

WESTON WINTERFEST



2022 POST-EVENT REPORT

hypitch





2022 EVENT OVERVIEW & HIGHLIGHTS

EVENT DETAILS & PROGRAMMING FEATURES

FRIDAY NOVEMBER 25 | 3:00pm - 7:00pm

SATURDAY NOVEMBER 26 | 1:00pm - 7:00pm

SUNDAY NOVEMBER 27 | 1:00pm - 7:00pm

ARTSCAPE WESTON COMMON, 34 JOHN STREET

GREENP LOT #650, 22 JOHN STREET

LITTLE AVENUE MEMORIAL PARK

STREET PERFORMANCES - 1906, 1995 & 2040 WESTON

- INDOOR HOLIDAY MARKET & OUTDOOR VENDORS
- TREAT TENTS & SMORES STATIONS
- PHOTOBOOTH WITH PROPS FOR FREE HOLIDAY PHOTOS
- FACEPAINTING, BALLOONS & SANTA LETTER STATION
- SNOW GLOBE DISPLAY, SNOW BALL GAME & TRACKLESS TRAIN
- DJ, BUSKERS & LIVE ENTERTAINMENT
- COMMUNITY PARADE
- 13 HOLIDAY ICE SCULPTURES THROUGHOUT WESTON VILLAGE





2022 MARKETING & MEDIA HIGHLIGHTS

DIGITAL, PRINT & RADIO MEDIA BUYS

- (1) ASTRAL TTC SHELTER, WESTON & LAWRENCE | NOV. 6
- (100) STOREFRONT POSTERS | NOV. 17
- (5000) FLYERS | MAIL-OUT & EVENT DISTRIBUTION
 - INCLUDED ICE SCULPTURE MAP & PARADE DETAILS
- (4) STREET BANNERS | NOV. 14
 - (2) "WELCOME TO WESTON"
 - (1) CLOCK TOWER
 - (1) TREE LIGHTING
- (1) LOCAL DIGITAL AD | 1871 WESTON ROAD
- (13) COROPLAST SIGNS | ICE SCULPTURE LOCATIONS
- (40) 30-SEC RADIO SPOTS | INDIE88 | NOV. 13 - 27
 - (3) VERSIONS TO INCLUDE GOLD & SILVER SPONSORS
- NEW QR CODE FEATURED ON ALL PRINTED MATERIAL PROVIDES TOTAL USER & PROFILE REACH STATISTICS FOR @WESTONVILLAGEBIA INSTAGRAM





2022 SPONSORSHIP & ICE SCULPTURE HIGHLIGHTS

SPONSORSHIP \$ FUNDING REPORT

- **(4) GOLD LEVEL SPONSORS - \$15,500.00**
 - Luminus Financial - \$6,500.00
 - Castlepoint Numa, Irving Tissue & BSaR Management - \$3000.00
- **(6) SILVER LEVEL SPONSORS - \$6,000.00**
 - Agile Martial Arts, Central Ontario Building Trades, Dream Foundation, Toronto Humber Valley District, Devron & Rhapsody Property Management - \$1,000.00
- **(5) BRONZE LEVEL SPONSORS - \$2,100.00**
 - Westhaven Property Management, Wards Funeral Home, Shoppers Drug Mart & Weston Golf & Country Club - \$500.00
 - WVRA - \$100.00
- **TOTAL SPONSORSHIP FUNDING: \$23,600.00**
 - **114% increase from 2021**
- **TOTAL ICE SCULPTURES: 13**
 - **44% increase from 2021**

 **2023 SCULPTURES TO BE PLACED ALONG WESTON TO AVOID WIND TUNNELS**



Hypitch successfully coordinated pick-up, delivery and drop off of all décor & equipment (Thursday, Nov 24 pick up - Sunday, Nov 27 drop off)

- (1) 11 ft. Wagon, Irving Tissue
- (1) 9 ft. Sleigh, Irving Tissue
- (1) 7 ft. 12 Division Sleigh, Irving Tissue
- (1) 7 ft. Horse, Irving Tissue
- (5) 6 ft. Trees, Irving Tissue
- (4) 7 ft. benches, Irving Tissue
- Fencing, retrieved from BIA office Nov 24, dropped off Nov 27
- (15) Christmas Trees, (13) tree stands due to possible theft*
- (65) Straw bales (Thompson Farms)



2023 TENTS TO HAVE DOUBLE WEIGHTS AND FENCING TO HAVE EXTRA STRAW BALES FOR SUPPORT TO PREVENT DAMAGE FROM WIND TUNNELS

Hypitch, the BIA and Stephanie (San Fiori Events) completed all staging & décor on Thursday, Nov 24 (daily touch-ups required due to wind)

Hypitch Operation Tasks:

- (16) type-c barricades & (30) signs staged in GreenP lot #650, Wed Nov 23
- (13) straw bales delivered to ice sculptures, (12) straw bales to Little Park
- Daily set-up/tear-down of (6) tents, (3) fire pits, (2) heaters & (1) generator

Overnight security resulted in no asset loss/damage within Artscape courtyard and no closure obstructions at GreenP





2022 ENTERTAINMENT & ACTIVITY HIGHLIGHTS

MUSICAL PERFORMANCES

- DJ DOMENIC | ARTSCAPE
- CHRIS FIRE SHOW | ARTSCAPE & LITTLE PARK
- TRASH PANDA BRASS | PARADE & LITTLE PARK
- ELISA MALATESTA | LITTLE PARK
- ELITE MUSIC ACADEMY | LITTLE PARK
- MCGREGOR CAROLERS | WESTON ROAD
- BAHAMAS JUNKANOO LEGENDS | WESTON ROAD
- STEVIE G | WESTON ROAD
- JOE SILVAGGIO | WESTON ROAD
- RARE'S WORLD | WESTON ROAD

ARTSCAPE BUSKERS

- SANTA CLAUSE
- ELSA & ANNA
- NUTCRACKER STILT WALKER
- TEDDY BEAR MASCOT



2023 PHOTOBOOTH TO INCLUDE "PHOTOGRAPHY NOTICE" INFORMING OF PUBLIC DIGITAL COPIES



2023: PROVIDE NOTICE OF EVENT TO WEST22 APARTMENTS TO AVOID NOISE COMPLAINTS FROM RESIDENTS



2023: INCLUDE ADDITIONAL DECOR/ACTIVITIES IN GREENP WITH THE TRACKLESS TRAIN

GAMES & ACTIVITIES

- PHOTOBOOTH | ARTSCAPE
- FACEPAINTING | ARTSCAPE
- SANTA LETTER STATION | ARTSCAPE
- BELLA MAGIC BALLOONS | ARTSCAPE
- INFLATABLE SNOW GLOBE | ARTSCAPE
- SNOW BALL TOSS | ARTSCAPE
- SMORES STATION | ARTSCAPE & LITTLE PARK
- TRACKLESS TRAIN | GREENP LOT#650



PARTICIPATING SPONSORS

- **Luminus Financial** - Photobooth & branded giveaways
- **Agile Martial Arts** - Infobooth & candy cane giveaways
- **Royale (Irving Tissue)** - Product giveaways & raffle
- **Toronto Humber Valley District** - Volunteers for Hot Chocolate

OUTDOOR VENDORS

\$625.00 + HST of additional outdoor vendor sales

- **The Pinery** (Non-food Weekend rate) - **\$200.00**
- **Annettes Clothing** (Non-food Weekend rate) - **\$200.00**
- **Rosemary's Treats** (Food, Saturday) - **\$150.00**
- **Calm Cool Crayons** (Non-food Sunday) - **\$75.00**
 - Did not participate, possibly due to rain
- **Beavertails** (Saturday only) - **\$0.00**
 - (52) transactions from 2:45pm - 7pm
 - Net Sales = \$928.26
- **Art Spin Sauna** (Sunday only) - **\$0.00**



2023: CONTACT ALL FOOD VENDOR TYPES (TRUCKS & TENTS) DURING INITIAL OUTREACH



PARADE PARTICIPANTS

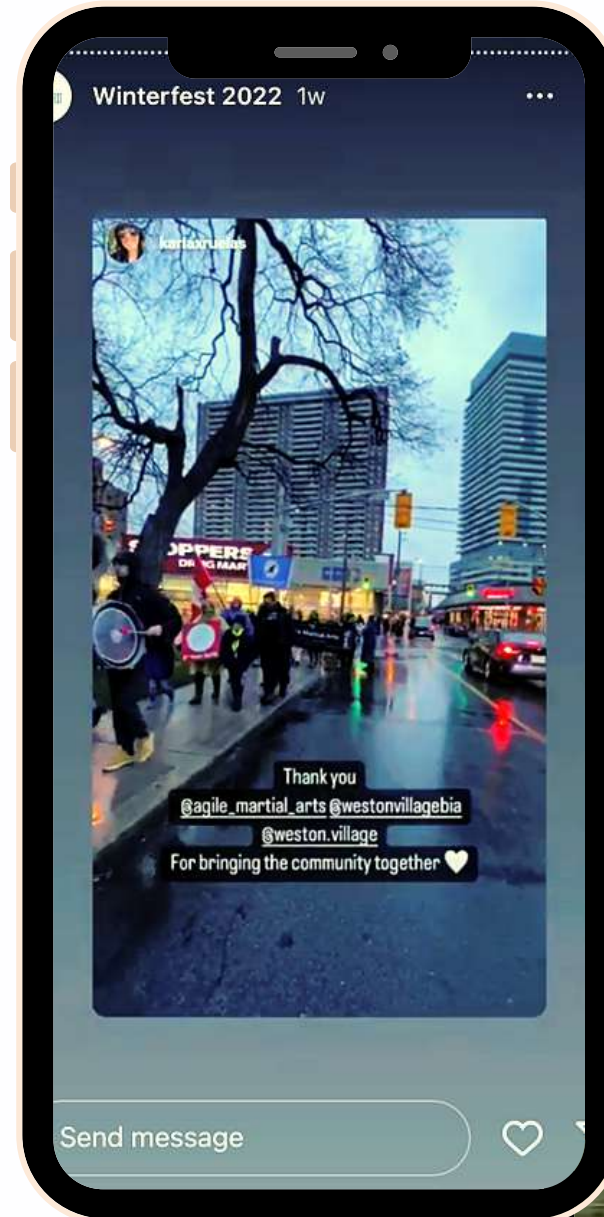
- Trash Panda Brass
- Agile Martial Arts
- Toronto Humber Valley District Freemasons
- Weston Scouts
- Weston Village BIA & Volunteers
- Attendees from Artscape

PARADE ROUTE & HIGHLIGHTS

- Sunday, November 27 - 4:00pm to 4:15pm
- Artscape Weston Common to Little Avenue Memorial Park
- 12 Division cruiser safely led route to ensure traffic was temporarily stopped
- Attendees stayed at Little Park to watch finale performances of Trash Panda Brass and Chris Fire Show



2023: ACTIVITIES AT LITTLE PARK TO ENCOURAGE MORE ATTENDEES TO STAY FOR FINALE PERFORMANCES (PENDING ON WEATHER)





2023 RENTAL OPPORTUNITIES FOR WESTON VILLAGE BIA

WESTON VILLAGE BIA ASSET RENTALS

- (2) Lighting Trees
- (1) 9 ft. Sleigh
- (1) 7 ft. 12 Division Sleigh

HYPITCH MANAGEMENT SERVICES

- **TRANSPORTATION & VEHICLE COORDINATION**
 - Hypitch & Mishka trailer for Weston Village BIA asset delivery & pick-up
- **OPERATIONS & STAFFING**
 - On-site Hypitch staff for asset set-up & tear down
- **MARKETING & PROMOTIONS**
 - Weston Villaga BIA rental opportunities promoted on @Hypitch social media accounts
 - "Contact us to rent these beautiful tree lights & Santa sleigh for your next holiday event!"

HYPITCH FEES TO REFLECT PROJECT SCOPE *

