

Addendum Item

94. CANADA 150 CELEBRATION OPPORTUNITIES – CITY-WIDE

MOVED by Councillor Shefman
seconded by Councillor Yeung Racco

- 1) That the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management, the Deputy City Manager, Community Services, and the Director of Economic Development and Culture Services, dated June 7, 2016, be approved:

CARRIED

Recommendation

The Deputy City Manager, Planning and Growth Management and Deputy City Manager, Community Services and Director of Economic Development and Culture Services, in consultation with the City Clerk, Senior Manager of Corporate Financial Planning and Analysis and Manager of Municipal Sponsorship recommends:

1. THAT staff be authorized to make applications to the Canada 150 Fund in support of funding for Vaughan's Canada 150 celebration opportunities; and
2. THAT the City Clerk be authorized to execute any necessary agreements in a form satisfactory to the City Solicitor.

Contribution to Sustainability

Green Directions Vaughan embraces a Sustainability First principal and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities which promote community pride, heritage and diversity contributes to the sustainability of the City.

Economic Impact

This report seeks Council approval to make an application to Canada 150 Fund of up to \$200,000. Canada 150 is a once-in-a-generation opportunity to celebrate our accomplishments and build our vision of Canada's future. These funds will augment existing community events and provide an opportunity to showcase the Vaughan Metropolitan Centre (VMC) as the future cultural centre and downtown for the City. These events will promote pride in our past, as well as promote a vision of our future.

The Canada 150 Fund can support up to 100 percent of all eligible expenses however the City will be seeking cash or in-kind, from other sources as that will be taken into consideration during the assessment process. There will be no impact to the tax base as it is anticipated that proposed programming can be covered by a combination of Canada 150 funding and existing operating budgets as programming will be adjusted to align with available approved funding.

Communications Plan

As the planning for Vaughan's Canada 150 celebrations get underway, the City will be developing a comprehensive communications plan which will include a variety of tactics – including eCommunications, media outreach and signage, among other approaches – to generate participation and community support. The City Clerk will continue to recruit community members through the local media to serve on the Canada 150 Task Force.

Purpose

To seek Council approval to submit applications to the Canada 150 Fund for the purposes of planning and delivery of Canada 150 events, projects and programming. Due to the application deadline of June 15, 2016 for funding requests in excess of \$50,000, this report is being tabled at this time.

Background – Analysis and Options

In celebration of Canada's 150th anniversary of Confederation, municipalities across Canada will be planning events, projects and programming throughout the commemorative year. The City of Vaughan, as one of the fastest growing Canadian municipalities, will also be joining the celebration, through a series of community partnered events and programs.

Council adopted the report "*Appointments to the Canada 150 Celebration Task Force*" (Committee of the Whole Report No. 21, Item 26,) at the May 17th Council meeting. With the adoption of this report, staff was directed to investigate and report back to Council on the status of the Canada 150 Fund grant applications. Accordingly, City staff has been in contact with the Department of Canadian Heritage (PCH) on the Canada 150 Fund to discuss the application process and requirements.

Building on the overarching theme for Canada 150: *Strong, Proud, and Free*, words that define and characterize present-day Canada, Vaughan's celebration program will focus on promoting and showcasing its robust economy; demonstrating pride in its identity and achievements and a free, diverse and pluralistic society. With the assistance of the Canada 150 Celebration Task Force, a program will be proposed that focuses on the following three major activity streams: a feature celebratory event; events and projects within the Vaughan Metropolitan Centre; and youth/community-related events.

Canada Day as the Feature Event

Each year, the City of Vaughan hosts a Canada Day celebration that features headline musical acts, local entertainment, an Inflatable Zone and children's activities. The draw at the City's celebration is approximately 10,000 people. A number of smaller Canada Day celebrations also occur throughout the City. It is proposed that the City approach these organizers to collaborate on a larger scale event that would include a larger, multicultural component, extending the hours of celebration, raising the caliber of talent and activities and providing for a more diversified event program.

A Catalyst for VMC Cultural Activations

The Canada 150 celebrations may also act as a catalyst for ongoing community and cultural activations in the VMC, the City's new downtown. As the Mobility Hub within the VMC nears completion, in time for subway opening scheduled in late 2017, there are opportunities to develop cultural programming that would enliven and enrich the VMC – creating the next generation of exciting activities and events. Examples of potential events include:

- VMC Lounge (an outdoor lounge, performance programs, pop-up installations, etc.)
- Video Game Outdoor Challenge (using live interactive video projections)
- Food-themed Festival (in concert with Culture Days)

The selection of programs would be geared towards youth, young adults and families making the downtown their go-to place for entertainment and interaction. With a focus on these groups, the VMC also becomes known to this next generation of knowledge-based workers. The presence of these groups frequenting the VMC is also a catalyst for economic development. These activities and events are expected to have longevity extending beyond the commemorative year, serving as part of a robust event program envisioned by the Council-approved VMC Culture and Public Art Framework. The choice of program recognizes that the VMC is still under-development, and partnerships with area landowners, retail tenants and stakeholders are critical to their implementation.

Youth & Community Related Event Programming

Currently the Economic Development and Culture Services and Recreation Departments have a roster of programs aimed at fostering arts, culture, heritage and active-living. These community events programs are well-known and have a loyal following from community leaders and the public that would allow us to readily expand our offerings. The following programs can be scaled up to incorporate a Canada 150 component:

- Ambassadors Program
- National Youth Arts Week
- School programs (e.g. dreamcatchers “Catching the Dream of a new Vaughan”)
- Family Day Show at the City Playhouse
- Exhibitions (e.g. Pierre Berton travelling exhibits, On the Slate, etc.)
- Inter-generational Activities (e.g. walking tours, etc.)

Using existing events as a base for a larger program reduces staff workload and streamlines event organization, in that there is a developed volunteer base, community support, logistics knowledge and audience intelligence. At the same time, the Canada 150 funding can allow staff to explore new activities, programming, entertainment choices, etc. that were previously outside the reach of the City's limited budgets.

Potential Funding through the Canada 150 Fund

Recognizing the constraints of existing staff workload and financial resources, the City's focus will be on augmenting current programs. However should community and stakeholder groups come forward with staff, organizational and/or funding resources, there may be additional programming that the City could support. The proposed list of projects will be vetted through the Canada 150 Task Force, however at a high level, the activities and events being proposed fall within the eligibility criteria for funded projects.

Eligible expenses under the Canada 150 Fund may include: materials and supplies; promotional products and publicity expenses; equipment rental; reasonable professional fees or administrative costs related to project activities; travel costs; audit fees; and some capital costs when expenditures are clearly linked to eligible projects. The scope of eligible expenses appears to be sufficiently broad, to cover most expenditure anticipated in the proposed activities and events.

Funding assistance provided by the Canada 150 Fund may take the form of a grant or a contribution depending on the scope of the project, the amount awarded and the PCH's risk assessment. There is no maximum funding limit, however discussions with PCH indicate that a recommended maximum application be between \$100,000 to \$200,000. The deadline for funding applications greater than \$50,000 is June 15, 2016.

City staff is proposing that a funding application be made for up to \$200,000. Approval of funding applications can take up to 30 weeks from submission date. Implementation of individual projects will be finalized upon notification of a successful funding application (in part or in full) from PCH. Should Task Force put forward any additional projects or programs, the Canada 150 Fund will remain open until September 2016 for smaller projects (value less than \$50,000).

Next Steps

Staff will review and refine project proposals for consideration. The projects being proposed will be vetted through the Canada 150 Task Force. Upon confirmation of a successful application, further refinements to the program will be made and a report from the Canada 150 Task Force will be prepared for a future Committee of the Whole.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report supports the goals established by Council in the Term of Council Service Excellence Strategy Map, specifically: to support and promote arts, culture, heritage and sports in the community.

Regional Implications

Not applicable

Conclusion

The Canada 150 Fund provides an opportunity to celebrate and promote Canadian values, culture and history, generate national pride and bring citizens together to celebrate Canada 150. Under the eligibility criteria, Vaughan has an opportunity to fund projects, activities and events which contributes to placemaking and community building. Utilizing funding from the Canada 150 Fund would augment current resources, and allow organizers to improve the quality and caliber of existing events; as well as contribute to community building in the VMC and on a city-wide basis.

Attachments

None

Report prepared by:

Anna Dara, Manager of Events
Jackie Macchiusi, Senior Manager of Corporate Financial Planning and Analysis
Shirley Kam, Senior Manager of Economic Development
Jennifer Ladouceur, Director of Economic Development and Culture Services

CANADA 150 CELEBRATION OPPORTUNITIES – CITY-WIDE**Recommendation**

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Respectfully submitted,

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Director of Economic Development and Culture Services