Winnipeg Santa Claus PARADE

Saturday, November 12, 2011
Santa's Block Parties 4 p.m.
Parade Start 5 p.m.
Entertainment/Fireworks at The Forks 7 p.m.
www.WinnipegSantaParade.com

P.O. Box 61056, Grant Park
Winnipeg, Mb. R3M 3X8
Phone: (204) 77 Santa 777-2682
Cell: (204) 219.4442
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E-mail: info@WinnipegSantaParade.com

March 7, 2011

His Worship Mayor Sam Katz
c/o Richard Kachur, City Clerk
City of Winnipeg
510 Main Street
Winnipeg, Manitoba
R3B 1B9

Re: One-Time $10,000 Grant To Enact Winnipeg Santa Claus Parade Vision Statement Recommendations

Dear Mayor Katz,

Please accept this letter as our submission to the 2011 budget process of our request for a one-time grant of $10,000 from the City of Winnipeg to help further enact the "Vision Statement" recommendations for the Winnipeg Santa Claus Parade.

The "Vision Statement" recommendations for the Winnipeg Santa Claus Parade were developed in the report "The Winnipeg Santa Claus Parade Report: Moving Forward The Next 100 Years". The City of Winnipeg, Manitoba Hydro, JCI Winnipeg and the Downtown Winnipeg BIZ were partners in commissioning this report delivered March 17, 2010.

The "Vision Statement" recommended in part:
"That the four Parade Report partners endorse and support a strategy to enlarge the vision of the Parade to include year-round activities and further develop a unique Parade character" (8.01) and
"That expanded community involvement become a vital component of all aspects of the Parade ...as a means of increasing citizenship buy-in and support for the event" (8.02).

The Winnipeg Santa Claus Parade is moving forward towards the goal of becoming a year round operation that is widely community based and financially sustainable. The Winnipeg Santa Claus Parade Advisory Committee is presently reviewing the Parade's mandate, corporate structure, by-laws and possible charity status and has already implemented a number of Report recommendations.

On-time bridge financing of $25,000 is needed over the next year to allow the Parade to fully develop and achieve its vision for a year-round operation with long term financial sustainability. The Winnipeg Santa Claus Parade has received a commitment of $15,000 from Manitoba Hydro towards the bridge financing leaving support of $10,000 to be secured.

The Parade is requesting a one-time $10,000 contribution from the City of Winnipeg to achieve its bridge financing objective. The City's contribution will allow the Winnipeg Santa Claus Parade to successfully move towards its goal of continuing to be one of the most successful community events in downtown Winnipeg while developing long-term financial sustainability.

Thank you for your consideration of our request.

We look forward to hearing from you.

Sincerely,
Ron Mark
Ron Mark
Executive Director
Winnipeg Santa Claus Parade