



City of Port Moody

Report/Recommendation to Council

Date: May 6, 2020
Submitted by: Community Services Department – Cultural Services Division
Subject: Proposed 2020 Virtual Canada Day Celebration

Purpose

To present Council with an option to host a virtual Canada Day celebration for 2020.

Recommended Resolution(s)

THAT staff plan a virtual Canada Day celebration as outlined and recommended in the report dated May 6, 2020 from the Community Services Department – Cultural Services Division regarding Proposed 2020 Virtual Canada Day Celebration;

AND THAT staff redirect the \$4,500 remaining in Cultural Services' City events operating budget to support a virtual Canada Day celebration and other virtual events in 2020.

Background

The current situation due to the COVID-19 pandemic has, to date, required the cancellation of all in person special events and festivals, including the City's Canada Day celebration.

Discussion

The current pandemic situation has required the cancellation of the planned in-person 2020 Canada Day celebration. As well, funding that supports festivals and special events has essentially been removed the 2020 budget. With the current reality in mind, staff are proposing a virtual Canada Day celebration, with a modest budget, for Council consideration.

The proposed outline of the event would include:

- four pre-recorded concerts by local musicians (approximately 20-25 minutes each);
- a local singer singing O Canada;
- art activities that include a make-your-own flipbook fireworks show;
- a community engaged art activity in June led by our Staff Artist, with the results revealed on Canada Day (this involves creating a Canada flag collage using photographs of red and white objects submitted by residents; and
- links to other Canada Day activities, including fireworks.

One of staff's goals in proposing this event is keeping costs to a minimum. This would be done by prerecording performances, messages, etc in advance and then making all activities available (most likely on the City website) on the morning of Canada Day. The performance and Canada Day greeting components would run for approximately 1.5 to 2 hours and would be available on demand throughout the day for residents to enjoy. All other activities would be made live at the same time. With this approach, all the work would be done in advance using regular staff time. Staff time on July 1 would be minimal and would predominantly be to make the material/program live in the morning and possible periodically monitoring the web page throughout the day. The preliminary budget to support this event is \$1,000 as follows:

\$60	Promotional sign located at Newport Drive and loco Road
\$100	Enhanced social media promotions
\$800	Four virtual concerts by local musicians
\$25	O Canada singer
\$15	Miscellaneous
<u>\$1,000</u>	Total

The proposed outline of the program and the approach in implementing it allows residents the opportunity to plan the most convenient time to enjoy programming and activities within their day.

A key component of the City's regular Canada Day celebrations is providing an opportunity for Mayor and Council to connect with the community. An initial suggestion for consideration on providing this opportunity in a virtual setting is to prerecord a Canada Day message with the Mayor and to have Councillors prerecord introductions to each of the segments in the recorded program. Further discussion on how Mayor and Councillor could be involved can take place over the next few weeks.

What is presented in this report is a preliminary event outline. If approved, staff will continue to consider additional activities to further enhance the event, which may include contributions from other City Divisions and community partners.

Reductions to the City events budget were recently made, and while most events have been cancelled for 2020, \$4,500 remains within Cultural Services' Operating Budget to support the CP Holiday Train. The best information available at this time leads staff to believe that it most likely will not be possible to produce the City's typical in-person companion event to the CP Holiday Train in 2020. At this time, staff recommend redirecting the \$4,500 towards supporting virtual events for residents. The \$4,500 would be used to support a virtual Canada Day celebration, as well as some other virtual events that could include a Culture Days Event in September and a holiday season event that could be a re-imagined virtual CP Holiday Train event or other seasonal event in its place.

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

It is recommended that the \$4,500 within Cultural Services' City events budget, allocated for the 2020 CP Holiday Train event, be redirected to support a virtual Canada Day celebration and other virtual events in 2020. No new funding is requested.

Communications and Civic Engagement Initiatives

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

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

Devin Jain

Manager of Cultural Services

Report Approval Details

Document Title:	Proposed 2020 Virtual Canada Day Celebration.docx
Attachments:	
Final Approval Date:	May 11, 2020

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

Dorothy Shermer, Corporate Officer - May 9, 2020 - 1:58 PM

Rosemary Lodge, Manager of Communications and Engagement - May 11, 2020 - 9:47 AM

Paul Rockwood, General Manager of Finance and Technology - May 11, 2020 - 10:22 AM

Kate Zanon, General Manager of Community Services - May 11, 2020 - 10:35 AM

Tim Savoie, City Manager - May 11, 2020 - 1:49 PM