



300 Dufferin Avenue
P.O. Box 5035
London, ON
N6A 4L9

London
CANADA

May 5, 2017

Chair and Members
Corporate Services Committee

Re: **Canada 150 Celebrations**

Canada Day 2017 is a momentous day in the history of Canada. A total of 10 celebrations have been planned city wide to celebrate the 150th Anniversary of Confederation.

The planned "London's Passport to Canada" reflects the glory of the Centennial Year, and celebrates where Londoners are 50 years later, and where we aspire to be in the future.

London has submitted over 13 different applications to the Department of Canadian Heritage to the Celebrate Canada Fund. However, this year there was a new direction from the Federal Government requiring those who wished to host a Canada Day Celebration in London to submit their funding request under one grant application. This was mandatory in order to be considered for 2017 funding. Organizers of the 10 proposed celebrations met collectively on numerous occasions and Canada 150 London submitted a consolidated grant application on behalf of the organizers on November 21, 2016. The application sought a total of \$243,270 to fund programming for the 10 Canada Day celebrations.

On March 24, 2017, Canada 150 London learned that only \$60,000 of the funding request was approved and that funding was only to be spent on entertainment costs for 5 of the 10 celebrations identified in the grant application.

As a result, the celebrations that are to be hosted by the Chippewa of the Thames, London Children's Museum, Fanshawe Pioneer Village, London Heritage Council and Hyde Park Community Association will not receive any federal funding.

The other five celebrations are only permitted to spend the \$60,000 on entertainment, which still leaves a funding shortfall for infrastructure, insurance, security, hospitality, production and administration costs.

Attached is a breakdown of the fund allocation.

In addition to these celebrations, the City of London has committed to funding SesquiFest up to \$75,000. Through the London Community and Neighbourhood Grants the Optimist Club of East London will receive \$3,000 and Parks Special Events is providing London Celebrates Canada at the Forks of the Thames Canada Day Celebration with \$19,000.

The total cost for the 10 planned celebrations outlined above is \$481,925. The funding being provided from other sources, as well as the federal funding commitment of \$60,000, would leave a funding shortfall of \$183,270. Given the significance of this milestone in Canadian history and the importance of celebrating our history, we are requesting that the Municipal Council consider a one-time allocation of funding from the

Community Investment Reserve Fund in order to cover the funding shortfall and allow the planned celebrations to move forward.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'MAB', with a long horizontal flourish extending to the right.

Matt Brown
Mayor

A handwritten signature in black ink, appearing to read 'J. Morgan', with a long horizontal flourish extending to the right.

Josh Morgan
Councillor, Ward 7

Attachment: Canada 150 Celebrations Breakdown of Fund Allocation					
			Celebrate Canada Fund	Requested/ Shortfall	
Canada Day Celebrations 2017					
Fanshawe Pioneer Village - Dominion Day					
	To provide free admission for Dominion Day		0	3150.00	\$ 3,150.00
London Regional Children's Museum					
	To provide free admission on Canada Day				
	Programming and Activities at Harris Park on Canada Day		0	\$1,700	\$1,700
Chippewa of The Thames First Nation					
	To provide educational programming on Treaty #6 at				
	The Forks of the Thames on Canada Day		0	\$10,000	\$10,000
Hyde Park Business Improvement Area					
	To provide programming leading up to Canada Day		0	\$25,000	\$25,000
London Heritage Council					
	Underwriter of the collaborative grant and providing				
	programming at numerous Canada celebrations		0	\$20,700	\$20,700
Canada 150 London					
	Joint marketing for all Canada Days in London.				
	Enhanced programming for London's city-wide				
	Passport to Canada.		0	\$48,045	\$48,045
Eldon House					
	To provide full day programming for Confederation Party		\$2,000	\$9,350	\$11,350
East London					
	To provide full day of programming including fireworks on				
	Canada Day		\$12,000	\$3,000	\$15,000
Museum London					
	To provide a full day of artist programming for Canada Day		\$1,000	\$4,000	\$5,000
London Celebrates Canada - Harris Park					
	To provide programming from 12-4pm on Canada Day and				
	produce the fireworks show at the Forks of the Thames		\$35,000	\$45,325	\$80,325
Tourism London - Ivey Park Festival (now moved to Downtown)					
	To provide programming and entertainment from 4pm				
	until Fireworks on Canada Day		\$10,000	\$13,000	\$23,000
			\$60,000	\$183,270	\$243,270