



HAZEL MCCALLION FOUNDATION EVENT REPORT

Event: Paint the Town Red's A Thanksgiving to Remember

Date: Monday, October 11th, 2021

Location: Memorial Park, Port Credit

Paint the Town Red's A Thanksgiving to Remember was an event to reunite a community kept apart by the Pandemic. To provide a fun, safe days of events, open to the public and their families. The photos included will say more than I can put into words.

Sponsors were encouraged by our tenacity to pursue hosting a live event. We were successful in securing a few new sponsors.

We minimized our advertising efforts due to capacity restrictions in the park. We tried to avoid the potential of angry residents/attendees who were unable to gain access to the event.

EVENT COMPONENTS:

- Memorial Butterfly Forest
- Live Music – Four tribute bands
 - Still Rock n Roll – Tribute to Billy Joel
 - Moon Dance – Tribute to Van Morrison
 - Tom Petty's Greatest Hits
 - The Hip Experience
- Kids Zone
 - Spotlight Karaoke – Kid's Karaoke
 - Magic of Ryan
 - Circus Jonathan
 - Pumpkin Painting
 - Creative Club – Legoland
- VIP – hosted approximately 600 sponsors & VIP guests
- Memorial Tribute to Community Members
- Grand Fireworks Finale

COMMUNITY IMPACT:

- The Staging & Production company, Straight Street, commented on the event being the first live music festival event for the crew since March 2020.
 - Employment for a dozen stage hands, drivers, etc
- Musicians put everything they had into their performance because of the opportunity to work
 - Employed 16 musicians plus 1 Emcee
- Kids Zone entertainment: Kids had a blast and we were able to provide employment to a circus performer, magician, local artist for the pumpkin painting, singer and the Creative Club who had all their supplies in storage since March 2020.
 - Employment for at least five artists

- Food vendors were lined up with customers
 - Employment and revenue for small business owners
- Serving staff from local establishments worked on Thanksgiving Monday to serve our VIP staff and earned significant tips for their efforts
- The just under 4000 people in attendance thoroughly enjoyed the perfect weather, great live music, spectacular fireworks and memorial tributes.
- The bar and VIP area continue to be a successful source of revenue for PTTR

COVID IMPACT

- City imposed restrictions forced the cancellation of the parade two weeks prior to event
 - Loss of income for hundreds of marching band members, musician and dancers hired to participate in the event
 - Loss of revenue for local establishments that would have welcomed a lunch crowd
 - Loss of revenue for the smaller shops & services
 - Impact on wages for security and policing
- Provincial capacity restrictions allotted for a maximum capacity of 4000 people in Memorial Park
- Hiring of Event Screeners to conduct COVID symptom checking at the main gate
- Extra fencing to control capacity
- 9000 road closure notices were mailed out to South Mississauga's residents the date of the cancellation announcement

MEMORIAL ART INSTALLATION: MEMORIAL BUTTERFLY FOREST (Pictures attached)

The art Installation was an emotional, loved component of the event. Brought tears and joy to the public. Situated at the entrance to Memorial Park, every attendee had to walk past the installation. The public filled the trees with memorial tributes and messages.

- Commissioned local artist Noelle Hamlyn
- Creation resulted in a Butterfly Forest
- Trees (branches) provided by Sawmill Sid
- Over 4000 hand made butterflies, most of which were affixed to the trees
- Paper butterflies for people to contribute memorial messages and attach to the tree branches
- River stones purchased from Van Beeks to create a walkable path
- Tents rented from Higgins to protect the installation
- Post event, installation was dismantled and currently in storage at the Marina
- Plans to re-use installation for upcoming tree festival and other events associated with the Small Arms Creative Hub

It is aspects like an art installation that demonstrate Paint the Town Red brings the community together and contributes to the sense to a community.





Before the launch of the fireworks, PTTR paid tribute to members of the community who did not make it through the pandemic.



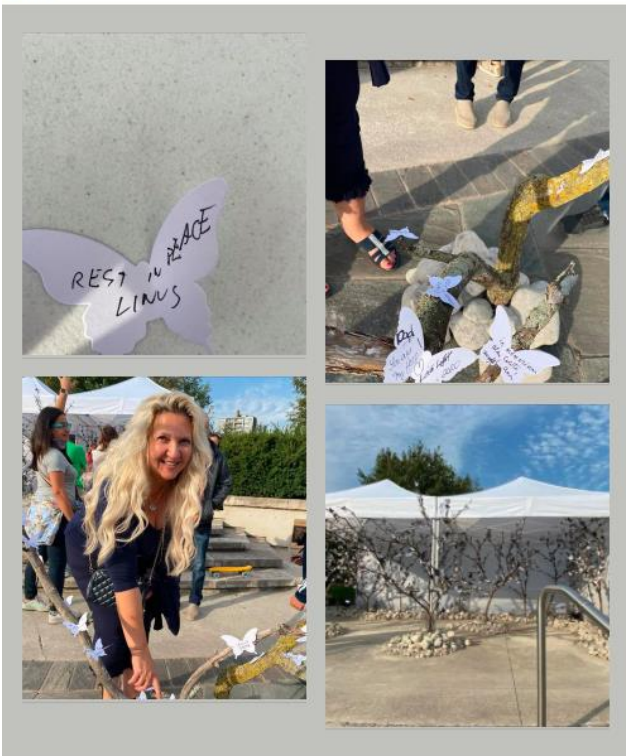


Mary Miskic

October 11 at 10:29 PM · 🌐

...

A Thanksgiving to remember festival in Port Credit commissioned artist Noelle Hamlyn to envision a way to remember those we lost in the pandemic. 🙏 Absolutely beautiful! Rest In Peace [Linus Lefort](#)



Gabriella Bank, Ron Duquette and 65 others

9 Comments



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9 Comments



Like



Comment



Share



Joan Brooks Geisel
Wow..... that is so beautiful ❤️

...

Like · Reply · 4d



Author

Mary Miskic
Joan Brooks Geisel it was so beautiful and just a lovely way to commemorate those we lost

...

Like · Reply · 4d



1



Gord Howe
Mary, a great project of remembrance, God bless

...

Like · Reply · 4d



1



Diane Goldsmith
Thank you Mary
It was created by local artist Noelle Hamlyn

...

Like · Reply · 4d



1



Val Dawson-Hale
That was so beautiful

...

Like · Reply · 4d



1



Dougie Young
GreatDay Johnnie and Crew
Congrats to all Helpers

...

Like · Reply · 4d



1



Patti Jannetta-Baker
Very beautiful!

...

Like · Reply · 4d · Edited



1



Kristine Kane
That is so beautiful

...

Like · Reply · 3d



1

October 14, 2021

To whom it may concern,

I am writing this to share a few thoughts on the importance of continuing to provide funding, by means of public grants and private donations to community events and festivals, such as Paint the Town Red, in Port Credit, Ontario.

As I am sure you are aware the event, entertainment and tourism industries have been almost decimated by the arrival and duration of the Covid 19 pandemic. As a supplier of the equipment and expertise required to produce these events, within a few weeks of the beginning of 2019 our calendar of bookings was entirely cancelled. At that time, we were looking towards setting a record first half of the year. Corporately we were forced to reduce and eventually eliminate our staffing requirements, and to depend on government programs to simply keep paying the rent and "surviving" until re-opening. Thankfully these programs were in place. For many of our sub-contractors and suppliers however, these programs were unavailable or insufficient to assist them in weathering the pandemic forcing them to turn away from decade long thriving careers to find other fields of work to provide for their families.

It is through the efforts of John Bozzo, and the board of Paint the Town Red, as well as other community events we are finally starting to feel a momentum towards returning to a "normal". It is only with this support of these boards, committees, and funding organizations such as yours, that our industry will get the much-needed collective push start to rebuild.

Thank you for your time, and please remember the social and economic impact a single event can have not only in terms of the spectator, but the lives and livelihoods of our proud men and women who produce these cultural staples, which are hanging in the balance of an unsure future.

Yours truly,



Jeff Blain
Operations

🏠 C1-115 Saltsman Drive,
Cambridge, ON CA
N3H 4R7

☎ (519) 893-3668

📠 (866) 211-9253

✉ info@straightst.com

🌐 www.straightst.com

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Diane Goldsmith <dianegoldsmith07@gmail.com>

Fwd: Paint The Town Red

1 message

John Bozzo <chairpaintthetownred7@gmail.com>

Sat, Oct 16, 2021 at 2:25 PM

To: Dave Voyce <davidvoyce@yahoo.com>, Diane Goldsmith <dianegoldsmith07@gmail.com>

----- Forwarded message -----

From: **graemegsanderson** <graemegsanderson@gmail.com>

Date: Sat, Oct 16, 2021 at 10:03 AM

Subject: Paint The Town Red

To: <chairpaintthetownred7@gmail.com>

Promised myself I'd take a minute to share my thoughts on the "Paint The Town Red" event I attended this past Monday. Let me start by saying how reinvigorated and optimistic I feel about our lives becoming relatively normal again, in a big part due to this event.

After a year and a half of shut downs, stay at home orders, and the dire impact they've had on our economy, the melancholy of our lives, as of late, is in need of some positivity and a few rays of sunshine. The "Paint The Town Red" event held in Port Credit was indeed one of those rays sunshine!

A day filled with the smiling faces of the people of this great community coming together on a gorgeous day to enjoy food and drink, live entertainment and an incredible fireworks display! It seems so long since we've been able to share the same space in each others company in celebration and this event gave us all a much needed great time! This event put us all centre stage!

It was amazing to see people laughing, dancing and having a good time again. I'd personally like to thank the organizers of this event and congratulate them on a job well done! Way to go guys! Way to go Mississauga!

A very happy citizen,
Graeme Anderson.

Sent from my Bell Samsung device over Canada's largest network.