

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MAY 23, 2017</b>
<b>FROM:</b>	<b>KATE GRAHAM DIRECTOR OF COMMUNITY AND ECONOMIC INNOVATION</b>
<b>CANADA 150 LONDON - SESQUIFEST 2017 UPDATE</b>	

<b>RECOMMENDATION</b>
-----------------------

That, on the recommendation of the Director, Community and Economic Innovation, the following Canada 150 London SesquiFest 2017 Update **BE RECEIVED** for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
--

- 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)
- Canada 150 London Proposed Community Celebration Event & Promotion (Feb 7, 2017)

<b>BACKGROUND</b>
-------------------

Canada's sesquicentennial year marks an important milestone in our city, our province, and our country's history. The London community, partner organizations, City Council and Administration have been actively engaged in plans to ensure Londoners have many opportunities during 2017 to celebrate this historic year. A full list of activities and events is available online at [canada150london.ca](http://canada150london.ca).

A focal point of Canada 150 celebrations will take place on Canada Day – July 1, 2017. A five day free festival called SesquiFest is taking place from Thursday June 29 to Monday July 3, 2017. SesquiFest is a collaborative effort between the Office of Canada 150 London in partnership with the City of London (Culture Office), the London Heritage Council (LHC), Tourism London, Budweiser Gardens, and the London Multicultural Community Association (LMCA). In February 2017, Council approved up to \$75,000 towards SesquiFest with a request to report back:

- a) *funding of up to \$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 with a report back on any offsetting revenue raised through private sponsorship that reduces the City's contribution.*

This report responds to this Council direction. It provides an update on Sesquifest, including an overview of the financial details and efforts to secure grants and sponsorship to date.

**WHAT IS SESQUIFEST?**

"Sesqui" is short for "sesquicentennial," a word meaning 150 years. The aptly named "SesquiFest" is the Canada 150 London celebration designed to harness a spirit of Canadian pride and celebration among Londoners and visitors. SesquiFest will take place from June 29 to July 3 to mark Canada's 150th Anniversary of Confederation on July 1st, and continue throughout that exciting weekend.

SesquiFest will be a one-time community-wide celebration showcasing entertainment, culture, achievements, and fun experiences for all Londoners and visitors. The centre of the event is "SESQUI": a travelling dome cinema showing a 360-degree film celebrating Canada's natural

beauty (free to the public). Live entertainment, including headliner musical acts, themed programming, “Explore Tent” showcasing the best of London, “Pop-Up City” (presented by the City of London), ethno-cultural displays, and “Kid Zone”, will animate the five (5) days. Artisan vendors, food trucks, the Covent Garden Farmer’s Market, and outdoor exhibitions will highlight the culinary talents and innovations of our community and region.

Themed daily programming, such as: *Talbot Street Takeover*- a youth music festival (June 29), *Best of Ontario Day* (June 30), *Canada Day* (July 1) *Centennial ’67 Day* (July 2) and *Best of London Day* (July 3), will give Londoners and visitors a reason to come back daily for more experiences, positioning the festival perfectly for the biggest celebration of a national milestone that London has ever seen.

## **SITE PLAN – WHERE IS IT HAPPENING?**

SesquiFest will create a multi-block party experience, accented by various points of animation on the Budweiser Gardens parking lot, Jubilee Square, Talbot Street between King and Carling, Dundas Street between Ridout and Richmond, and also within the concourse of Budweiser Gardens. A SesquiFest site map is attached as Appendix “A”.

## **SESQUI DOME**

From June 29 to July 3, 2017, London will be the host community of SESQUI, a travelling dome cinema showing a 360-degree film called *HORIZON 360°*, which is the pinnacle of SESQUI Inc. programming, and will serve as centre point and daytime draw to SesquiFest.

*HORIZON* is a 360° cinematic journey across Canada, and a visual symphony that celebrates the people, landscapes and freedoms that make Canada home. Created and captured with advanced 360° technology and presented in a 80-person capacity dome, as well as virtual reality platforms, *HORIZON* is a sensory and emotional experience for audiences of all ages!

London is the 2nd stop on the SESQUI tour of this film experience. Free viewings of the 30-minute film will be open to the public each half-hour for 10 hours a day at SesquiFest.

## **SCHEDULE OF EVENTS**

Themed daily programming is planned for SesquiFest, which are also highlighted on the Canada 150 London Website [www.canada150london.ca](http://www.canada150london.ca).

### **Talbot Street Takeover Youth Music Festival - June 29 (3:00 -11:00 p.m.)**

The London Music Office, in partnership with a committee of London youth will be launching the preview day of SesquiFest with the inaugural *Talbot Street Takeover*, a youth-targeted music festival that will feature emerging youth acts, recognizable headliners and an opportunity for youth to work alongside mentors to manage and run a music festival. This event will mark the unofficial kick-off of SesquiFest.

### **Best of Ontario Day - June 30 (12:00-11:00 p.m.)**

The London Heritage Council received \$25,000 from Ontario 150 to produce a “Best of Ontario Day” at SesquiFest. This day will fall on June 30th and mark the official opening of the festival. A kick-off ceremony followed by First Nations programming, local acts, and Ontario-themed entertainment will celebrate Ontario as one of Canada's founding provinces. The evening lineup will feature a “musical tour of Ontario” with an Ontario Music Cities lineup and an Ontario-based headliner. The London Heritage Council is hosting a Craft Beer Tent, featuring local and Ontario microbreweries as vendors.

### **Canada Day - July 1 (4:00 p.m. to Fireworks)**

The London Heritage Council received \$25,000 from Ontario 150 to showcase ethno-cultural, innovation-inspired, and Ontario-themed programming on Dominion Day (July 1st, 2017). This programming will come to fruition at SesquiFest with two stages featuring London’s local ethno-cultural groups, a massive headliner (to be announced), and interactive nighttime activities and stunts. SesquiFest will be one of eleven Canada Day celebrations taking London by storm on July 1st, and as a site that is conveniently located close to the Harris

Park fireworks display, will be offering evening programs and concerts to encourage Londoners to stay downtown after the daytime programming experienced at nearby Canada Day celebrations hosted by London Celebrates Canada.

#### **Centennial '67 Day - July 2 (Noon to 10:00 p.m.)**

Throwing back to Canada's 100th birthday in 1967, this day will offer a time inspired entirely by that amazing year. This fun and colourful experience will feature francophone programming (for both adults and children), numerous Montreal-based artists and performers, harking back to Expo '67, a Caribbean Block Party (inspired by Toronto's Caribana Festival, which was itself a 1967 legacy project), and retro or 1960s-inspired performers and exhibitions. The visual of the SESQUI dome on this day will also contribute to the nostalgia of many Londoners who attended Expo in Montreal in 1967, reminiscent of the iconic Montreal Biosphère from that year. The day will culminate with our final national headliner of SesquiFest.

#### **Best of London Day - July 3 (Noon to 7:00 p.m.)**

On this day, we say goodbye to SesquiFest with a day devoted to local arts, music and stories. This will be your final chance to check out SESQUI, and any of the daily programming activities.

#### **Daily Activities**

The following activities will be occurring daily (Noon to 11 p.m. unless otherwise stated on the website):

- SESQUI Dome- Budweiser Gardens parking lot (West)
- Summer "Ice" Skating: Synthetic Ice Rink- Budweiser Gardens parking lot (North-West)
- Food Truck Alley- Talbot and Dundas Streets
- Artisan Alley- Dundas Street
- Explore Tent- Talbot between King and Dundas
- Pop-Up City- Budweiser Gardens Parking Lot (East)
- Budweiser Beer Garden/Licensed area (Concourse at Budweiser Gardens and exterior on Dundas Street)
- LMCA ethnocultural exhibits and food vendors (Concourse at Budweiser Gardens and exterior on Dundas Street)
- Kid Zone
- London Ice Cream Co. FREE ice cream
- Ontario Craft Beer Garden (LHC) on Talbot at Carling

#### **SESQUIFEST BUDGET**

The total cost to deliver SesquiFest in London was estimated at \$170,000, as reported to Council in February 2017, but the true cost to date has been revised to be approximately \$215,000 due to higher than expected actual production and infrastructure expenses. Since this time, additional planning has taken place and new partners and activities have been planned.

To date, \$195,000 in government funding has been confirmed. This includes \$120,000 from the Government of Ontario through grants to the City of London and London Heritage Council:

- City of London - Ontario 150 Celebration Fund of \$70,000 for SesquiFest
- London Heritage Council- Ontario 150 Celebration Fund of \$25,000 for Best of Ontario Day
- London Heritage Council- Ontario 150 Celebration Fund of \$25,000 for SesquiFest programming on Canada Day

The City of London has provided up to \$75,000 towards SesquiFest. This funding will be put toward the costs of overall infrastructure, production costs, and headliner entertainment for SesquiFest. The City funding will support the first, fourth and fifth days of the event, as other grants are specifically directed to Best of Ontario Day and Canada Day.

The remaining \$20,000 will come from vendor revenue and the Craft Beer Garden through London Heritage Council.

The Federal Government has supported other elements of Canada 150 celebrations, including funds for Canada Day celebrations in other parts of the City and capital dollars towards several major projects including the Harris Park Pavilion renovation and the Cenotaph restoration.

**Sponsorship and Fundraising**

For the past two years, Canada 150 London and the City of London have worked to identify potential sources of funding and sponsorship for Canada 150 initiatives. SesquiFest is one of several efforts which aims to provide free community programming open to all Londoners and visitors. Sponsorship and fundraising efforts began in 2015 when initial plans for a signature Canada 150 event began. Work remains underway to secure sponsorship, with pending requests focused on smaller activation points within SesquiFest such as a Head Phone Party on Canada Day, an outdoor synthetic ice rink, and the Caribbean Block Party, Kid Zone and Children’s Activities, among others. Given the number of Canada 150 activities taken place in the community, including many being led by small community organization, the efforts to secure sponsorship dollars have been challenging.

<b>CONCLUSION</b>
-------------------

Canada’s 150th anniversary is an important historic milestone, and SesquiFest will create a legacy of civic pride, cross-sector collaboration, and volunteerism. Like Canada’s Centennial before it, Canada 150 will be marked as a lasting memory in our shared consciousness. It is our mission to ensure that SesquiFest will be five days to remember for the next fifty years.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>LIA KARIDAS CANADA 150 LONDON COORDINATOR</b>	<b>ROBIN ARMISTEAD MANAGER OF CULTURE</b>
<b>SUBMITTED BY:</b>	
<b>KATE GRAHAM DIRECTOR, COMMUNITY &amp; ECONOMIC INNOVATION</b>	

Appendix “A” – SesquiFest Site Map

- CC: Andrea McNaughton, London Heritage Council  
 John Winston and Chris Campbell, Tourism London  
 Jack Malkin, London Multicultural Community Association  
 Erin Douglas, Budweiser Gardens  
 Scott Stafford and Krista Kearns, Parks and Community Sports (Special Events)  
 Rob Andrusevich, Communications  
 Cory Crossman, Community and Economic Innovation

# SOMETHING BIG IS COMING

#SESQUIFEST  
[www.canada150london.ca/SESQUIFEST](http://www.canada150london.ca/SESQUIFEST)



## DRAFT SITE PLAN:



**Event Set-up:** June 27/28, 2017

**Live Programming:** June 29-July 3, 2017, noon-11PM

**Explore Tent and Pop-Up City:** 1-7PM

**Event Tear-Down:** July 4, 2017