

Considered at April 20, 2021 Council Meeting

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City of Port Moody Report/Recommendation to Council

Date: March 23, 2021

Submitted by: Community Services Department – Cultural Services Division

Subject: Proposed 2021 Virtual Canada Day Celebration

Purpose

To present Council with an option to host a virtual Canada Day celebration for 2021.

Recommended Resolution(s)

THAT staff plan a virtual Canada Day celebration as outlined and recommended in the report dated March 23, 2021 from the Community Services Department – Cultural Services Division regarding Proposed 2021 Virtual Canada Day Celebration;

AND THAT funding of \$4,500 be approved and forwarded to the Finance Committee for identification of a funding source.

Background

As the pandemic is still preventing in-person gatherings and special events, staff are proposing a virtual event to celebrate Canada Day on July 1, 2021.

Discussion

With the pandemic still requiring the suspension of in-person special events, staff are proposing that the City host a virtual Canada Day event, as was done in 2020. The 2021 event would build on what was achieved and learned last year.

The activities being considered include (note that some elements may change):

- six pre-recorded concerts by local musicians (approximately 20-25 minutes each);
- a community engagement art activity led by our Staff Artist (the exact project is TBD);
- a pre-recorded Canada Day greeting by Mayor/Council;
- singing of O Canada;
- providing opportunities for City Divisions to submit content/activities (2020 saw participation from Recreation, Library, Police, and Fire/Rescue);
- providing opportunities for content from a variety of community partners (2020 saw participation from businesses and PoMoArts);
- an online art exhibit; and
- links to external content (Golden Spike Days, Federal Government, MP, MLA, etc).

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One of the areas where we plan to improve upon from last year is with respect to diversity. With a little more lead time this year, staff will be better able to reach out to equity-seeking groups and provide them with an opportunity to participate.

Funding for an in-person Canada Day celebration was removed from the 2021 operating budget as a cost-savings measure due to the pandemic. Should Council direct staff to proceed with organizing a virtual Canada Day event in 2021, staff are requesting a budget of \$4,500.

\$2,000	Communications and Promotions (print and social media)
\$1,500	Six virtual concerts by local musicians
<u>\$1,000</u>	Miscellaneous/Contingency (to allow for additional activities)
\$4,500	Total

For 2021, there will be an increased focus on promotions that will include one or two large print ads in the Tri-City News, along with boosts to social media posts. Last year, four performances were presented, which we plan to expand to six this year. The contingency will provide some flexibility as planning gets underway, enabling additional or enhanced activities. The community art project, led by the Staff Artist, would be funded from a budget already existing to support their projects.

In order to minimize costs, the majority of activities will go live on the City website on Canada Day, while a few will go live in advance so that the public can purchase supplies and be prepared for the Canada Day activities. With this approach, all preparation work will be done within existing staff hours in advance of July 1. No additional funding is required for staffing.

Each activity and performance will stand alone on the City website so that residents can take in the activities they wish at the time that it suits them best. The webpage and content will remain available to the public for the month of July.

Other Option(s)

Council may choose to not present a virtual Canada Day celebration.

Council may also choose to provide further direction to staff on additional components that Council would like to have included in a virtual Canada Day celebration.

Financial Implications

Staff are requesting a budget of \$4,500 to support the organization of a virtual Canada Day celebration. If approved, the requested funds will be referred to Finance Committee to determine a funding source.

Communications and Civic Engagement Initiatives

Should this event be approved, a significant amount of Communications support would be required for event planning, production, webpage development, and promotion.

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Council Strategic Plan Objectives

A virtual Canada Day event supports Council's strategic goal of creating an attractive and vibrant community through events, arts, and culture by providing an opportunity for the community to celebrate Canada Day with the City.

Report Author

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Report Approval Details

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Attachments:	
Final Approval Date:	Apr 13, 2021

Ron Higo, Acting General Manager of Community Services - Mar 31, 2021 - 4:01 PM

Theresa Cochran, General Manager of Community Services - Apr 6, 2021 - 4:34 AM

Dorothy Shermer, Corporate Officer - Apr 6, 2021 - 10:40 AM

Rosemary Lodge, Manager of Communications and Engagement - Apr 6, 2021 - 3:02 PM

Paul Rockwood, General Manager of Finance and Technology - Apr 13, 2021 - 8:32 AM

Tim Savoie, City Manager - Apr 13, 2021 - 9:18 AM