



SMG

Town of East Gwillimbury Deputation

November 2025





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Public & Community Events

Community events are **central** to our museum's mission and activities. We strive to connect the community to **local history, culture,** and shared experiences that celebrate our **heritage.**

Variety of Events

- Community events and celebrations
- Festivals
- Vendor markets
- Car shows
- Concerts and recording
- Weddings
- Family gatherings
- Hall rentals





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Public & Community Events

We hope to provide a **welcoming and vibrant gathering space** for the community to **reflect, celebrate, and learn**. We strengthen community connections through **meaningful events** and **shared traditions**, as well as the **preservation** of local stories and history.



Event Goals

- Cultural hub of East Gwillimbury
- Community gathering place
- Engagement with the community
- Inclusive and accessible
- Collaborative partnerships
- Celebrating local identities and stories
- Fostering belonging, pride, and connections



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Public Events 2025

01. June Day

2025 saw the return of a beloved and historic event for Sharon, which included instrumental performances, blacksmithing, weaving, woodworking, crafts, and more.

Attendance:
200

Including:

- Guests
- CFUW Tour
- Newmarket Band





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Public Events

02. Canada Day

Attendance: 778





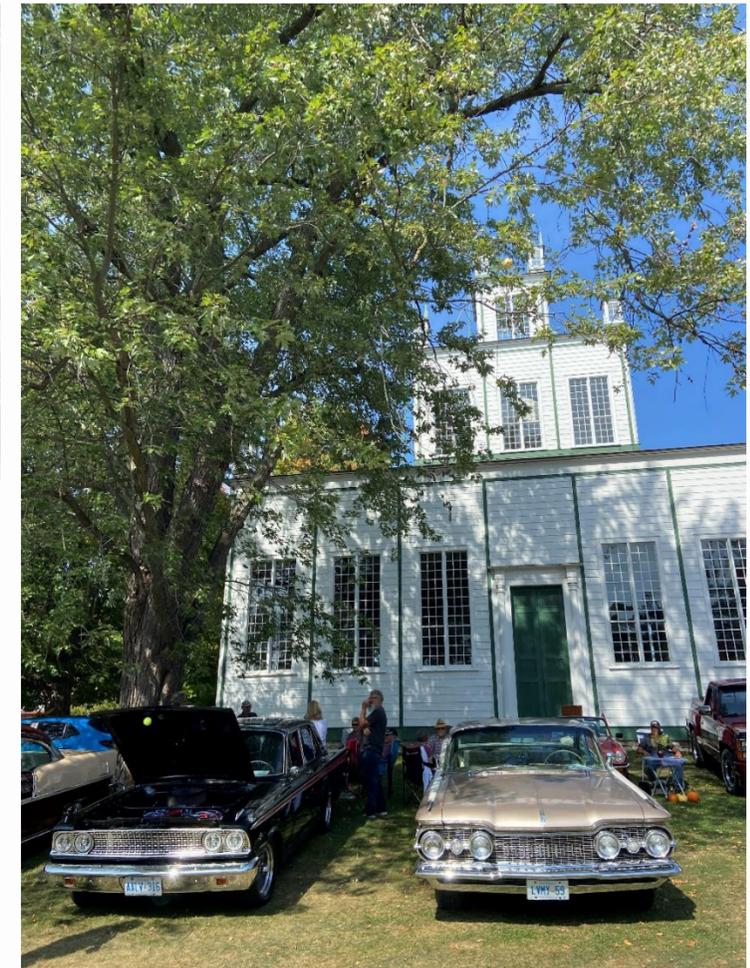
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Public Events

03. Car Shows

We hosted **two** exciting car shows in 2025. Together, they brought approximately **6500 people** to the museum site.

Partnerships with **Highway 11 Cruisers** and **Busy Bee Market**





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Public Events

03. Car Shows

August Car Show Attendance: 2500

September Kruze-A-Palooza Car Show Attendance: 4000





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Public Events

04. Illumination

Our Illumination tradition celebrated **194 years** this year with music, lights, and refreshments.



Attendance: 150

Featuring performers
Andora Campbell
and Grammy-
nominated flutist
Ron Korb



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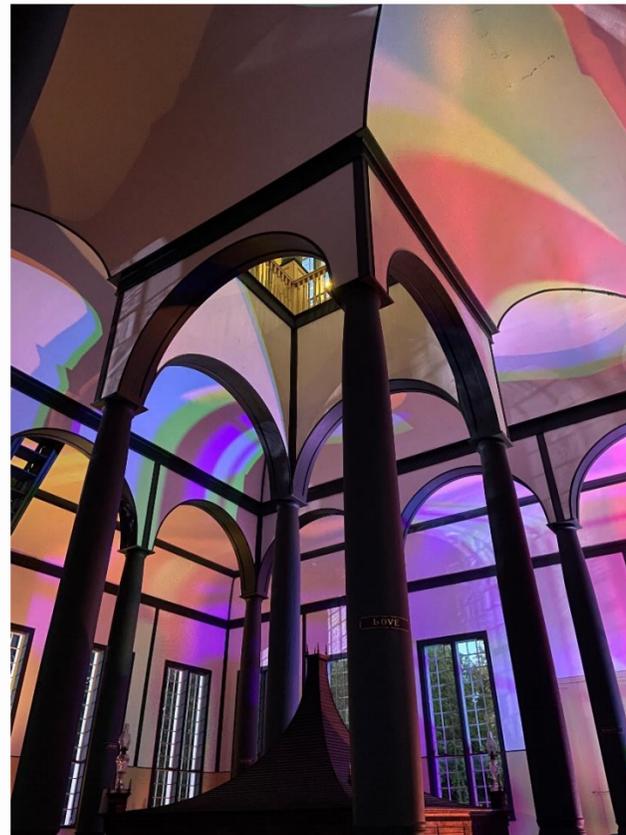
Public Events

05. Concerts

This year, we held **2** other concert events inside the Sharon Temple. In total, approximately **135** people attended these two performances.

Performances by:

- Visual and Performing Arts Newmarket (VPAN) for their York Region Classical Music Festival
- David Hickey





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Public Events

06. Culture Crawl



Attendance: 120

Featuring performances from **various musicians** in the Temple and an art show by **The Mount Albert Group of Artists** in the Temperance Hall

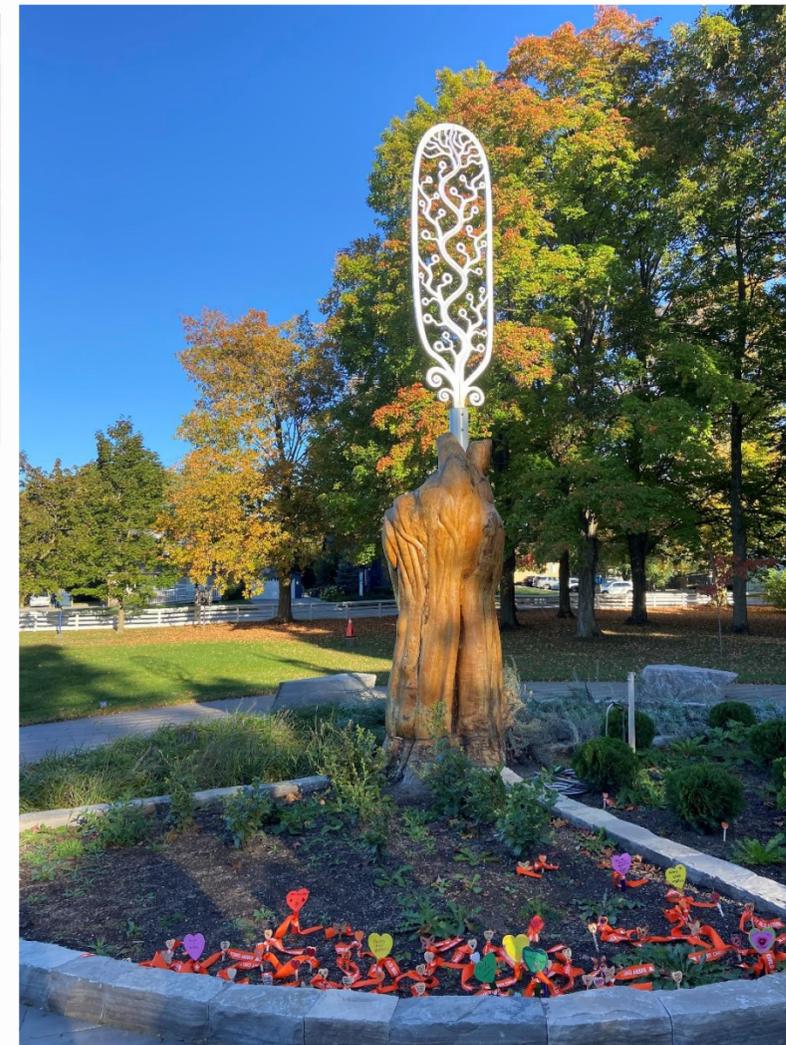


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Public Events

07. National Day for Truth & Reconciliation

Attendance: 40





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Public Events

08. Farm to Fork



Attendance:
Approx. 1000





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Public Events

09. Haunted Halloween Hike

Attendance: 3000



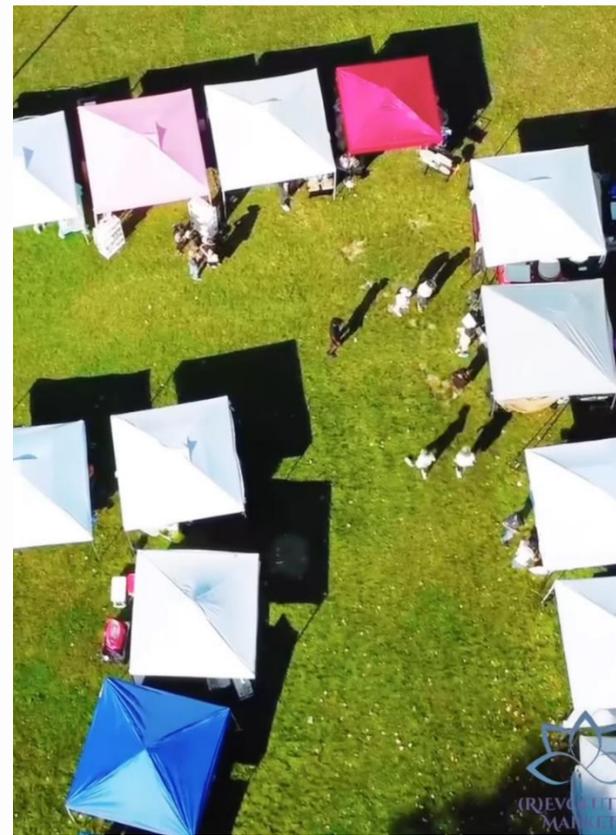


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Public Events

10. Vendor Markets

This year, we opened our grounds to the public for **4 vendor markets**. We collaborated with **(R)evolution Markets** to host their **Mother's Day Market, Summer Market, Fall Market, and Halloween Night Market**.



In total, all the markets brought approximately **4950 people** to the site.



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Public Events

In total:

Approximately **16,588** members of the public visited and explored our grounds free of charge through community events in 2025.





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2026 Budget Request

Sharon Museum & Gardens	\$44,500
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Community Canada Day Expenses	\$3,000
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TOTAL	\$47,500
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Increase of \$1000 over 2025



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**Thank you for
your
consideration!**

