

2020 Community Holiday Event Options

October 27, 2020

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic element on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle inside it. The top and bottom corners of the blue triangle are cut off by a diagonal line, revealing a dark grey background.

Overview

Each year the Town of Addison hosts a free holiday event for the residents and staff of Addison.

The 2019 Holiday Brunch & Open House at the Addison Conference Centre cost \$46,247 and served approximately 845 people.

It included a catered buffet meal, professional Santa photographs, activities for children, and holiday music performances.

Due to the closure of the Addison Conference Centre, social distancing requirements, and limitations on large gatherings, staff has identified several alternative options for 2020.



Option A – Outdoor Gathering

Concert in the Park

- Live holiday music in the ellipse at Addison Circle Park with socially distanced lawn seating
- Catered boxed meal
- Themed photo backgrounds and décor
- Family activities, including a craft station, Santa letter station, and balloon artists
- Addison-branded ornament gift

Capacity: Up to 1,000 individuals

Cost: \$40,000



Option B – Drive Thru Celebration

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Holiday Gift Bags

- Residents drive through the Addison Conference Centre circle drive to pick up 1 gift bag per household, which includes:
 - Catered holiday dessert box with traditional, gluten-free and no sugar added items
 - Craft activity kit
 - Addison-branded ornament gift
 - Letter from Mayor & Council
- Up to 200 households can participate in a virtual Santa meet & greet and receive a digital photo with Santa

Capacity: Up to 1,000 households

Cost: \$25,000



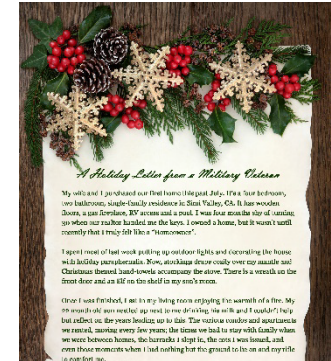
Option C – Holiday Gift

Holiday Gift

- Residents visit the Addison Athletic Club to pick up 1 gift bag per household, which includes:
 - Addison-branded ornament gift
 - Letter from Mayor & Council

Capacity: Up to 6,000 households

Cost: \$20,000



Questions?

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