

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON FEBRUARY 7, 2017
FROM:	KATE GRAHAM DIRECTOR OF COMMUNITY AND ECONOMIC INNOVATION
SUBJECT:	CANADA 150 LONDON PROPOSED COMMUNITY CELEBRATION EVENT AND PROMOTION

RECOMMENDATION

That, on the recommendation of the Director, Community and Economic Innovation, the following actions **BE TAKEN** with respect to the proposed community celebration event and promotion:

- (a) funding of \$75,000 to the City’s Culture Office **BE APPROVED** for the development of a community celebration event and promotion for London to celebrate Canada 150; and
- (b) the financing as set out in the Sources of Financing Report, attached hereto as Appendix “A”, **BE APPROVED**.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- 150 Anniversary of Canada Celebration Funding Request (July 21, 2014)
- Canada 150 Funding Programs (May 25, 2015)
- Canada 150 Community Infrastructure Program Contribution Agreement (April 26, 2016)
- Canada 150 Community Infrastructure Program Intake Two (June 20, 2016)
- Ontario 150 Program Applications (August 23, 2016)
- Canada 150 Celebration (November 15, 2016)

BACKGROUND

A Celebrate Canada 150 update information report was provided to Corporate Services Committee from the Director of Community and Economic Innovation, on November 15, 2016. As a result of that update, Municipal Council, at its session held on November 22, 2016 resolved that:

- b) the Civic Administration BE REQUESTED to determine if there is a way we can have a community celebration on Flag Day, or on another potential date, at a sufficiently large location such as Budweiser Gardens, and to report back on this matter, including details of a potential source of funding of up to \$50,000 for such an event.*

The purpose of this report is to request \$75,000 in funding from the City of London, which is an augmentation from \$50,000 to \$75,000, for the development of “Sesquifest”, a large scale municipal Canada 150 London celebration to take place at the end of June 2017. This is the ideal time to host a large outdoor event and will build on the momentum leading into the July 1st Canada Day 150 Celebration. The additional \$25,000 is being requested to cover the cost of the Sesqui Mini Dome at the June event. Sesquifest has been identified as a leveraging condition of the City of London and London Heritage Council grant applications to the Ontario 150 Celebration Grants Program which is described in the “Proposed Budget” section of this report. It is proposed that \$10,000 of the \$75,000 be used for general promotion of Canada 150 London which includes the website to market all signature events and community initiatives celebrating Canada 150.

CANADA 150 LONDON COMMUNITY CELEBRATIONS

As you are aware, many exciting plans are already underway for celebrations in London including signature and community initiatives designed to harness a spirit of nationalism and celebration amongst all Londoners. Some of these key community involvement initiatives are highlighted below in this report.

New Year's Eve

New Year's Eve was the first Signature Event and the official launch of Canada 150 London. The Canada 150 London Coordinator, Lia Karidas (lkaridas@london.ca 519-661-2500 ext. 8468) and staff from the London Heritage Council and Culture Office brought the festivity of Canada 150 London to this event to welcome in the sesquicentennial New Year. There are plans to create a subsequent New Year's Eve celebration at the end of 2017 to celebrate the finale of Canada 150.

National Flag of Canada Day

On February 15, 1965 Canada's national flag was raised for the first time on Parliament Hill. Canada was just two years away from centennial celebrations in 1967 when the maple leaf flag was made official by Royal Proclamation. In 1996, February 15 was declared National Flag of Canada Day and has been observed every year since.

On Wednesday February 15, 2017, the National Flag of Canada is celebrating its 52nd anniversary. Canadians are invited to celebrate this important symbol of our Canadian identity by organizing their own events and by showing their pride on social media. London Celebrates Canada, its volunteers and the Canada 150 London Coordinator will be celebrating Flag Day and handing out Canadian Flags at the London Covent Garden Market.

In response to the Council direction noted above "to determine if there is a way we can have a community celebration on Flag Day, or on another potential date," the Canada 150 London Steering Committee will be distributing Canada flags at the February 17th London Knights home game at Budweiser Gardens. We will also be advertising the Canada 150 London website and branding at the game.

Earth Day

The 4th annual Trails Open London 2017 will bring Londoners together to celebrate our trails, parks, natural heritage and environment on Sunday April 23rd. This event, in partnership with Upper Thames Conservation Authorities' Earth Day and the City's London Clean and Green program, will be a Canada 150 Anniversary London Signature Event. Over 12 organizations will be at St Julien's Park programming activities based on our natural heritage, environment and healthy lifestyle. This year's event will run 11am-3pm.

Proposed Municipal Event

The Canada 150 Steering/Programming Committees have identified the importance of leading into the July 1st Canada Day celebrations with high-impact, community-minded programming that will resonate with Londoners for years to come. The Canada 150 Steering Committee (London Celebrates Canada, London Heritage Council and City's Culture Office) in partnership with Tourism London and the London Multicultural Community Association, have come together to propose the creation of Sesquifest: a 5 day municipal festival at the combined venue space of Covent Garden Market Square, the exterior of Budweiser Gardens, and the Talbot Street/King Street intersection.

Sesquifest will be a premiere community-wide celebration showcasing entertainment, culture, and innovation at the end of June 2017. This will be the end of an exciting 2 week stretch kicking off with a community parade, the 50th Anniversary of the Canada Games flag relay and will wrap up just after Canada Day. Sesquifest will feature SESQUI: a travelling dome cinema showing a 360-degree film celebrating Canada's natural beauty (free to the public). Live entertainment, including ethno-cultural presentations (in partnership with Tourism London and London Multicultural Association) will be presented in outdoor pavilions. Vendors, food trucks, farmer's market, and outdoor exhibitions will highlight the culinary talents and innovations of our community and region. Themed daily programming, such as "Best of Ontario Day", "Multi-cultural Day" and "Environment and Innovation Day" will give Londoners reasons to come back daily for more experiences, positioning the festival perfectly for the biggest Canada Day that London has ever seen.

The 150th Canada Day- July 1st

London truly comes to life on Canada Day every single year. With 10 local Canada Day celebrations, and counting, Londoners have a bounty of options to select from when it comes to celebrating the day. The Coordinator has been in communication with all of the celebrations, and has made it a priority item to maximize the potential of each of these events for the 150th Canada Day.

The celebration at Harris Park, organized by the Canada 150 London Lead Partner "London Celebrates Canada", marks the 150th birthday of Canada Day. There will be Canada 150 London time capsules planned for both Harris Park, as part of Canada Day festivities, and Queens Park with Life*spin organization.

GENERAL PROMOTION OF COMMUNITY INITIATIVES

It is proposed that \$10,000 of the total requested City funding of \$75,000 be used to promote/encourage Londoners to participate in events. A focus of the promotion will be to drive people to the Canada 150 London web hub www.canada150london.ca to market all signature and community initiatives. These community events will benefit from this London wide promotion on both this Canada 150 London web hub as well as cross promotion on the Tourism London website www.tourismlondon.ca. The Canada 150 London web hub will also be used to coordinate volunteers for these community events. The promotional funds will be used for various advertising which could range from ads on buses to social media.

Many community programmers have designed their own initiatives and events throughout the sesquicentennial year, and with the blessing of Canada 150 London, will have access to: versions of the logo for use on promotional material, as well as alternate channels for marketing via the Canada 150 London social media accounts and web hub. In some instances, Community Initiatives include 150-themed programming and content augmenting regular or recurring festivals and events (e.g. many summer festivals are employing this strategy).

For Canada Day 2017, a Day Guide for all Canada Day community celebrations will be created by the Canada 150 Coordinator. There will also be opportunities to harness social and digital media for the purpose of connecting Londoners across sites. Banners will be created to celebrate Canada 150 London for Wellington Street and in the Downtown.

PROPOSED BUDGET

It is recommended that the City's contribution be \$75,000 toward the following expenses related to this Sesquifest 150 festival. In summary some of the key aspects of the budget are as follows:

Festival Infrastructure/Set-Up	\$60,000.00
Production Expenses	\$25,000.00
Entertainment	\$22,500.00
Marketing and Signage	\$20,000.00
Staff and Personnel:	\$ 7,500.00
SESQUI Dome	\$ 25,000.00

*Promotion of Community Initiatives \$ 10,000.00

*See details above

Total **\$170,000.00**

This proposed budget was formulated based on accurate costs of hosting an outdoor event for the Country Music Awards outside of Budweiser Gardens, noting that it is less expensive to host an event outside, than inside this facility.

PROPOSED SOURCE OF FINANCING

The Canada 150 London Steering Committee has been working hard to identify additional potential sources of funding for Canada 150 London initiatives to provide community programming for community events open to all Londoners. City funding of \$75,000 is being requested to develop this proposed municipal event in June. The remaining \$95,000 will be covered by Celebration Grants from Ontario as detailed below:

- Community and Economic Innovation Division of the City of London received notice from Ontario 150 that our application for \$70,000 for Sesquifest Ontario has been successful. This funding is contingent on receiving City of London confirmed funding of \$25,000 for the SESQUI Dome. The Sesquifest Ontario grant will be put toward this multi-day event and be used for unique programming according to the many pillars of Ontario's spirit (Best of Ontario Day, Multi-cultural Day, Environment and Innovation Day); and,
- The London Heritage Council received notice from Ontario 150 that their application for Best of Ontario in London for \$25,000 has been successful. Best of Ontario Day in London, Ontario will be an all-encompassing, community-minded, and high-impact experience for Londoners. The London Heritage Council has made it a goal to animate the area around the SESQUI Dome in the style of a summer festival and Best of Ontario Day will be one day of a multi-day festival. It will feature live entertainment, vendors, multicultural experiences, children's activities, and more, showcasing Ontario's rich culture and talent.

For Canada Day July 1, 2017 the London Heritage Council received notice from Ontario 150 that their application for Expo Ontario, has also been successful. It will focus on Indigenous & ethno-cultural programming from all parts of Ontario, as well as programming catered to those with disabilities, and programmers who are a part of the LGBTQ community. It will feature live entertainment, vendors, and demonstrations from communities across Ontario.

The recommended source of financing is identified in Appendix "A".

CONCLUSION

This request for funding of \$75,000 is needed now, if this is the direction from Municipal Council, to ensure the planning for the development of a large scale municipal celebration outside of Budweiser Gardens for the end of June 2017 leading up to Canada 150 Day on July 1, 2017.

Canada's 150th anniversary is an important historic milestone, and it is important that all Londoners be able to have the opportunity to partake in this national celebration recognizing the significance of this milestone.

PREPARED BY:	RECOMMENDED BY:
LIA KARIDAS CANADA 150 LONDON COORDINATOR	ROBIN ARMISTEAD MANAGER OF CULTURE

SUBMITTED BY:
KATE GRAHAM DIRECTOR, COMMUNITY & ECONOMIC INNOVATION

- CC: Randy Warden, London Celebrates Canada
 Andrea McNaughton, London Heritage Council
 John Winston and Chris Campbell, Tourism London
 Jack Malkin, London Multicultural Community Association
 Rob Andrusevich, Communications Division
 Canada 150 London Programming Committee

APPENDIX 'A'

#17021

February 3, 2017

Chair and Members
Corporate Services Committee

**RE: Canada 150 London
New Capital Project GG1660 - Canada 150 London Celebration and Promotion
Proposed Community Celebration Event and Promotion**

FINANCE & CORPORATE SERVICES REPORT ON THE SOURCE OF FINANCING:

Finance & Corporate Services confirms that the cost of this project is not included in the Capital Budget, and that if Council approves a grant to the London Culture Office, the detailed source of financing for this project would be:

<u>ESTIMATED EXPENDITURES</u>	<u>Approved Budget</u>	<u>This Submission</u>	<u>Revised Budget</u>
Festival Infrastructure/Set-Up	\$0	\$60,000	\$60,000
Production Expenses	0	25,000	25,000
Entertainment	0	22,500	22,500
Marketing and Signage	0	20,000	20,000
Staff and Personnel	0	7,500	7,500
SESQUI Dome	0	25,000	25,000
Promotion of Community Initiatives	0	10,000	10,000
NET ESTIMATED EXPENDITURES	<u>\$0</u>	<u>\$170,000</u>	<u>\$170,000</u>

SOURCE OF FINANCING:

Celebration Grants - Sesquifest Ontario	1)	\$0	\$70,000	\$70,000
London Heritage Council	2)	0	25,000	25,000
Capital Levy	3)	0	75,000	75,000
TOTAL FINANCING		<u>\$0</u>	<u>\$170,000</u>	<u>\$170,000</u>

- 1) Community and Economic Innovation Division of the City of London received notice from Ontario 150 that our application for \$70,000 for Sesquifest Ontario has been successful. This funding is contingent on receiving City of London confirmed funding of \$25,000 for the SESQUI Dome.
- 2) The London Heritage Council received notice from Ontario 150 that their application for Best of Ontario in London for \$25,000 has been successful.
- 3) A transfer from the Operating Budget Contingency Reserve to Capital Levy may be required in 2017 to fund the unanticipated one-time expenditure.

EH

Larry Palarchio
Director of Financial Planning & Policy