

Entry 1 - Downtown Kamloops

Downtown Kamloops Santa Parade

From November 4th 2021 to November 27th 2021 after we received an eleventh hour "Go ahead" from Interior Health Authority.

Special Events

The Kamloops Central Business Improvement Association provides value to its members through advocacy, beautification, promotion, development, and preservation of Downtown Kamloops. One of our strategic goals is to 'Maintain the current culture and vibe of Downtown Kamloops to sustain a current business'. There has been a lack of many such initiatives and events downtown and a lack of vibrancy due to the pandemic. There is an immediate need to activate spaces through events and create memories downtown. The Santa parade, a long-standing and loved event downtown for the last 40 years, was a great way to reintroduce the public back to events safely that suit everyone's needs and speeds. If people have a good experience downtown, they will share that and return with their friends! We are giving the public a reason to celebrate their love for downtown and revisit the vibrancy and activity they are used to downtown.

Goal: To bring back vibrancy and celebration to Kamloops and the surrounding areas by bringing people together through participation, planning, and a sense of community. Objectives: 1. To bring back a sense of vibrancy and celebration to downtown by creating an event that is accessible to all ages and persons alike. 2. To support and provide an opportunity to Downtown businesses by significantly increasing foot traffic during the event and for the month of November and December by activating businesses through Storybook Village where participants can wander through the streets of Downtown following a Christmas story. 3. To engage leaders of the community (such as rotary clubs) by creating a sense of pride of place through this event and volunteer opportunities around this event.

The Santa Claus Parade is a joyous occasion that brings together all who live, learn, work, and play in our wonderful community. This fun celebration brings thousands of people downtown each year to showcase their holiday spirit with family, friends, and neighbours. From our Facebook event data, we can conclude that we had attendees mainly from Kamloops, Merritt, and Kelowna, and less than 3% from the lower mainland. From the past years and data collection, the Santa parade sees a wide range of demographics in reference to age, gender, and income. This event is well attended by children of ages who enjoy the magic of this outdoor celebration.

2021 Santa Parade was the largest crowd we have seen in 40 years; however, it was a challenging event with COVID restrictions. We received special permission to hold the event due to the previous IHA Gathering an Events order. The Santa parade did not fit within the definition for most gatherings, and hence we had to reach out to Dr. Bonnie Henry and Minister Adrian Dix to reconsider permissions for this event through the local MLA. We were able to get in touch with the Environmental Public health team to present our event and the limitations which did not apply to us. With special orders and vital public information to attend this event, we put this event together in a little over two weeks. We opened our application process for float entries on October 13th to accommodate 50 floats and closed applications for 55 floats. During which time the IHA health order changed, we needed special permission. For this year, we had over 60 Volunteers and five full-time staff. All participants in the Parade were encouraged to decorate with lots of lights. All float entries were given community-minded guidelines to reflect the values of 'community-mindedness'. This event was a true reflection of the relationship and partnerships with the City of Kamloops, Kamloops businesses, Rotarians, residents of Kamloops, and everyone that made this event truly brighter than ever, both literally and metaphorically. Name GK Sounds \$5,029.93 Slow No Tempo (Pre-Parade) \$150.00 Storybook Village \$212.90 Band on KCBIA Float \$300.00 Signage \$218.00 Photographer \$435.00 Miscellaneous CC purchases \$148.84 Facebook ads \$312.21 KTW Print Ad \$916.12 Radio K97.5, Radio NL, New Country)\$1,285.20 Costumes (Sully, Olaf & Penguin) \$1,138.87 Smart Options (Cleanup Crew) \$145.74 Total Expenses \$10,292.81

1) To bring back a sense of vibrancy and celebration to downtown by creating an event that is accessible to all ages and persons alike. This year an estimated 30-thousand enthusiastic Christmas revellers converged on Kamloops downtown core. We worked with the City of Kamloops Traffic department and BC Transit to accommodate the parade route for the floats and foot traffic with only two weeks' notice. We had to assemble a team of 50 volunteers in short order. We spent most of our budget lighting the parade route in Downtown Kamloops. We wrapped more than 100 trees downtown with lights. The AV company GK Sound lit up the streets with moving lights, floodlights, and background music. Each float was well lit and adhered to the theme. We had pre-event programming with a cappella group and a Tuba Christmas. One block of downtown was set up to wake up Santa at the start of the Parade. Overall, we had very good feedback on the day of the event and social media.

2) To support and provide the opportunity to Downtown businesses by significantly increasing foot traffic during the event and for the month of November and December by activating businesses through Story Book Village, where participants can wander through the streets of Downtown following a Christmas story. Businesses downtown saw a significant increase in foot traffic. Most eateries stayed open later than usual to accommodate the crowds' needs for food and hot beverages. We continued with the Story Book Village – partnerships with businesses to decorate their storefront with a page from a book. This family-friendly holiday experience transforms Downtown into an immersive Storybook Village. During the pandemic, the public could safely explore favourite holiday stories presented in storefront windows. Large, easy-to-read printed pages are shown at street level so kids and families can read the story, page by page, scene by scene, business by business. Whether a traditional holiday story or a diverse holiday narrative, participating storefronts decorate their windows to shortened versions of books such as 'How the Grinch Stole Christmas', 'The Nutcracker', 'A Christmas Carol'. Pictured through lights, ornaments, characters, and window paintings, the Storybook Village begins for the Santa Parade and runs until after New Year.

3) To engage community leaders (such as rotary clubs) by creating a sense of pride of place through this event and volunteer opportunities around this event. The most passionate advocates for events such as the Santa Parade are leaders in our community. We knew that for this event to be successful with such a short turnaround and limited marketing due to timelines and restrictions, it was important to engage leaders in Kamloops who have community at heart. We met with all rotary clubs in Kamloops to be staging marshals, route marshals, and the traffic setup, team.

The Downtown Kamloops Santa Parade is all about community. At this event, we share the goal of creating incredible memories for kids and families. The goal is to capitalize on Downtown Kamloops' assets, creativity, and potential in order to create and utilize public spaces to promote health & well-being in the community, ensure people enjoy a good experience Downtown, and build loyalty for the neighbourhood. Similar to 2019, we will begin this Parade at dusk to enjoy the full effects of the lights. As dusk settled on Downtown, Victoria Street came alive with illuminated floats, bands, and other performers. We are excited to bring back the magic of Christmas for children of all ages!