

**THE CORPORATION OF THE CITY OF SARNIA**  
People Serving People

**COMMUNITY SERVICES DIVISION**

**NON-AGENDA REPORT**

TO: Mayor and Members of Council

FROM: Rachel Veilleux, Recreation Coordinator II  
Stacey Forfar, General Manager of Community Services

DATE: March 4, 2021

SUBJECT: Christmas OFF the Farm Wins FEO Achievement Award!

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**Christmas OFF the Farm – Recap:**

In December 2020, the City of Sarnia and the Seaway Kiwanis Club reimagined their 46<sup>th</sup> annual Christmas OFF the Farm event. The event included a letters to Santa campaign, community Holiday Shout-Out Video collaboration, and a series of virtual shows with host David Burrows.

**Festivals and Events Ontario:**

The City of Sarnia is a member of Festivals and Events Ontario (FEO), an organization that represents the festivals and events industry in Ontario. FEO provides educational tools, professional development, and networking opportunities. Their membership includes festivals, events, suppliers, municipalities, schools, RTOs and DMOs, students, BIAs, and more.

**FEO Achievement Awards:**

In 2020, the pandemic hit the events industry hard. It forced a lot of event organizers to either cancel their events entirely or get creative and reimagine them in a safe way. FEO recognized this, and launched the FEO Achievement Program, specifically for FEO members in 2020 (and 2019) that were able to **Adapt – Pilot – Evolve** (the organization's current theme).

After the success of Christmas OFF the Farm, staff submitted their event to the FEO Achievement Program. On Thursday, February 25, 2021, FEO announced Sarnia's Christmas OFF the Farm as one of the official FEO Achievement Award winners during their virtual conference.

A list of all winners and a slideshow clip recognizing Christmas OFF the Farm (sixth grouping) can be found [here](#).