

Setting the record straight on Caledon Day

A commentary by Allan Thompson

Did Caledon spend \$42,000 on Caledon Day?

No. But I have heard the comments and criticism during the election about Caledon Day, and so I want to set the record straight, because the misinformation does a tremendous disservice to the hard-working volunteers who work tirelessly to make that particular event so successful.

Caledon Day was started seven years ago as a small, community event and has continued to grow each year ? this year attracting 11,200 people to our Town of Caledon Campus, making it the largest one-day event in Caledon. It is a testament to the spirit of the community.

Like they are for so many other successful Caledon initiatives and community events, volunteers are the driving force behind it. There is a hard-working committee of 15 volunteers known as the Caledon Day Working Group, plus a dedicated crew of volunteers for the day of, working behind the scenes to make it the success it is.

By any number of benchmarks, this year's event was very successful.

The volunteer committee solicits sponsorship to offset expenses and the number of sponsors increased this year, with the total funds raised also exceeding any previous year total.

Many other community groups also rely on sponsorship for their own success and so the Caledon Day Working Group actively seeks sponsors from outside Caledon. This is a win-win situation and in 2014 one-quarter of the sponsorship dollars came from out-of-town businesses hoping to attract Caledon residents.

In a continuing spirit of community collaboration, revenue streams from several Caledon Day activities, such as parking and the refreshment tent, are shared with other hard-working Caledon service organizations. Yet another example of how event organizers are choosing to engage the Caledon community at every opportunity.

The deficit between revenues (including sponsorship) and expenses continues to decline, which this year came in at less than \$2000?again, the lowest in the event's seven-year history. This works out to a \$0.18 tax levy for each person that attended the event ? an incredible value for dollars spent, a day of fun and building community spirit that is integral to Caledon.