

March 28, 2017

To: His Worship the Mayor
And Members of City Council

Re: 2017 Canada 150 July 1St Celebration

RECOMMENDATION

**RECOMMENDATION OF THE EXECUTIVE COMMITTEE
- MARCH 15, 2017**

1. That City Council approve an expenditure of \$100,000 from the General Fund Reserve in support of Regina's Canada 150: Canada Day July 1 Celebrations. Funding will support free and extended transit and paratransit service, as well as general operations for the celebrations which will include policing, security, translation services, fireworks and family entertainment.
2. That City Council delegate authority to the City Manager or his designate to approve and enter into a Contribution Agreement for federal funding in the amount of \$400,000 for the Canada 150 Canada Day July 1 Celebrations.
3. That the City Clerk be authorized to execute the agreement(s) on behalf of the City after review and approval by the City Solicitor.
4. That City Council delegate authority to the City Manager or designate to approve and enter into a Contribution Agreement with the Regina Canada Day Committee for the City to provide funding to the committee of up to \$50,000 of the funding in recommendation #1 towards the July 1st celebrations.

EXECUTIVE COMMITTEE - MARCH 15, 2017

The Committee adopted a resolution to concur in the recommendation contained in the report after adding an additional recommendation as follows:

- That City Council delegate authority to the City Manager or designate to approve and enter into a Contribution Agreement with the Regina Canada Day Committee for the City to provide funding to the committee of up to \$50,000 of the funding in recommendation #1 towards the July 1st celebrations.

Mayor Michael Fougere, Councillors: Andrew Stevens (Chairperson), Lori Bresciani, John Findura, Jason Mancinelli, Joel Murray and Barbara Young were present during consideration of this report by the Executive Committee.

The Executive Committee, at the **PRIVATE** session of its meeting held on March 15, 2017, considered the following report from the Administration:

RECOMMENDATION

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2. That City Council delegate authority to the City Manager or his designate to approve and enter into a Contribution Agreement for federal funding in the amount of \$400,000 for the Canada 150 Canada Day July 1st Celebrations.
3. That the City Clerk be authorized to execute the agreement(s) on behalf of the City after review and approval by the City Solicitor.

CONCLUSION

A formal funding agreement for Canada 150 July 1 celebrations in Canadian cities is expected from the Federal Government in March, with a public announcement targeted for April. Prior to the formal announcement, Regina has been made aware that the commitment is \$400,000. In addition to this, \$15,000 has been secured from the Provincial Capital Commission. \$40,000 has also been requested through the City's Special Event Major Grant as part of an annual funding commitment from the City to local Regina Canada Day organizing committee (RCDC).

A further allocation of \$100,000 from the City of Regina is required to enhance the programming and logistics of the local RCDC effort.

Approximately \$60,000 will provide extended free holiday transit and paratransit service on July 1. This will include expanded service hours from 8 a.m. to midnight and special shuttle service between the major venues. In addition, special charter service will be offered to move residents from the end of the Saskatchewan Roughrider football game at new Mosaic Stadium to Wascana Park in time for the evening fireworks. In addition, a special charter service will move participants from the Saskatchewan Roughrider home game that evening to Wascana Park in time for the fireworks.

Increased resources for public transportation will reduce barriers to participation and increase event accessibility.

Other costs include: security and honorariums to various community groups and service clubs who will play a key role in the delivery of the celebrations.

BACKGROUND

For comparison, on December 31, 2016, the local committee delivered a successful 2017 New Year Kick-off Celebration at the Conexus Arts Centre, Wascana Park and Saskatchewan Science Centre. The celebration provided a glimpse into the family focused programming to be delivered on July 1 and included a wide variety of entertainment and activities for all ages. The celebration was capped with fireworks. The total budget was \$150,000.

The Federal Government has identified four themes for CANADA 150. Planning and programming for Regina's July 1 celebrations are centered around these:

Our youth: We want to mobilize youth and give them the means to become fully invested in society so that they flourish and participate in life in their community.

Our diversity: We want to celebrate the strength that comes from our diversity. We want to celebrate Canada and continue to make it a welcoming country where everyone can flourish. We are united by a social contract based on respect, inclusion, compassion, equality and justice.

Our relations with Indigenous peoples: We want to sustain the reconciliation with the Aboriginal peoples. We must take a hard look at our past when we consider the future of our relationship with Indigenous peoples.

Our environment: We want all Canadians to become guardians of our environment, as it is a source of national wealth and pride. We want to reaffirm our desire to protect our natural environment and to strengthen our environmental awareness.

DISCUSSION

Canada 150 will be one of the biggest celebration in Canadian history. As a capital city, and one of 19 Canadian major cities across Canada selected for federal funding, Regina will play a key role in national and regional celebrations.

City administration, in partnership and collaboration with a local Canada 150 Committee, have been coordinating and overseeing the planning of a multi-venue celebration of Canada's 150 July 1 event. The local Canada 150 Committee is comprised of representatives from:

- Wascana Centre Authority
- Economic Development Regina / Tourism Regina

- Conexus Arts Centre
- Provincial Capital Commission / Parks, Culture and Sport
- Regina Downtown Business Improvement District (RDBID)
- Assemblée Communautaire Fransaskoise (ACF)

The programming will be staged at the following venues, beginning in the morning and culminating with evening fireworks:

- Wascana Park
- Regina Downtown Plaza
- Saskatchewan Government House.

Utilizing a strong core of the local Canada Day organizing committee which have traditional programming in Wascana Park including the opening ceremonies, living flag, children's activities, vendors, sporting activities, a number of new initiatives will take place in the 2017 celebration. A national cross-country oath and drumming initiative will be announced later this spring.

An entertainment main stage in Wascana Park will host headline and local entertainment throughout the day. A children's stage and ground entertainment and activities will take place in Wascana Park providing festive family fun. Local food vendors and crafters will also be on location.

New for Canada 150 is the inclusion of the downtown plaza. The traditional Regina Farmer's Market will take place on July 1 and will include a free pancake breakfast in the morning, as well as additional programming that is being led by the Regina Downtown Business Improvement District.

Another part of the celebration will be the opening of our new multi-purpose stadium. June 30 will feature a building dedication, live entertainment, Confederation Park unveiling, dignitary recognition and time-capsule legacy. The Regina Canada 150 committee is working closely with the Saskatchewan Roughrider Football Club to deliver Canada 150 programming as part of the opening of the stadium, as well as coordinating the scheduling of the fireworks to allow attendees of the July 1 football game to enjoy the celebration in Wascana Park following the game.

The Regina Canada Day Committee has submitted an application for \$40,000 to the Special Events Major fund within the Community Investment Grant Program (CIGP). The mission of the CIGP is to fund community non-profit organizations to deliver programs, projects and services that align with the City's priorities, to have a clear community impact and to respond to community needs. Through Special Events Major Grant, the CIGP supports events that celebrate citizenship and identity on Canada Day. The Committee historically receives funding through

this program, and in recent years the amount has increased to support capacity building in anticipation of a much larger event in 2017.

In its review of the application and recommendation to fund the \$40,000 request, the Special Events Major adjudicators understood that the Regina Canada Day Committee's application is a key component of local Canada 150 Committee plans. The expanded partnership and varied cash and in-kind support, and additional venues and activities, will enhance the impact of the CIGP funding and ensure a memorable celebration for Regina residents.

This event is made possible through the support of funding and volunteer involvement. Additional funding of \$100,000 will enable the committee to provide added event activities, help make Canada 150 celebrations more memorable and encourage tourism in 2017 and beyond. Working with the committee and community partners, the committee will focus on making Canada Day 2017 the best yet, while meeting the requirements of federal representatives, community partners and event participants.

RECOMMENDATION IMPLICATIONS

Financial Implications

Canada Day 150 Celebration Draft Revenues

PCH Canada 150 Fund	\$400,000
*City of Regina	\$100,000
Sponsorship	\$25,000
City of Regina Special Event Grant	\$40,000
Provincial Funding (PCC)	\$15,000
Total Revenue	\$580,000

Canada Day 150 Celebration Draft Expenditures

Event Planners	\$40,000
Entertainment	\$80,000
Fireworks	\$40,000
Security	\$50,000
Translation Services	\$5,000
Wascana Park	\$90,000
Confederation Park	\$10,000
Downtown Plaza	\$25,000
Staging/Audio/Lighting	\$30,000
Transit/Paratransit	\$60,000
Print/Design/Signage	\$15,000

Photography	\$7,500
Rentals	\$30,000
Marketing	\$30,000
Staffing & Volunteers	\$60,000
Gifts	\$5,000
Total Expenditures	\$577,500

The proposed City of Regina contribution to support the Canada 150 Celebration is an allocation up to \$100,000.

This expenditure was not anticipated in the 2017 General Operating Budget. The amount of financial support the City would propose to provide to the event was not determined in time to be included in the intake of business cases to be considered in the City's 2017 budget process. Consequently, Administration recommends the cash grant be funded by a withdrawal from the General Fund Reserve.

The February 27, 2017 balance in this reserve is forecasted to be \$22,843,842. The 2017 target minimum balance for this reserve is \$21,864,905. The 2017 maximum target balance for this reserve is \$43,729,810. Although the reserve is currently above its minimum target balance, due to commitments in the next five years the reserve is expected to be below its minimum by 2018 and close to zero by 2020. There is a risk that utilizing funds from this reserve could result in future committed projects not being funded.

Environmental Implications

None related to this report.

Policy and/or Strategic Implications

Regina's Cultural Plan, approved by City Council in 2016, has a goal to *Embrace Cultural Diversity* by Strengthening the Indigenous Community's Cultural Presence in Regina, Ensuring Resources are Supportive of Regina's Immigrant History, Addressing the Cultural Needs of Newcomers, and Promotion of Intercultural Relations. This goal and the objectives align with the themes of nation-wide Canada 150 celebrations, Diversity, and Relations with Indigenous peoples.

Other Implications

None related to this report.

Accessibility Implications

All venues will be accessible and free of charge to everyone regardless of socio-economic background or physical abilities. Being held in Wascana Park, the event layout takes into consideration those in need of special parking and wheelchair accessibility. Attendees are permitted to bring their own food, water and non-alcoholic drinks, but items will also be available for purchase from local vendors. There will be free drinking water on site and wheelchair accessible portable washrooms. Regina Transit and Paratransit services will be provided at no cost to the public as shuttle services will be made available from pick-up and drop-off locations as well from Canada 150 event venues throughout the city. Promotion of the event, signage, as well as select event staff will include both English and French communications and representation. All website and event information will be in both official languages.

COMMUNICATIONS

National promotion of Canada 150 has begun. The formal funding announcement of the local Canada 150 celebrations is expected in April. A public campaign will begin in May highlighting the local Canada Day activities.

Part of the City's role in leading the local committee for this special year is public communication to help make residents and visitors aware of the events. The federal government has created a recognition guide for all public communications of the Canada 150 activities. All official correspondence will be in our official languages, English and French. An official broadcaster partner for Canada 150 will be announced this spring. In addition to the marketing budget set aside to promote local activities, an additional earned media plan is being created.

The City will receive logo recognition where appropriate through all marketing and collateral materials produced.

DELEGATED AUTHORITY

The recommendations contained in this report require City Council approval.

Respectfully submitted,

EXECUTIVE COMMITTEE

A handwritten signature in black ink, appearing to read 'John Nicol', with a stylized flourish at the end.

John Nicol, Secretary