

Memorandum

Date: April 29, 2021

Submitted by: Community Services Department – Cultural Services Division

Subject: City Participation at Golden Spike Days Canada Day Drive-Through Event

At the April 20, 2021 regular Council meeting, staff proposed that the City present a virtual Canada Day celebration for 2021. At the meeting, staff also advised Council that the Golden Spike Days Society was developing a drive-through version of their annual festival for July 1 and that there was an opportunity for the City to participate. Council directed staff to provide some options for City participation.

The event will run from 11:00am to 7:00pm, with a maximum of 120 vehicles per hour. A rough estimate of three passengers per vehicle on average gives an approximate maximum number of 2,880 attendees. Given the nature of the drive-through event, options for participation are limited to activities that take a few seconds to perform. With this in mind, staff have outlined three simple options for Council consideration.

Option 1: Councillors and senior staff members are invited to stand in front of a decorated City tent and backdrop and wave/say hello as vehicles drive by. This option has the lowest cost and only requires some staff time to set-up and take-down the City tent/backdrop, which will be built into the general event support.

Option 2: In addition to the option 1 activity, approximately 2,500 cookies with dry wax bags would be purchased and handed out to the attendees as they pass by. The cost of purchasing the cookies and bags is budgeted at \$1,000.

Option 3: In addition to the option 1 and 2 activities, City branded items (popularly known as SWAG or Stuff We All Get), such as chalk, soap bubbles, etc., would be purchased and included with the cookies to be handed out to attendees as they pass by. Specific items have not been finalized and will be selected based on the popularity of past items and availability for July 1. For this option, staff have budgeted an additional \$7,000. With this option, staff would also explore the possibility of creating small gift bags with these items to facilitate distribution.

Staff are recommending option 3 as cookies and City branded items have been very popular give-aways at past events. Aside from the cookies, any leftover items would be used at future events. The recommended resolution is:

THAT staff arrange for City participation at the option 3 level as recommended in the memo dated April 29, 2021 from the Community Services Department – Cultural Services Division regarding City Participation at Golden Spike Days Canada Day Drive-Through Event;

AND THAT the \$8,000 budget be forwarded to the Finance Committee to identify a funding source.

Report Approval Details

Document Title:	City Participation at Golden Spike Days Canada Day Drive-Through Event.docx
Attachments:	
Final Approval Date:	May 4, 2021

This report and all of its attachments were approved and signed as outlined below:

Theresa Cochran, General Manager of Community Services - Apr 30, 2021 - 11:23 AM

Dorothy Shermer, Corporate Officer - Apr 30, 2021 - 5:19 PM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - May 3, 2021 - 3:31 PM

Paul Rockwood, General Manager of Finance and Technology - May 3, 2021 - 4:48 PM

Tim Savoie, City Manager - May 4, 2021 - 10:56 AM