



## **Administrative Report**

**To:** The Chair and Members of the Essex County  
Accessibility Advisory Committee

**From:** Crystal Sylvestre  
Coordinator, Legislative and Community Services

**Date:** Thursday, October 3, 2024

**Subject:** 2024 Outdoor Accessibility Fest-for-All After Event  
Review

**Report #:** 2024-1003-LCS-R02-CS

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### **Purpose**

To provide the Essex County Accessibility Advisory Committee (ECAAC) with information pertaining to the awareness event held on September 13, 2024.

### **Background**

In May 2024, the ECAAC elected to focus the annual awareness event on inclusive outdoor activities. To determine the most appropriate location for the event, Administration connected with each of the County's Local Municipal Partners to gather information regarding their facilities. After deliberation with the ECAAC at their May 2024 meeting, it was determined that the Colchester Community Centre, Beach and Marina was a suitable location for this event. Administration contacted Town of Essex administration to vet the idea and ensure this type of event was practical and appropriate in their park. The Town of Essex was supportive of the idea and made plans to be a participant in the festival as well. The event was scheduled for Friday, September 13, 2024 from 10 AM to 2 PM.

To begin engaging participants, an Expression of Interest form was posted on the County of Essex website and Social Media platforms throughout May and June 2024. The Expression of Interest was an opportunity for accessible-minded organizations or companies to submit their intentions to participate. Several organizations responded to the opportunity through the online form and also through connections to Administration directly, such as County of Essex departments, local municipal partners and allied agencies.

The information was presented to the ECAAC at their July 18, 2024 meeting. The Committee unanimously supported the proposed festival plan and named the event the **Outdoor Accessibility Fest-for-All!**

Plans were finalized through August and the beginning of September. The event was included thirty-three (33) information booths from the following organizations:

- [Assisted Living Southwestern Ontario \(ALSO\)](#)
- [Canadian Hearing Services](#)
- [Canadian Mental Health Association \(CMHA\) Windsor-Essex County](#)
- [Coco Yoga](#)
- [Community Living Essex County](#)
- [County Wide Active Transportation System \(CWATS\)](#)
- [EazyLyft](#)
- [Essex Region Conservation Authority](#)
- [Windsor-Essex Mobile Medical Support](#)
- [Essex County Library](#)
- [Essex-Windsor EMS](#)
- [LaSalle Rowing Club](#)
- [LIFE Day Respite Program Essex](#)
- [Miracle League of Amherstburg](#)
- [MOVATI - Kingsville](#)
- [Municipality of Lakeshore](#)
- [Ontario Clean Water Association](#)
- [Ontario Personal Support Worker Association](#)
- [Provincial Chrysler - BraunAbility van](#)
- [Rose City Riot Parasports Club](#)
- [Rotary Club of Harrow](#)
- [Safe at Home](#)
- [Sonder Occupational Therapy](#)
- [Special Olympics Ontario](#)
- [SueSanity Pound Fitness](#)
- [Town of Essex](#)
- [Town of Amherstburg](#)
- [Town of LaSalle](#)
- [Tourism Windsor Essex Pelee Island](#)
- [Ursa Major Day Support](#)
- [Windsor Essex Neighbourhood Ambassadors](#)
- [Windsor Essex Therapeutic Riding Association \(WETRA\)](#)
- [Xperience Home Health Care](#)

Events schedule throughout the day were:

- Movati Adaptive Fitness
- Coco Adaptive Yoga
- SueSanity Pound Fitness

Interactive Demonstrations throughout the day were provided by:

- LaSalle Rowing Club
- Rose City Riot Parasports Basketball Team

Rotary Club of Harrow provided a hot dog and sausage lunch. The cost of the lunch was sponsored by Wills Business Law.

Over forty (40) County of Essex staff members and members of the Town of Essex Accessibility Advisory Committee volunteered to support the event. They were assigned to the raffle table, traffic and pedestrian control, assisting exhibitors, AV components, popcorn machine, interactive gardening, quiet space, staff the Special Olympics and snack table.

County staff with experience in sign language were available for guests and closed captioning was provided during the interactive demonstrations.

County of Essex Communications Department was engaged to manage social media and the County website to promote the event.

A final number of guests who visited the event was difficult to determine due to the numerous access points at the venue. To measure participation, one could consider that there were approximately 100 County of Essex swag bags and water bottles given away. Rotary reported they provided 350 hot dogs and sausages.

During the event and afterwards, Administration received very positive feedback from the guests, exhibitors and politicians.

Exhibitors were invited to offer feedback in a form. The responses are attached as Appendix A.

Administration sent thank you letters to the Town of Essex and County of Essex volunteers and management.

## **Discussion**

An After-Event Discussion should include an assessment of the event to identify successful components and gaps. Questions to consider:

- Was this style of event appropriate to fulfill the goal to “raise awareness around opportunities and information that promote inclusion in activities, services and spaces for people with varying levels of ability.”?
- Was the location accessible and appropriate?
- Was the date of event appropriate?
- Was the length of the event appropriate?
- Did the event reach its target audience?
- Was the event successful or unsuccessful?
- Would it be appropriate to host an event like this again?

## **Financial Implications**

The event absorbed nearly \$7,000 of the committee’s annual budget of \$9,000.

## **Consultations**

Katherine Hebert, County Clerk  
Exhibitor Feedback

**Strategic Plan Alignment**

<b>Working as Team Essex County</b>	<b>Growing as Leaders in Public Service Excellence</b>	<b>Building a Regional Powerhouse</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Scaling Sustainable Services through Innovation</li> <li><input checked="" type="checkbox"/> Focusing “Team Essex County” for Results</li> <li><input type="checkbox"/> Advocating for Essex County’s Fair Share</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Being an Employer with Impact</li> <li><input checked="" type="checkbox"/> A Government Working for the People</li> <li><input type="checkbox"/> Promoting Transparency and Awareness</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Providing Reliable Infrastructure for Partners</li> <li><input checked="" type="checkbox"/> Supporting Dynamic and Thriving Communities Across the County</li> <li><input type="checkbox"/> Harmonizing Action for Growth</li> <li><input type="checkbox"/> Advancing Truth and Reconciliation</li> </ul>

**Recommendation**

That the Essex County Accessibility Advisory Committee receive report number 2024-1003-LCS-R02-CS, 2024 Outdoor Accessibility Fest-for-All After Event Review as information.

**Approvals**

Respectfully Submitted,

*Crystal Sylvestre*

Crystal Sylvestre, Coordinator, Legislative and Community Services

Concurred With,

*Katherine Hebert*

County Clerk

<b>Appendix</b>	<b>Title</b>
A	Exhibitor Feedback