

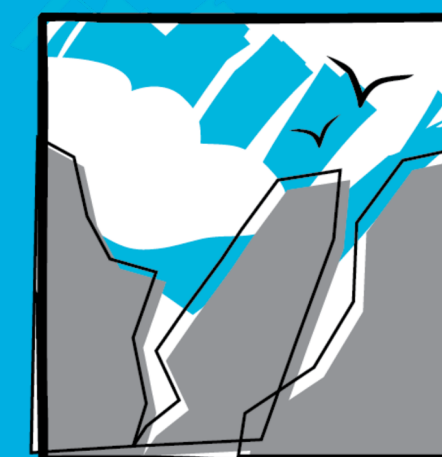


Recognizing the Value of Volunteers

Driving the Success and Economic Impact of Community Festivals & Events

Mayor Geoff Seymour

Town of Bay Roberts



Celebrating
75
years
— 1951-2026 —

BAY ROBERTS

CARVED BY THE SEA

What Would Our Communities Look Like Without Volunteers?

Across Newfoundland and Labrador, volunteers support:

- Festivals & Events
- Recreation & Sport
- Arts & Culture
- Heritage
- Service Organizations
- Community Programs

Much of what makes our communities vibrant begins with people willing to give their time.



Did you know?

Bay Roberts is a community with a long tradition of coming together.

ROOTED IN COMMUNITY - Bay Roberts has a long history of community organizations, recreation, cultural activities and volunteer-led initiatives that have helped shape the town we know today.

READY TO HOST - In 2024, Bay Roberts hosted the Newfoundland and Labrador Summer Games, welcoming athletes, coaches, officials and visitors from across the province and demonstrating what can be accomplished through municipal leadership, community partnerships and volunteer support.

WORKING TOGETHER - Our **Special Events Committee** brings together: Municipal staff, members of council, and community volunteers

The committee meets throughout the year to plan, coordinate and deliver festivals, celebrations and special events across Bay Roberts.

Our events are a partnership between the municipality and the community.



Volunteers Are Community Infrastructure

Municipal infrastructure creates places.

Volunteers bring those places to life.

They contribute:

- Time and labour
- Skills and experience
- Leadership
- Local knowledge
- Community connections
- Continuity from year to year

Strong volunteer capacity is an asset to any municipality.

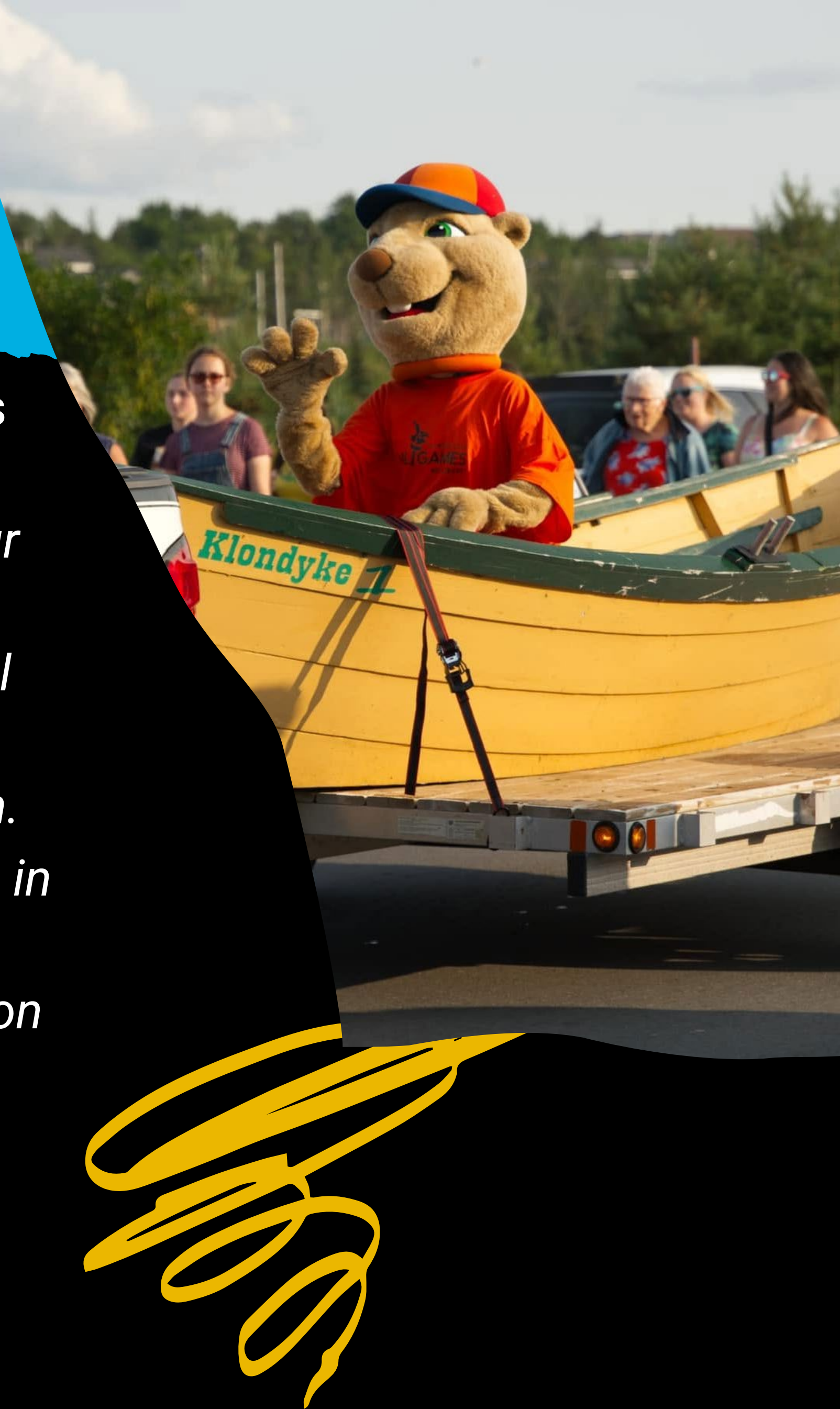


A Community That Celebrates

Throughout the year, Bay Roberts hosts and supports events that bring residents and visitors together.

- **Songs, Stages & Seafood Festival** - *Celebrating our music, food, culture and heritage.*
- **Light the Lamp** - *Bringing the province's largest ball hockey tournament to the heart of Bay Roberts.*
- **Klondyke Days** - *Our annual community celebration.*
- **NL Tulip Festival** - *Showcasing thousands of tulips in our Community Gardens and throughout town.*
- **Festival of Lights** – *A month long holiday celebration featuring light shows, family activities, and more.*

Plus Fall in Love with Bay Roberts, Winterfest, Canada Day, recreation activities and community-led events throughout the year.





What the Public Sees

The festival. The concert. The game. The celebration.

What Happens Behind the Scenes

Planning. Fundraising. Sponsorship. Setup. Registration.
Food Service. Entertainment. Logistics. Hospitality. Safety.
Design. Site Operations. Cleanup. Post Event Reporting.

**A successful event may represent months of work before
the first guest arrives.**







Songs, Stages, and Seafood Festival

A celebration of food, music, culture and heritage that brings the community and visitors together.

Powered by Partnership

- Over 50 Volunteers
- 1000+ Attendees / Visitors
- 4 Community Partners

Volunteer involvement helps us:

- Deliver a larger and more diverse festival
- Showcase local performers, food and culture
- Engage community organizations
- Attract visitors to Bay Roberts
- Support tourism and local businesses







Light the Lamp

Turning the Wilbur Sparkes Complex into a
Ball Hockey Court

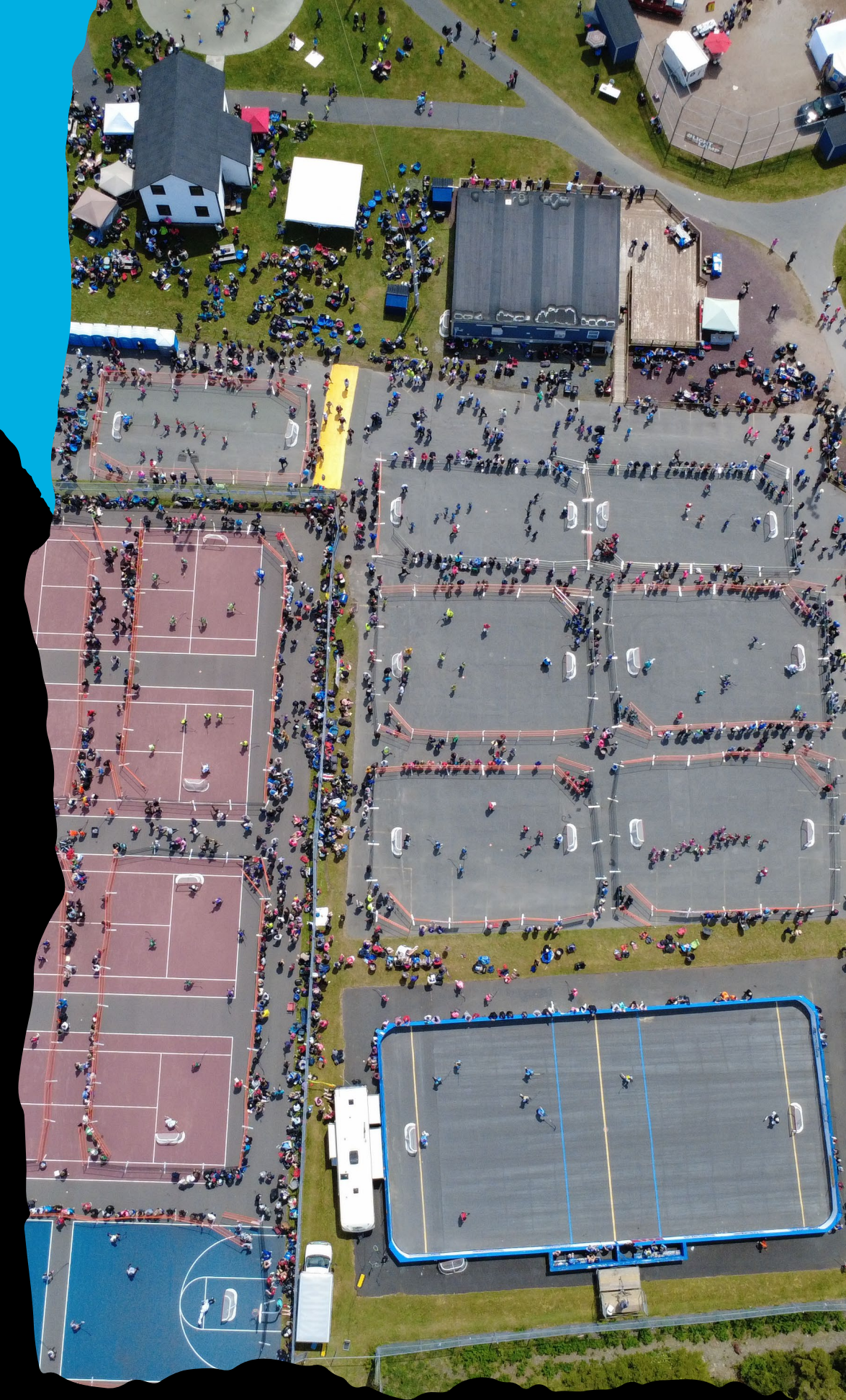
Light the Lamp brings ball hockey into the heart of
Bay Roberts, creating activity for:

Players • Families • Spectators • Businesses • Visitors

The event depends on collaboration between municipal
staff, volunteers, participants, community partners and
local businesses.

280 Teams, 2300 Players & Coaches

Over 7000+ Visitors



Volunteer Impact Happens Year-Round

Not every successful community event needs to attract thousands of visitors.

Smaller events contribute by:

- Bringing neighbours together
- Supporting local artists and organizations
- Creating opportunities for children and families
- Activating parks and public spaces
- Building community traditions
- Providing affordable and accessible activities

Collectively, small events make a big difference.





Volunteer Time Creates Economic Activity

Volunteer contributions allow communities to deliver **more programming, larger events and better visitor experiences.**

Those events generate demand for:

Accommodations, Restaurants & Food Services, Retail, Fuel & Transportation, Local Attractions, Entertainment, Local Vendors & Producers

**Volunteers don't simply reduce event costs.
They help create economic activity.**



What Does Volunteerism Contribute?

In one year in Bay Roberts:

- **10,000+** Volunteer Hours
- **100+** unique Volunteers
- **20,000+** Festival & Event Attendees
- **15+** Community Organizations & Partners
- **\$250,000+** Estimated Value of Volunteer Contribution*

What gets measured becomes easier to recognize, support and grow.

*Illustrative replacement value based on 10,000 estimated annual volunteer hours at \$25/hour.
Does not include the broader economic or social impact generated by volunteer-supported events.



Some of the Most Important Returns Aren't Financial

- **Belonging** - Creating connections between neighbours.
- **Community Pride** - Giving residents something they are proud to call their own.
- **Leadership** - Developing skills and future community leaders.
- **Intergenerational Connection** - Sharing knowledge, traditions and experience.
- **Identity** - Preserving and celebrating what makes a community unique.

Economic impact matters.

Social impact lasts.



Our Events Are Growing. Are Our Volunteer Bases Growing With Them?

Municipalities and community organizations are facing:

- Volunteer burnout
- Recruitment challenges
- An aging volunteer base
- Succession planning
- Increasing administrative requirements
- Greater public expectations
- Competition for people's time

Sustaining volunteerism requires attention and investment.





Supporting the People Who Support Our Communities

SUPPORT - Provide resources, facilities, equipment and staff expertise.

SIMPLIFY - Reduce unnecessary barriers to community participation.

RECRUIT - Help organizations reach new volunteers.

DEVELOP - Create opportunities for youth and emerging community leaders.

RECOGNIZE - Celebrate contributions and demonstrate their value.

Municipalities don't need to run every initiative.

We can help create the conditions for volunteers to succeed.



Recognition Is More Than Saying "Thank You"

Meaningful recognition means volunteers:

- **Feel valued**
- **Understand their impact**
- **Receive credit for their contribution**
- **Have a voice in the organizations they support**
- **Know their community appreciates their time**

Recognition strengthens retention and makes volunteerism visible to the next generation.





Building the Next Generation of Volunteers

Every municipality has different events, organizations and traditions. But many of us share the same challenge:

How do we ensure people continue to step forward?

There is an opportunity to share what works:

Recruitment • Youth Engagement • Recognition • Training • Partnerships • Volunteer Management



What Would Our Communities Look Like Without Volunteers?

Our festivals would be smaller.

Our organizations would be weaker.

Our communities would lose opportunities to connect.

Recognizing the value of volunteers means investing in their future.

Thank you to the volunteers who make our communities possible.



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