



2023 EVENT ACTIVATIONS FIRST QUARTER REPORT

The City of Summerside is building its reputation as a premier destination for sports, concerts, meetings and events.

Let's raise the bar even more and become **"The Host City"**!

Following are the reported activities being activated in our city for 2023 reported up to January 27, 2023. You will continue to receive this report on a quarterly basis to stay engaged with the activations to help you leverage your economic impact through these opportunities.

EVENT NAME	DATE OF ACTIVATION	NUMBER OF EXPECTED DELEGATES/VISITORS	VISITOR/DELEGATE REGION ORIGIN
Culture Summerside 60 Days of Fame Art Exhibit Series	January – December, 2023	Varies	Atlantic Canada
Winter Warmth Festival	January 23 - February 12, 2023	Varies	PEI/Atlantic Canada
RIDE IT! - Winter Biking Festival	February 11 & 12, 2023	75	PEI/Atlantic Canada
Rotary Park Rundown Race	February 11, 2023	50	PEI/Atlantic Canada

Chamber of Commerce Business Excellence Awards Gala	February 2, 2023	200	PEI
Chamber of Commerce Indoor Golf Tournament @ Double Eagle	February 8 – 10, 2023	Varies	PEI
Canada Winter Games	February 18 - March 5, 2023	Varies	Canada
Canada Winter Games Illumination Festival The Trews Concert	February 25, 2023	1000	Canada
Canada Winter Games Illumination Festival Cory Gallant & The Red Dirt Posse Concert	March 4, 2023	1000	Canada
NB/PEI Synchro Figure Skating Championship	March 10, 2023	Delegates: 20 Attendees: 300	NB & PEI
Culture Summerside Mayor's Heritage Tea	March 10, 2023	85 - 110	PEI
Chamber of Commerce Business Mixer	March 21, 2023	25	PEI
Mardi Gras Rec Hockey Tournament	March 31 - April 2, 2023	Attendees: 1,000	Atlantic Canada
Mardis Gras Rec Hockey Tournament After Party	March 31 & April 1, 2023	300	Atlantic Canada
PEI Powerlifting Competitions	April 8, 2023	Delegates: 100 Attendees: 200	PEI
2023 CPA Atlantic Classic Championships	April 14 & 15, 2023	TBC	NB/NS/PEI
ADL Food Show	April 19, 2023	Delegates: 200 Attendees: 3,000	Atlantic Canada
Loverboy & Kim Mitchell Concert	April 22, 2023	Delegates: 20 Attendees: 3,400	Atlantic Canada
TOPS Annual Conference	April 22, 2023	150	PEI
Catholic Women's League Conference	May 5 & 6, 2023	150	PEI
Monster Spectacular	May 22, 2023	Attendees: 5,000	Atlantic Canada
Hockeyfest Street Hockey Tournament	June 11, 2023	Delegates: 9 Attendees: 1,000	Atlantic Canada

Olde Fashioned Carnival	June 23, 2023	3050	Atlantic Canada
Shipwright's Run	June 24, 2023	Delegates: 5 Attendees: 300	Atlantic Canada
Seaside Seafood Celebration	June 24 – 26, 2023	175	PEI/Atlantic Canada
Culture Summerside Museum Sites Open 6 days a week (3 sites)	June 26, 2023	Varies	PEI/Canada/ International Tourists
Chamber of Commerce Golf Tournament	June 30, 2023	Varies	PEI
Culture Summerside Concerts in the Garden Series	Every Wednesday Eve July & August, 2023	1400 (Over Eight Weeks)	PEI/Canada/ International Tourists
Classic Car Nights	Every Friday Eve July & August, 2023	2500+ PER Night	PEI/Canada/ International Tourists
Summerside Lobster Carnival	July 6 – 8, 2023	15,000 – 17,000	PEI/Canada/ International Tourists
PEI Powerlifting Competitions	July 8, 2023	Delegates: 100 Attendees: 200	PEI
Summerside Arts Festival	July 17 – 29, 2023	6200	PEI/Canada/ International Tourists
Firefit Regional Championships	July 23, 2023	Delegates: 9 Attendees: 400	PEI
DiverseCity Multicultural Festival	End of July, 2023 Date TBD	6000	PEI/Canada/ International Tourists
Delta Waterfowl Banquet	August 19, 2023	200	PEI
Can Aqua Swim/Run Event	August 21, 2023	Delegates: 10 Attendees: 300	Atlantic Canada
TriLobster Triathlon	August 27, 2023	Delegates: 9 Attendees: 400	Atlantic Canada
U16 Girls National Baseball Championships	August 24, 2023	Delegates: 15 Attendees: 2,500	Canada
Powerlifting Regional Championships	September 10, 2023	Delegates: 9 Attendees: 400	Atlantic Canada
LJM Events Craft Fair	September 16, 2023	500	PEI

Beef N Blues	September 22, 2023	350	PEI/Canada/ International Tourists
Mom2Mom Event	September 23, 2023	500	PEI
Summerside Craft Trail	September 24, 2023	2000	PEI/Atlantic Canada
Economic Development Association Canada Conference	September 29 – October 3, 2023	200	Canada
Maritime Chess Festival	October 6 - 9, 2023	Delegates: 10 Attendees: 90	Atlantic Canada
PEI Federation of Municipalities Conference	October 14, 2023	80	PEI
Culture Summerside - Historic Ghost Walks	October 19, 2023	360	PEI
World U-17 Hockey Challenge	November 11, 2023	Delegates: 200 Attendees: 7,000	International
Children's Memorial Fundraiser Banquet	November 18, 2023	300	PEI
LJM Evnets Christmas Craft Fair	November 25, 2023	500	PEI
Edd McNeill Memorial Tournament	November 30, 2023	Delegates: 15 Attendees: 2,000	Atlantic Canada
The Magic of Christmas	Two Weeks/Weekends December, 2023	1100	Atlantic Canada
Summerside Santa Claus Parade	December 1, 2023	1500+	PEI
Summerside Yuletide Village	December 1, 2, 9, & 16, 2023	3000+	PEI/Atlantic Canada
Winter Crafters Fair	December 9, 2023	250	PEI/Atlantic Canada