

REQUEST FOR DECISION

SUBJECT

Vermilion and District Chamber of Commerce Drive-In Movie Funding Request

RECOMMENDATION

That Council for the Town of Vermilion accept the funding request from the Vermilion & District Chamber of Commerce as information.

BACKGROUND

The Vermilion and District Chamber of Commerce is seeking \$2,000 in funding from the Town of Vermilion to support a collaborative drive-in movie event planned for July 1, 2026, in celebration of Canada Day.

Over the past two years, the Vermilion Agricultural Society has successfully hosted Canada Day events for the community and surrounding region. Building on this momentum, the Chamber is exploring a partnership opportunity with the Agricultural Society, along with proposed contributions of \$2,000 from both the Town of Vermilion and the County of Vermilion River.

At the Town's request, the Chamber has provided additional details outlining their financial contribution, as well as a preliminary event budget, including estimated costs for hosting the drive-in movie. As we understand, from the Chamber's perspective, this initiative is intended primarily as a visitor attraction, aimed at enhancing community engagement and drawing people to Vermilion for Canada Day celebrations.

IMPLICATIONS

There was no funding put aside in the 2026 Town of Vermilion budget to financially support partnering with the Vermilion and District Chamber of Commerce on this event.

However, the Chamber could potentially submit an application to the Parks, Rec and Culture Committee for consideration as there are budgeted funds of \$4000 that are allocated quarterly upon review.

OPTIONS

THAT Council for the Town of Vermilion accept the Vermilion and District Chamber of Commerce request for funding for the Drive-In Movie event as information.

OR

That Council for the Town of Vermilion partner with the Vermilion and District Chamber of Commerce on the Drive-In Movie event for \$_____ .

OR

That Council for the Town of Vermilion partner with the Vermilion and District Chamber of Commerce on the Drive-In Movie event for the full amount of \$2000 dollars.

STRATEGIC PLAN ALIGNMENT

Economy – Foster our visitor economy by partnering with organizations that host events in Vermilion.

ATTACHMENTS

1. Request for Funding
2. Additional Information
3. Draft Poster of Event provided by the Chamber