

AVON RIVER DAYS 2025



Request for Support
Presentation to West Hants Regional Municipality
March 11, 2025



FESTIVAL BACKGROUND

- Run by volunteers
- Registered non-profit with RJS since 2023
- Unconventional financial accessibility as a mandate



2024 FESTIVAL KEY POINTS

- Larger than expected attendance for first year returning
 - *Estimate of 4000+ attendees!*
- Very well received by community
- Positive feedback from businesses
- Community businesses engaged as sponsors and participants



A parent with neurodivergent children commended us for our attention to inclusivity. She drove from Greenwood to attend the event, and she said she has not heard of any children's events in the Annapolis Valley offering this sensory time.



MEASURING SUCCESS

As local business owners and sponsors of the Festival, we wanted to express our support of the Avon River Days Society and the vision to bring people and community together. We sponsored because of our unwavering belief in the power of events like Avon River Days to provide local entertainment, economic growth opportunity, and placemaking in our community.

We're strong believers that the best small-town events are not just about drawing in a single day of tourists, but providing consistent opportunities for locals to have a '*local life*' - and Avon River Days delivered that."

Geldert Guest House





MEASURING SUCCESS

- 1000+ attendees at the Friday Night Kickoff party
- 500+ attended the kids carnival, with lineups at all activities
- 3000 to 4000 attendees at the Fireworks Finale
- Restaurants busy throughout Avon River Days activities
- Nearly 6 hours of musical entertainment at the waterfront and Victoria Park bandstands





WHY ARE WE HERE TODAY?

Expansion of grant application request from \$5000 to \$10,000 to support funding the festival.

We humbly request that you please consider this in the upcoming budget review.





GRANT REQUEST

- Grant application submitted for a special event grant of \$5000 and operating grant of \$1500
 - Increasing total \$10,000 would greatly expand our capacity to offer a full day kid's carnival at no cost to West Hants families
 - *With child poverty rates of 23% in Hants County it is essential to our Society that we provide fun memory making for youth in this gap (2024 Report Card on Child Poverty in NS)*



GRANT REQUEST

Funding Would Cover:

- Bounce castle rentals including inflatables for varying ages and ability;
- Attendant and generator fees;
- Addition of costumed performers and/or children's entertainment
- Current quote for inflatables/attendants/etc is >\$8000 and does not include performers and/or children's entertainment - local businesses will be prioritized for this component of the kids carnival



PLANS FOR 2025

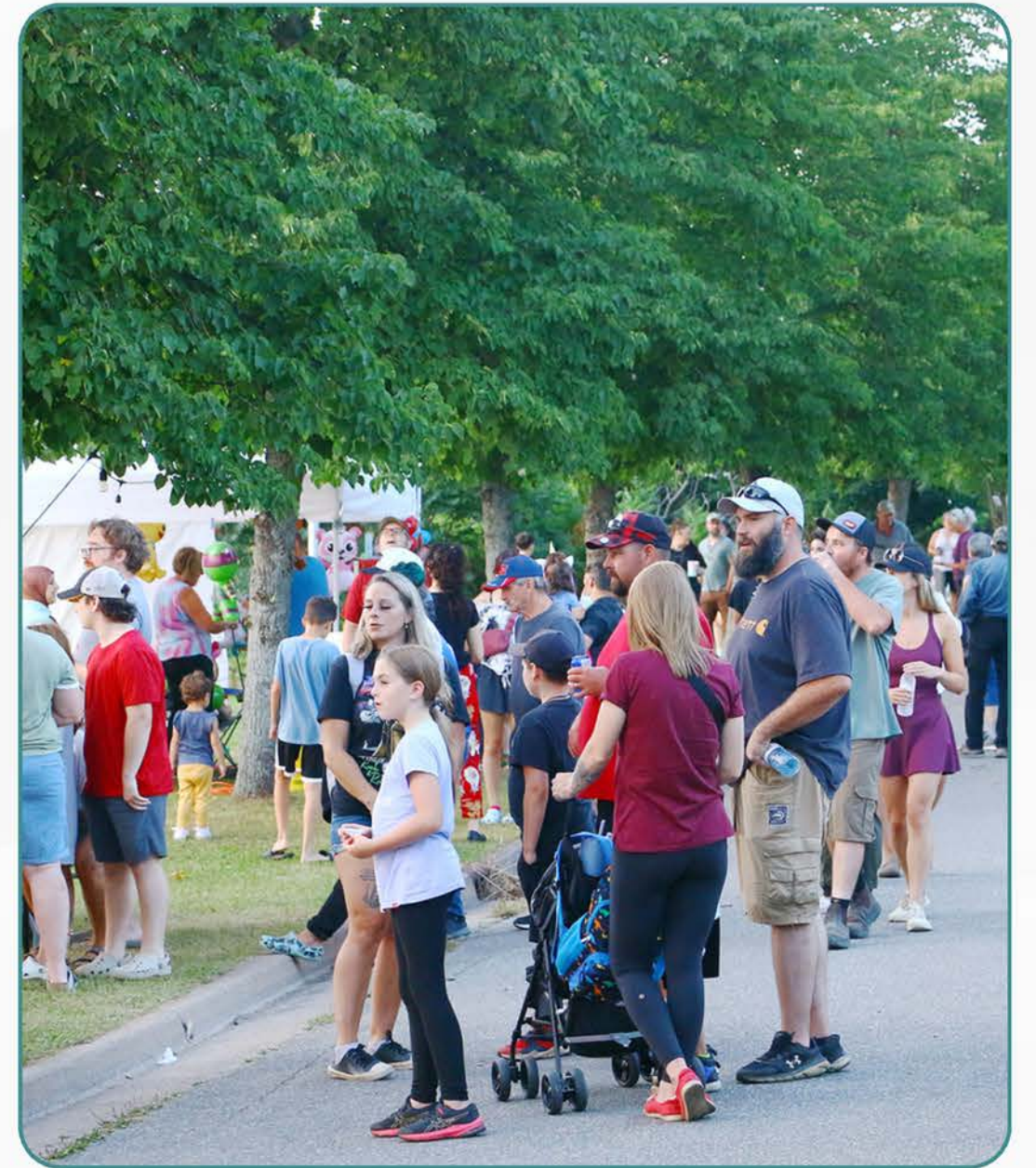
- Growing the kids' carnival to a full day event, continued financially accessible event for all
- Expanded low-sensory time for the kids carnival to two full hours in the morning
- Full day (8 hours) kids carnival, free the entire time
- Additional bandstand performances on both Saturday and Sunday
- Encouraging more West Hants communities to host events in the Avon River Days umbrella





PLANS FOR 2025

- Concentrating Society hosted events at the Waterfront, Fort Edward, Exhibition Grounds, & the West Hants Sports Complex
- Growing and rebranding the barn dance to Rock the Rink: allows both lower ticket prices and increase capacity;
 - Proudly hosting Joel Plaskett & The Emergency, featuring Ced, Marty, & Dave
- Ongoing involvement in year round community events and supporting municipal recreation events
 - Ex. Winter Carnival, volunteer fairs, etc.



THANK YOU FOR HAVING US.



The Avon River Days Society