



City of Port Moody

Report/Recommendation to Council

Date: September 13, 2021
Submitted by: Community Services Department – Cultural Services Division
Subject: Consideration of Special Events for the Remainder of 2021 and 2022

Purpose

To seek Council direction on which City-led special events are desired to take place for the remainder of 2021 and 2022.

Recommended Resolution(s)

THAT staff begin planning for events in 2021 and 2022 as recommended in the report dated September 13, 2021 from the Community Services Department – Cultural Services Division regarding Consideration of Special Events for the Remainder of 2021 and 2022.

Background

Budget reductions, due to the COVID-19 pandemic were necessary for 2021. These reductions included removing all event funding, with the exception of the CP Holiday Train, which takes place mid-December.

Discussion

At the time of this writing, the Province has postponed the transition to phase four of the restart plan. While events are still able to take place, there are still a number of restrictions in place. In order to start planning for the return of events, staff are seeking Council direction on which events, if any, Council would like to see return in late 2021 and 2022.

2021 Events

Holiday Cheer at the Pier: The purpose of this festive celebration is to kick off the holiday season and collect community donations for the Port Moody Fire Rescue Toy Drive. The event features family activities, roving mascots, Santa visits and letters, Candy Cane Train rides, carol singers, and the ceremonial lighting of the pier and gazebo. Toy drive donations are collected at this event in partnership with the Port Moody Fire Fighters. Should Council wish to see this event return in 2021, \$16,500 in funding would be required. Staff recommend that this event return in 2022, as it would be challenging to plan and promote this celebration for 2021 in the limited time available before event day, which is typically in November or the first Saturday in December

CP Holiday Train: This is an event that takes place mid-December and supports the arrival of the CP Holiday Train. It is an event made possible by the numerous community volunteers that support the event, which includes numerous crafts and activities, musical performances, and food and drink treats. It has a focus of collecting donations for the SHARE Food Bank. It is not yet known if CP will be organizing the train for 2021, but should an event be possible, the budget is already in place. Staff recommend supporting the Holiday Train should an event be possible and making this the holiday season event for 2021.

2022 Events

Civic Committee Dinner: This Council event serves to thank the City's committee volunteers and is also the time when the Civic Awards are presented. Funding for this event was not removed from the current budget cycle and the event is scheduled to take place on Saturday, January 15, 2022, Provincial restrictions permitting. This event is in the general operating budget.

Volunteer Appreciation BBQ: The purpose of the Community Volunteer Appreciation BBQ is to recognize the contributions of volunteers in the community during National Volunteer Week. The event includes a barbeque dinner, hosted bar, entertainment, activities, and door prizes. Should Council wish to see this event return in April 2022, \$7,000 in funding would be required. Staff recommend that this event return in 2022.

City Presence at Fingerling Festival: The City has a strong profile at the environmentally-focused annual Fingerling Festival. Pop Up City Hall provides an opportunity to highlight the City's environmental initiatives and engage the community in interactive activities such as planting native plant species and art projects. Should Council wish to see the City participate at the Fingerling Festival in the Spring of 2022, \$3,500 in funding would be required. Staff recommend that this event return in 2022.

Community Fair: The purpose of this event to build community connections and provide opportunities for residents to get involved with local non-profit organizations, community associations, and special interest groups. There is also a strong community safety component involving ICBC, and interactive booths from Fire Rescue and Police Services. This event includes family-friendly activities, Science World demonstrations, community displays, and entertainment. Should Council wish to see this event return on Saturday, June 11, 2022, \$14,000 in funding would be required. Staff recommend that this event return in 2022.

Canada Day: Two distinct activities fall within Canada Day. Presenting a headlining musical performance on Canada Day (or sometimes on the eve of Canada Day) and organizing a pop-up City Hall with activities such as an art event and an inflatable attraction. Should Council wish to present a headliner in 2022, \$28,000 would be required. Should Council wish to see a City presence, \$10,000 would be required. A total of \$38,000 would be required for both activities. Staff recommend that this event return in 2022.

Car Free Day: The goal of Car-Free Day is to support local businesses and promote alternative modes of transportation. Car Free Day attracts thousands of visitors and hosts more well over 100 local businesses, restaurants, artists, artisans, and organizations. The event featured numerous family activities, roving performers, bike rodeo, rock climbing wall, extended outdoor patios, Brewers' Row Beer Garden at Queens Street Plaza, and live music and entertainment on the main stage.

At approximately \$110,000 in expenses, this event is the most expensive City event to produce and relies on significant sponsorship in order to present it (\$50,000+). Given the current conditions, and the uncertainty around the potential for sponsorship at this level, staff recommend that the City fully fund the event at the full value, without relying on sponsorship. Sponsorship would still be sought, and any monies secured would be used to reduce the City's costs, rather than being used to enhance the event. Given the high cost of producing this event and the uncertainty around sponsorship, staff recommend that this event return in 2023.

City Presence at IOCO Ghost Town Day: The City participates in Ioco Ghost Town Day hosted by the Port Moody Station Museum. This event highlights the City's heritage initiatives as well as provides an opportunity to celebrate Port Moody's heritage in an inviting way with old-fashioned games, children's spin art activities, and inflatable attractions. Should Council wish to see this event return in September/October 2022, \$3,500 in funding would be required. Staff recommend that this event return in 2022.

Spike Awards: This annual event recognizes the outstanding achievements of Port Moody businesses. This invitational event includes live music in the Galleria, appetizers, a no host bar, and an official awards presentation ceremony in the Theatre. It also provides an opportunity for the City to highlight its economic development initiatives. \$10,000 is required for this event in 2022. Staff recommend that this event return in 2022.

Holiday Cheer at the Pier: The purpose of this festive celebration is to kick off the holiday season and collect community donations for the Port Moody Fire Rescue Toy Drive. The event features family activities, roving mascots, Santa visits and letters, Candy Cane Train rides, carol singers, and the ceremonial lighting of the pier and gazebo. Toy drive donations are collected at this event in partnership with the Port Moody Fire Fighters. \$16,500 in funding will be required for 2022 to host this event.

CP Holiday Train: This is an event that takes place mid-December and supports the arrival of the CP Holiday Train. It is an event made possible by the numerous community volunteers that support the event, which includes numerous crafts and activities, musical performances, and food and drink treats. It has a focus of collecting donations for the SHARE Food Bank. \$5,000 will be required to produce this event in 2022.

Events discussed above are summarized in the following table:

Event	Timeframe	Budget	Funding Required	Recommended to be held in:
2021				
<i>Holiday Cheer at the Pier</i>	November/December	\$16,500	Yes	2022
<i>CP Holiday Train</i>	December	\$5,000	No	2021
2022				
<i>Civic Committee Dinner</i>	January	\$12,000	No	2022
<i>Volunteer Appreciation BBQ</i>	April	\$7,000	Yes	2022
<i>City Presence at Fingerling Festival</i>	May	\$3,500	Yes	2022
<i>Community Fair</i>	June	\$14,000	Yes	2022
<i>Canada Day Headliner</i>	July	\$28,000	Yes	2022
<i>Canada Day City Presence</i>	July	\$10,000	Yes	2022
<i>Car Free Day</i>	August	\$110,000	Yes	2023
<i>City Presence at IOCO</i>	October	\$3,500	Yes	2022
<i>Ghost Town Day</i>				
<i>Spike Awards</i>	October	\$10,000	Yes	2022
<i>Holiday Cheer at the Pier</i>	November/December	\$16,500	Yes	2022
<i>CP Holiday Train</i>	December	\$5,000	Yes	2022

Other Option(s)

Council may wish to provide further direction to staff on which events are desired for 2022.

Financial Implications

The majority of events listed in this report have had their budgets suspended for 2020 and 2021. Each event that is brought back may have a taxation impact, dependent on the funding source selected.

Communications and Civic Engagement Initiatives

The events that Council approve for 2022 will be added to the City's 2022 printed calendar.

Council Strategic Plan Objectives

This update is consistent with Council's Strategic Plan objectives under Arts and Culture to create and nurture community through supporting arts, culture, and learning, and recognizing and celebrating the City's rich heritage; Service Excellence to develop responsible and sustainable service excellence, community engagement, and a culture of transparency; and Economic Development to nurture local businesses and capitalize on the City's unique features and areas.

Report Author

Devin Jain
Manager of Cultural Service

Report Approval Details

Document Title:	Consideration of Special Events for the Remainder of 2021 and 2022.docx
Attachments:	
Final Approval Date:	Sep 21, 2021

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

Ron Higo, General Manager of Community Services - Sep 20, 2021 - 9:58 AM

Dorothy Shermer, Corporate Officer - Sep 20, 2021 - 9:58 AM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Sep 20, 2021 - 4:42 PM

Paul Rockwood, General Manager of Finance and Technology - Sep 21, 2021 - 8:35 AM

Tim Savoie, City Manager - Sep 21, 2021 - 11:30 AM