



## Staff Report

---

**Report To:** Council Meeting  
**From:** Magda Badura, CAO/Treasurer  
**Date:** 2024-09-12  
**Subject:** Roots & Revival Event Update

---

### **Recommendation:**

That West Elgin Council hereby receives the report from M. Badura, CAO/Treasurer re: Roots & Revival event update for information only;

And That, West Elgin Council approves the execution of the agreement with Canadian Urban Institute as attached to this report;

And That West Elgin Council authorizes to release of funds amounting to the maximum of \$130,000.00 to cover the upcoming deposits and critical purchases for the festival.

And That, West Elgin Council approves in-kind contribution for the purpose of Recreation Center rental in the amount of \$3,000.00

And That, West Elgin Council approves in-kind of contribution related to the road closure permit application and staff time in the amount of \$1,700.00

### **Purpose:**

The purpose of this report is to provide council updates on Roots & Revival festival being held in Rodney from October 4-12, 2024; and seeks council approval on the execution of the agreement as well as release of advance payment for the purpose of securing the services and purchasing supplies and equipment.

### **Background:**

On March 28, 2024 Council authorized the submission of the grant application "My Main Street" funded by the Government of Canada and delivered by the Canadian Urban Institute, to help support the revitalization of neighborhoods across southern Ontario. This entire event is being planned by the economic development committee and it features farm tours, weekend vendor markets, a new mural painting, pop up vacant store installations, an ATV Poker Run, and live bands.

Among the exciting plans is a vibrant event scheduled for the weekend of October 4-12, which will breathe new life into Rodney's Main Street.

With a \$130,000 budget, the Roots & Revival project aims to reduce the vacancy rate by 15% within a year. The initiative will leverage Rodney's artistic and agricultural heritage through various activities, including street festivals, concerts, mural painting, and interactive installations. The

festival, is set to attract both residents and visitors, enhancing visibility for local businesses and boosting sales. By repurposing vacant spaces into immersive art experiences and pop-up performance venues, the festival will showcase the region's creative talent and highlight the potential of underutilized areas, fostering economic growth and community engagement.

Current partners in this event include the Rodney Kiwanis Club, the West Elgin Economic Development Committee, and the West Elgin Women in Business Networking Group. Plans to expand partnerships as the event unfolds will further strengthen the initiative's impact.

**Financial Implications:**

There are no financial implications as this entire event is funded by the Canadian Urban Institute.

**Policies/Legislation:**

N/A

**Alignment with Strategic Priorities:**

Infrastructure Improvement	Recreation	Economic Development	Community Engagement
<input type="checkbox"/> To improve West Elgin's infrastructure to support long-term growth.	<input checked="" type="checkbox"/> To provide recreation and leisure activities to attract and retain residents.	<input checked="" type="checkbox"/> To ensure a strong economy that supports growth and maintains a lower cost of living.	<input checked="" type="checkbox"/> To enhance communication with residents.

Respectfully submitted by,

Magda Badura, CAO/Treasurer

## Report Approval Details

Document Title:	Roots and Revival Event Update - 2024-36-Administration Finance.docx
Attachments:	- Funding Agreement - The Municipality of West Elgin.pdf - MMS 2.0 Budget - Municipality of West Elgin.pdf
Final Approval Date:	Sep 9, 2024

This report and all of its attachments were approved and signed as outlined below:

Terri Towstiuć