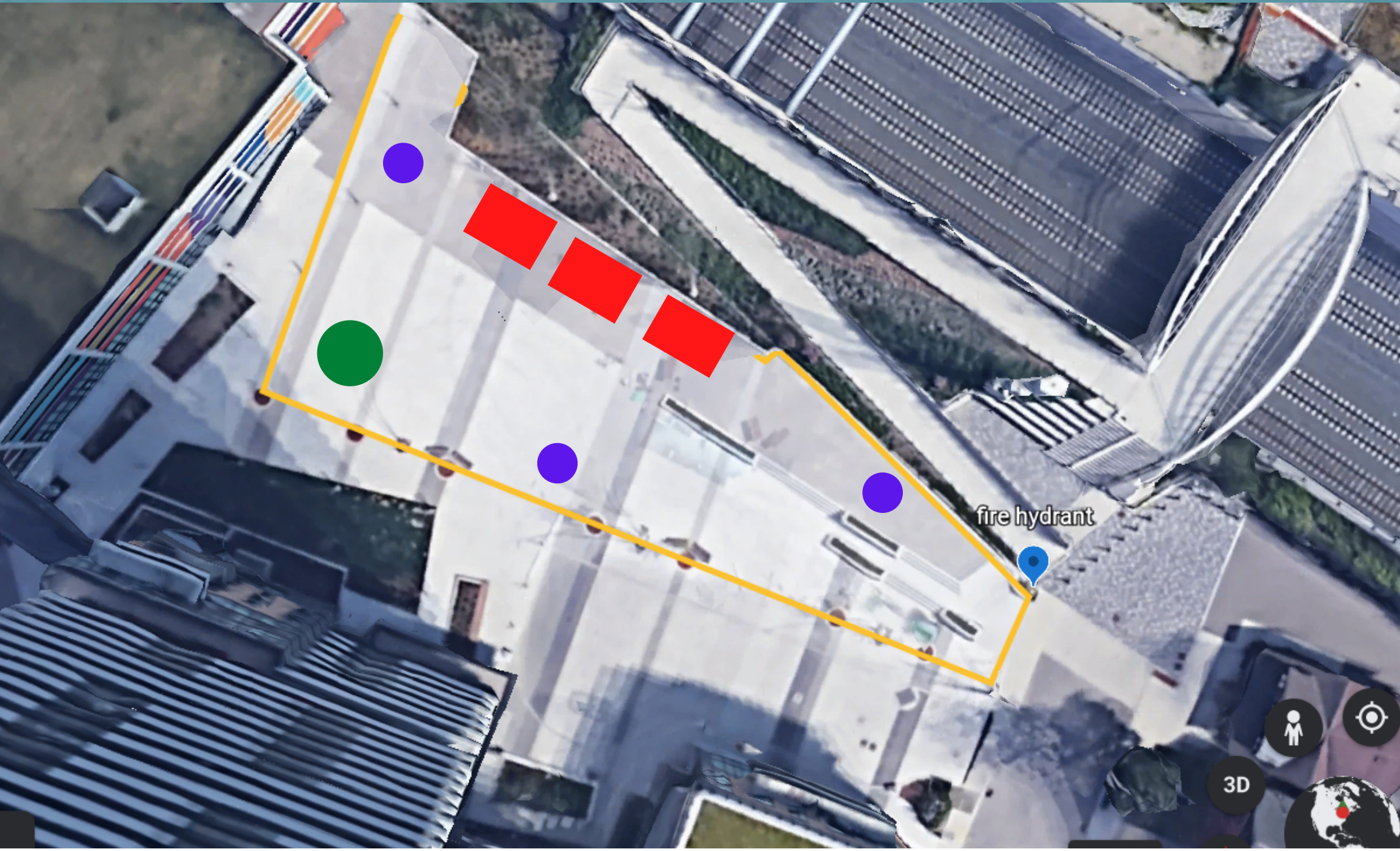
**Treat Vendor**  
ex. Hot Chocolate, Apple Cider, Maple Taffy, Beaver Tails



**Holiday Installation**  
Displays normally showcased in the Parade



**Santa Display**  
Children can take photos





# Holiday Installations



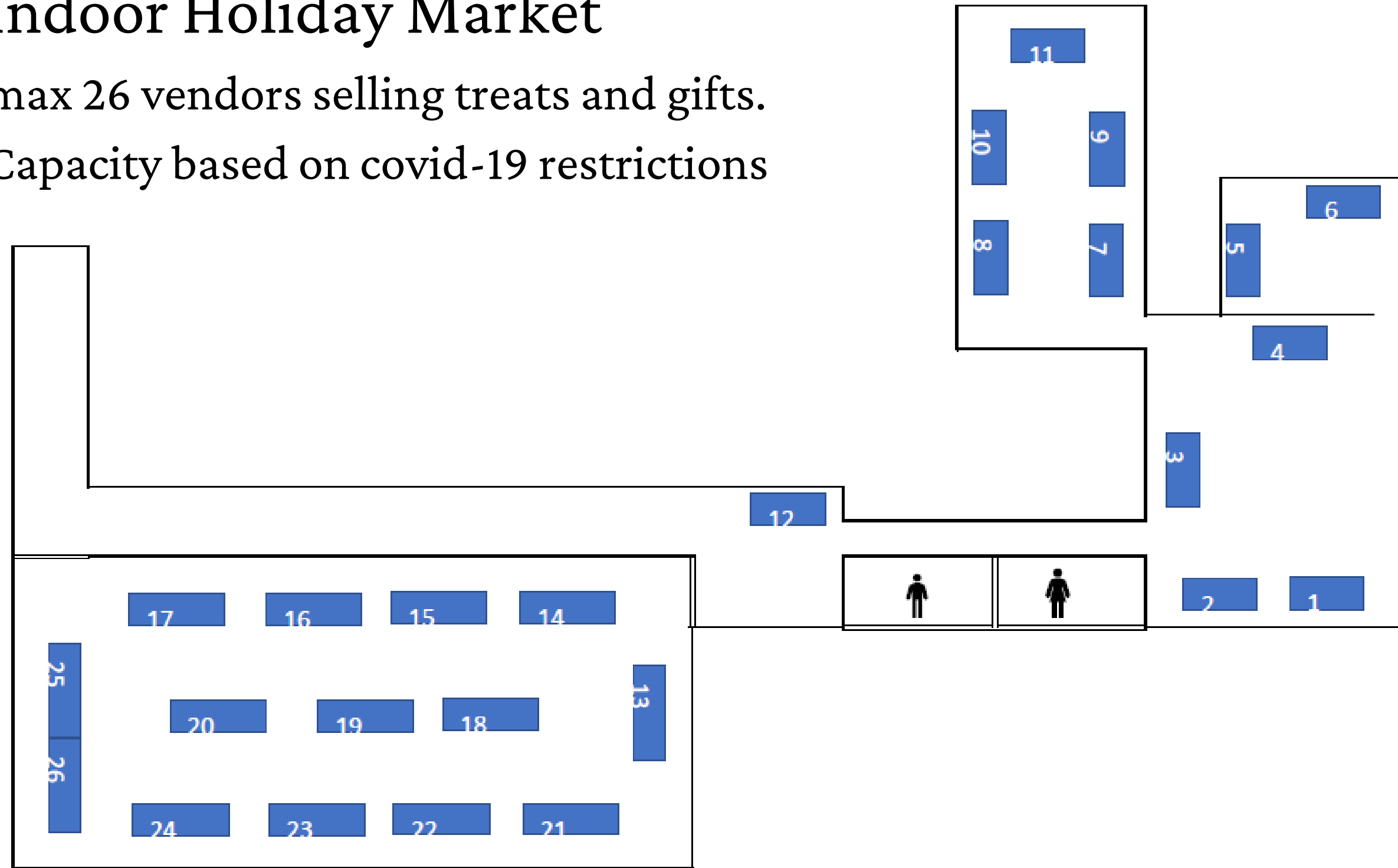


# Artscape Activation

## Indoor Holiday Market

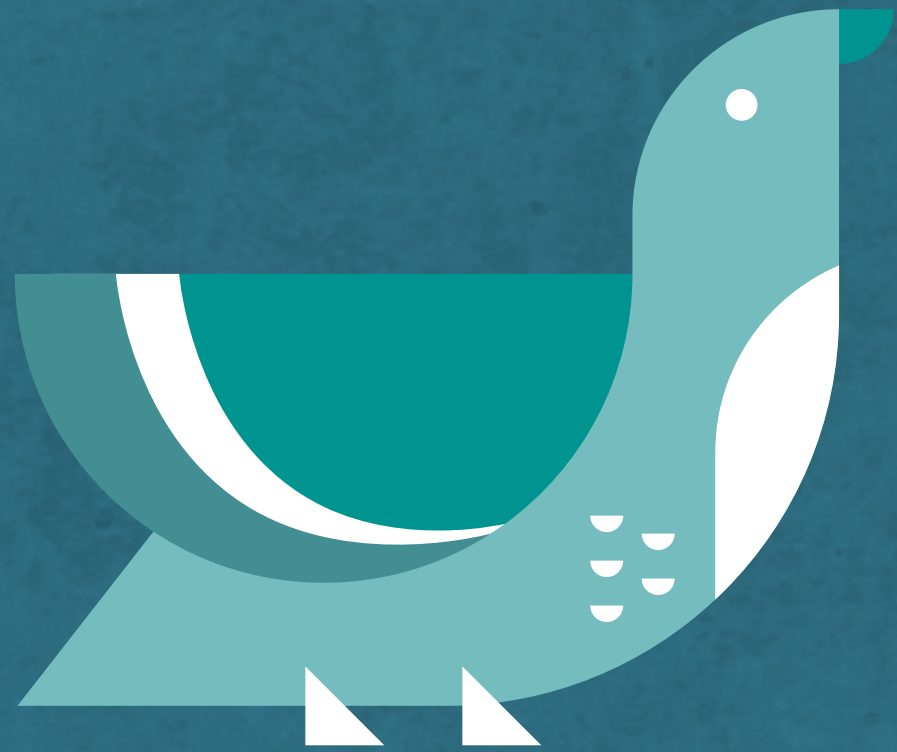
max 26 vendors selling treats and gifts.

Capacity based on covid-19 restrictions



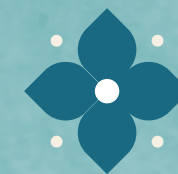
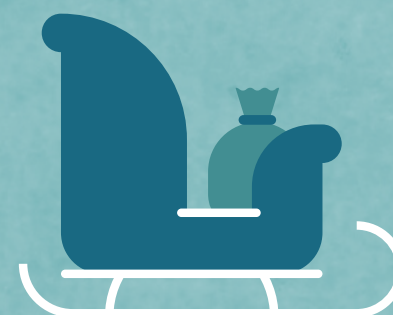
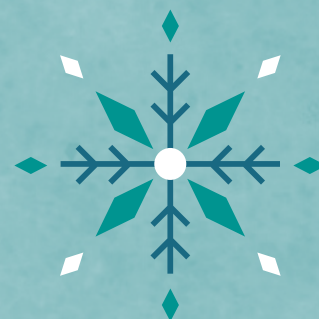
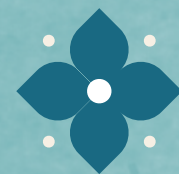


# Virtual Interactive Games/Activities



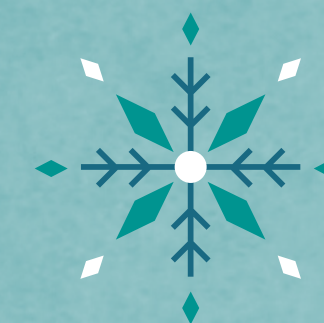
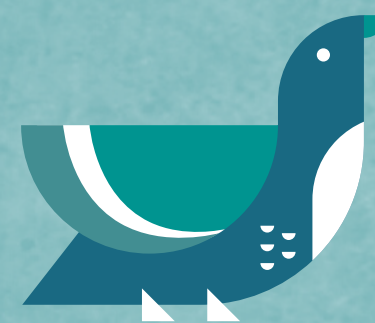
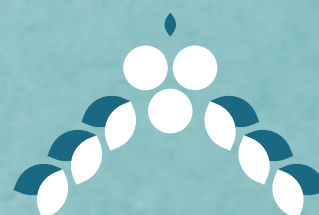
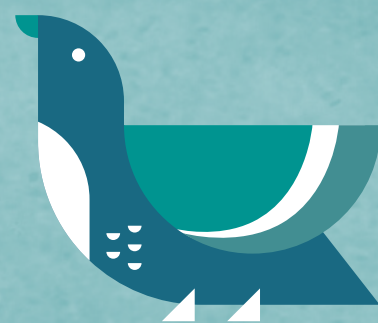
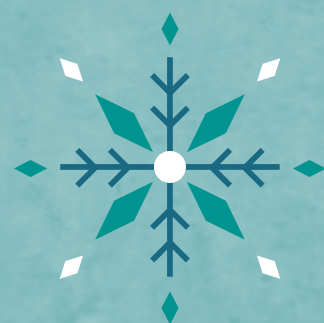
1. **Weston Talent Show:** We showcase local talent of all ages on our instagram
2. **Scavenger Hunt:** Locals need to collect photos of hidden items in BIA businesses
3. **Trivia Night:** Followers can play to test their knowledge of the community and its history
4. **BIA Bingo:** Complete all the tasks on the bingo card to be entered for a prize





# *WESTON WINTERFEST*

See you there!





# WINTERFEST

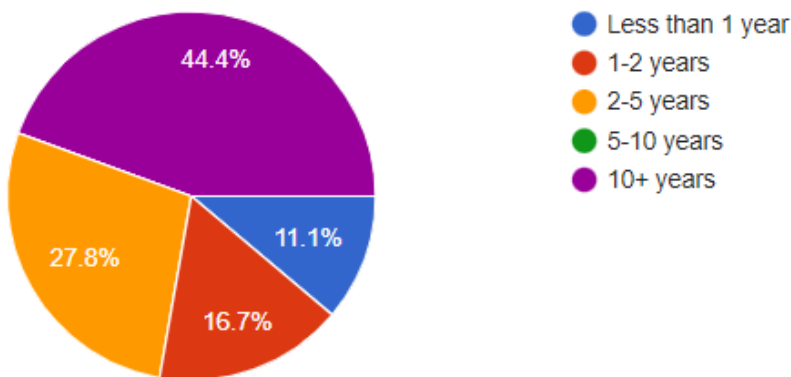
## 2021 Winterfest - Member Feedback

18 responses

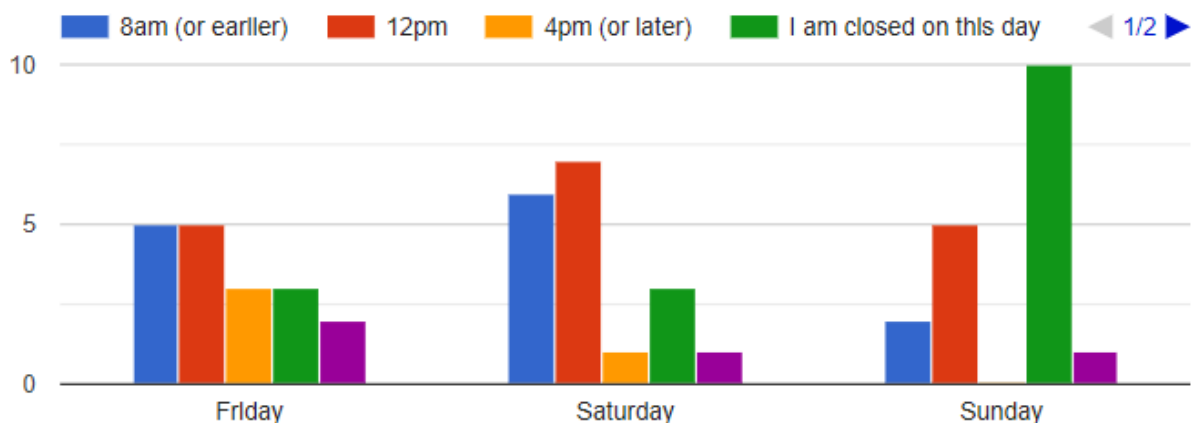
[Publish analytics](#)

How long has your business been open at this location in Weston Village?

18 responses

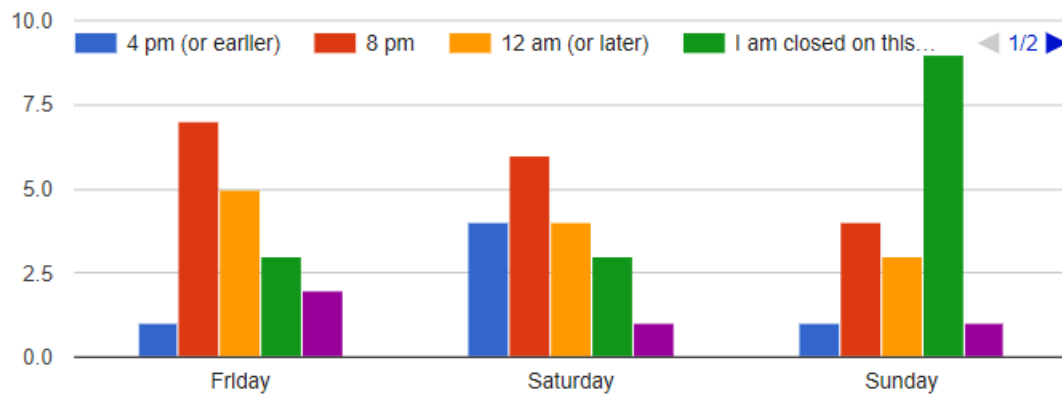


What time do you normally open on these days? (choose the best answer)



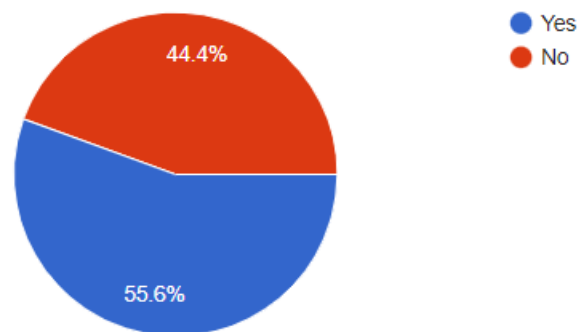


What time do you normally close on these days? (choose the best answer)



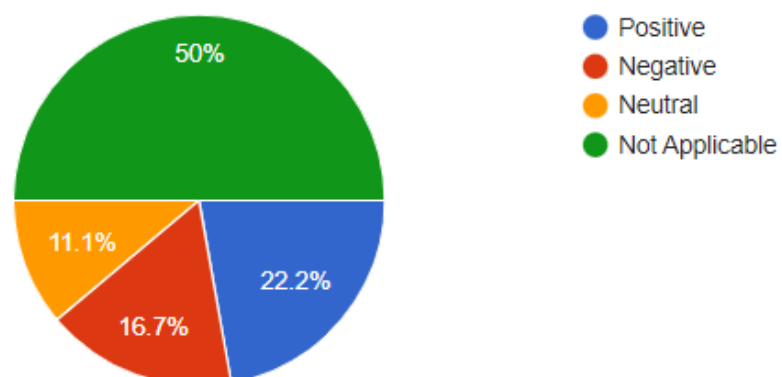
Are you aware, prior to the pandemic, the BIA would host the annual Weston Village Santa Claus parade in November?

18 responses



Do you feel the Santa Claus Parade had a positive or negative outcome for your business?

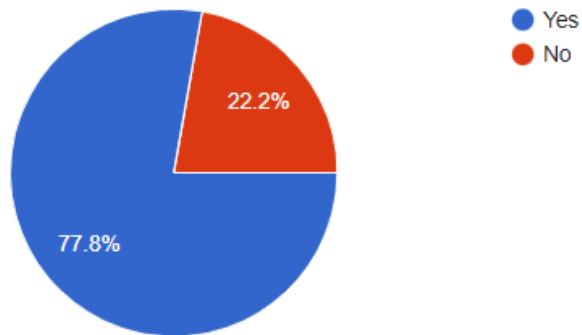
18 responses





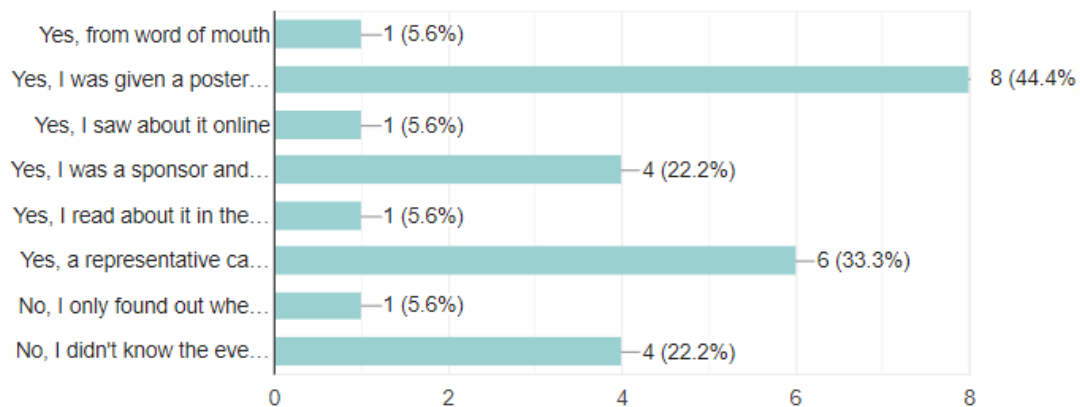
Are you aware the BIA hosted Weston Winterfest this past November 19-21?

18 responses



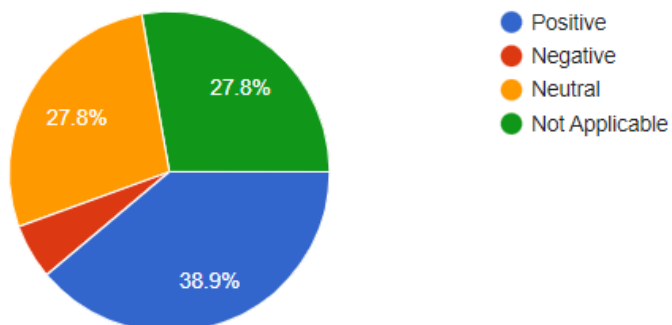
Were you aware Weston Winterfest was happening Nov 19-21? (check all that apply)

18 responses



Do you feel like Weston Winterfest had a positive outcome for you business?

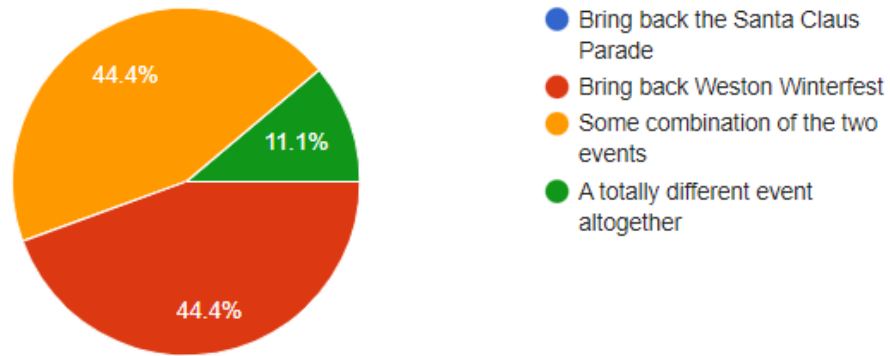
18 responses





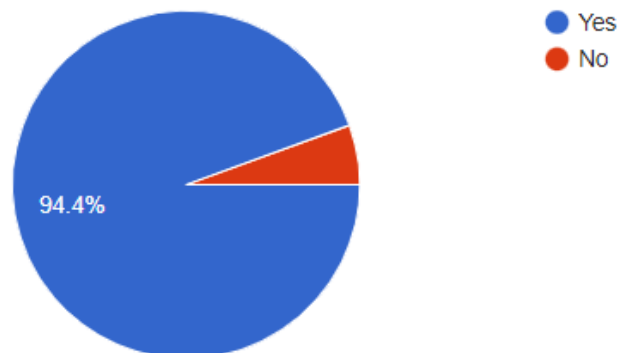
In winter 2022, if the BIA hosted another event in Weston Village and there were no COVID19 restrictions, which would you prefer?

18 responses



How would you like to be an active participant in future events in the Weston Village BIA?

18 responses





153 responses



Not accepting responses ☐

### Message for respondents

Winterfest survey is now closed thank you

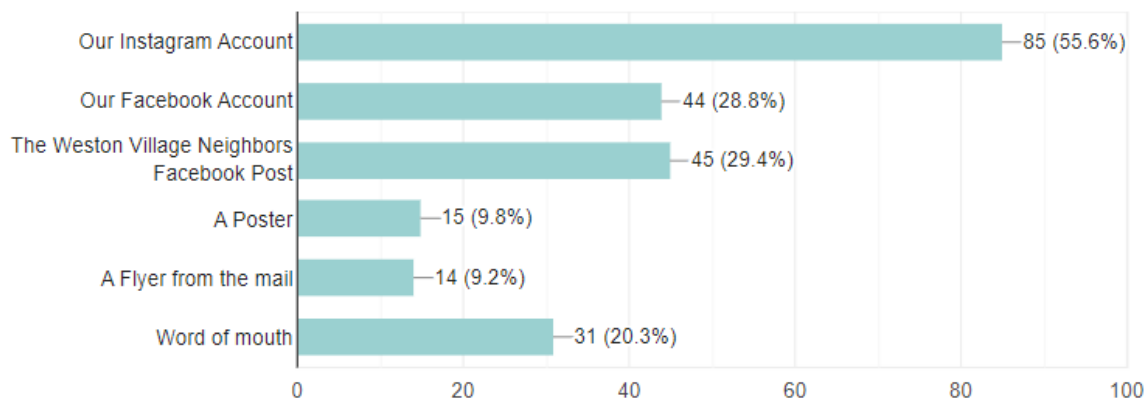
Summary

Question

Individual

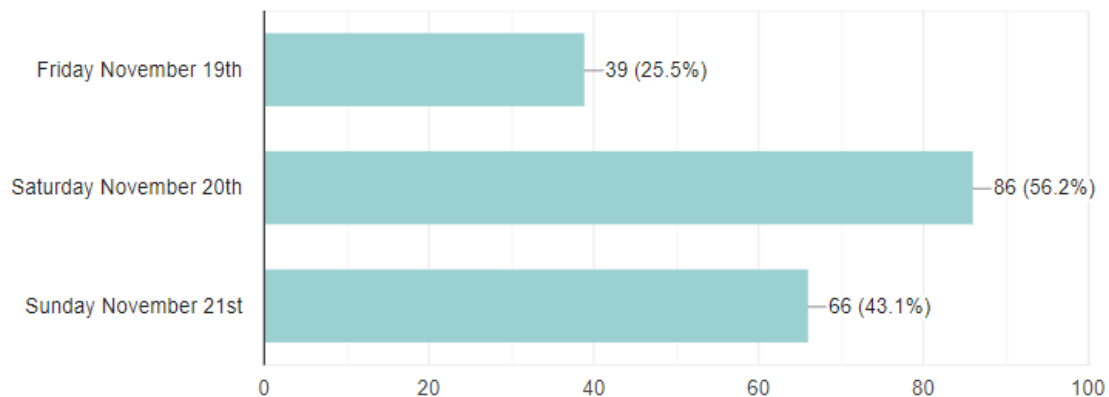
### Where did you hear about Weston Winterfest? (check all that apply)

153 responses



### What days did you attend Winterfest?

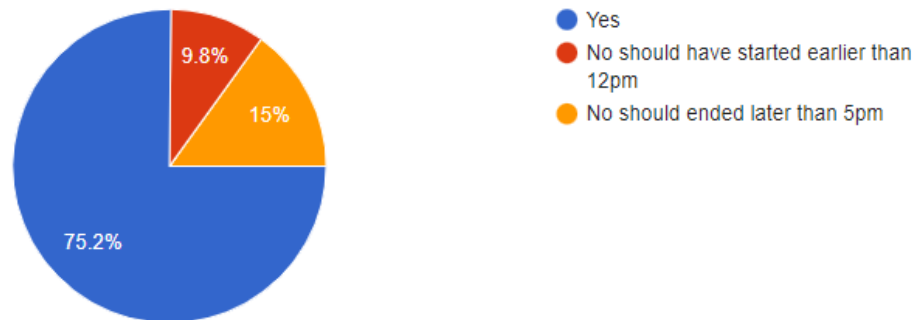
153 responses





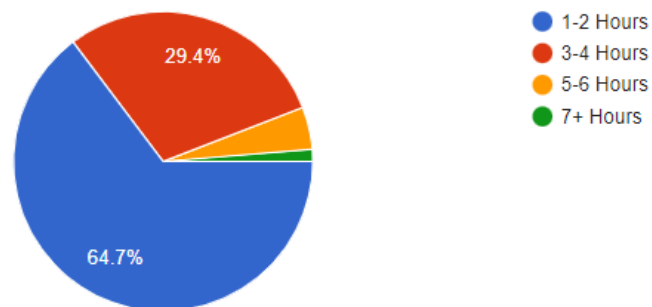
Did you find the event hours sufficient from 12pm - 5pm?

153 responses



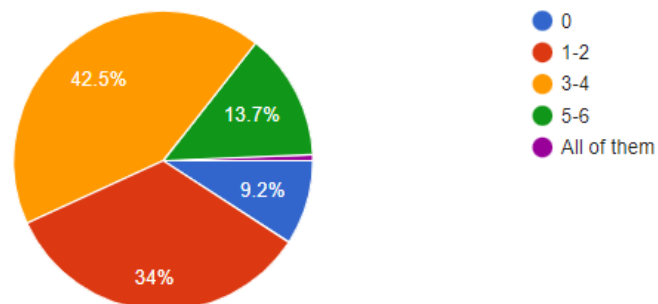
How much time did you spend listening to buskers, going to the indoor market, seeing ice sculptures and enjoying the event?

153 responses



How many of our local businesses did you visit during our event?

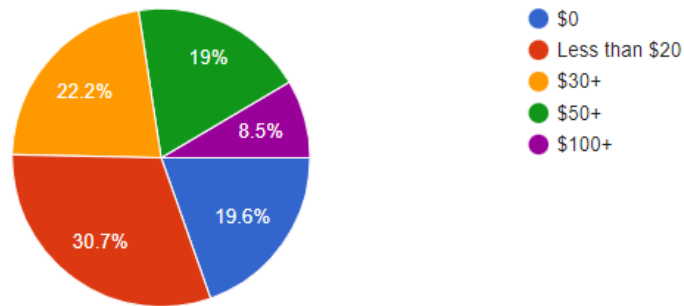
153 responses





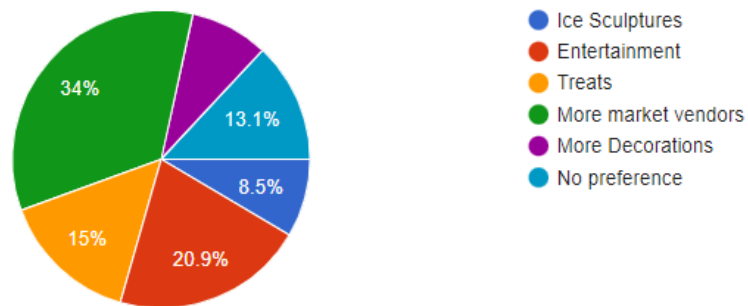
### How much money did you spend during your time at the Winterfest event?

153 responses



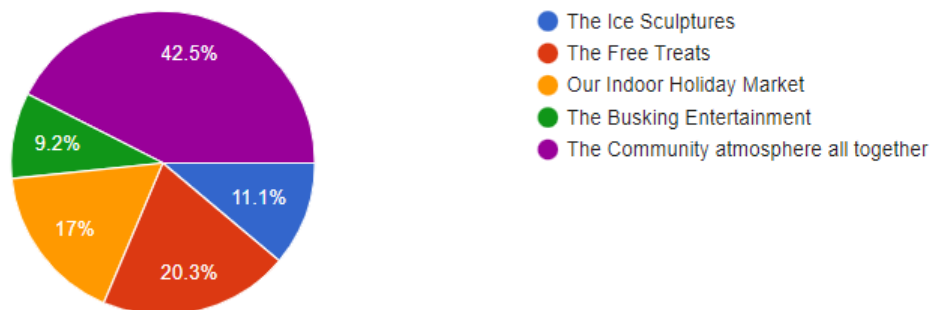
### What would you have liked to see more of?

153 responses



### What was your Favorite Part of Winterfest

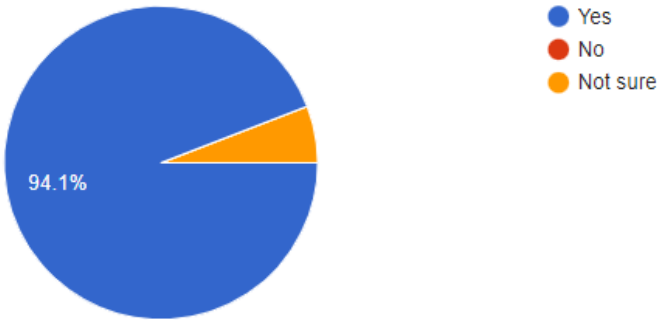
153 responses





Would you encourage your friends or relatives to attend Weston Winterfest in the future?

153 responses



Would you encourage your friends or relatives to visit Weston Village in the future?

153 responses

