

TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2016 Oct 13

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY 125 / CANADA 150 CELEBRATIONS

PURPOSE: To request approval of funding for the Burnaby 125/Canada 150 celebrations.

RECOMMENDATIONS:

1. **THAT** the Financial Management Committee recommend Council approve Burnaby's 125 and Canada's 150 Anniversary events, as outlined in this report.
2. **THAT** Council approve the receipt of a \$75,900 grant awarded from the Ministry of Canadian Heritage under the Building Communities Through Arts and Heritage Program to celebrate the City's 125th anniversary.
3. **THAT** Council approve an additional expenditure of \$205,000 from Operating Gaming Fund for an expanded year-long program to celebrate both Burnaby's 125 and Canada's 150 anniversaries, as outlined in this report.

REPORT

BACKGROUND:

2017 is Canada's 150th anniversary of Confederation. Canada 150 will be a time for all Canadians to connect, celebrate and show their pride from coast to coast. Communities across the country are planning special celebrations to mark this historic event.

2017 also marks the 125th anniversary of the City of Burnaby which was incorporated on 1892 September 22. Burnaby has held different festivities to mark its anniversary particularly during milestone years such as the 25th anniversary in 1917, the year-long celebration of the Burnaby's centennial in 1992, and more recently, the 120th celebration in 2012.

To mark this historic occasion, the Parks, Recreation & Cultural Services Department applied for and received confirmation of \$75,900 in federal funding from the Ministry of Canadian Heritage under the Community Anniversaries component of Building Communities Through Arts and Heritage program. Community Anniversaries funding is

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available to commemorate a community's 100th anniversary or greater (in increments of 25 years). A matching financial commitment is required by the City of Burnaby to receive this grant funding.

A COMPREHENSIVE PLAN

Celebrate Burnaby 125 | Canada 150

This double anniversary provides an opportunity for residents of Burnaby to come together to celebrate all things that make Burnaby a spectacular place to live, work, learn and play. As these two historic occasions have overlapping goals and objectives, a comprehensive plan is being developed to integrate the planned events/activities and communications.

The primary objective of the Ministry of Canadian Heritage grant is to celebrate arts, heritage and culture by providing opportunities for local artists, artisans and heritage performers to participate in the anniversary celebration.

Under the grant, the proposed performance activities will be scheduled from the beginning of June until the City's anniversary date, 2017 September 22. The proposed activities include the following initiatives:

1. Initiate a call for musicians and street performers, adjudicate responses through an audition process administered through the Shadbolt Centre for the Performing Arts Special Events team and establish a roster of selected performers who will be scheduled for the various events.
2. Capitalize on existing festivals and events already in the City within the proposed time frame to promote Celebrate Burnaby 125! Consideration was given to various neighbourhoods in the City to maximize community involvement. Potential events include Hat's off Day in north Burnaby (June), the Edmonds City Fair & Classic Car Show in southeast Burnaby (July), the Bonsor Chalk Festival in southwest (September) and Culture Days in central Burnaby (September). In consultation with event organizers showcase a program of performers from the adjudicated roster.
3. Expand the three City of Burnaby Canada Day celebrations at the Burnaby Village Museum, Edmonds Community Centre and Swangard Stadium as key events of the Celebrate Burnaby 125! program by providing local artist entertainment, buskers/street performers and expanded community areas as appropriate.
4. Create a Celebrate Burnaby 125! volunteer team who will support the program at each of these events. Recruitment, orientation and scheduling of volunteers will be managed through the Shadbolt Centre for the Performing Arts Volunteer Coordinator.

5. Encourage a 2017 City Hall Open House and Paving Ceremony to take place around the City's anniversary date and support the program with appropriate entertainment from the adjudicated roster.
6. Develop a communications plan to increase awareness of the Celebrate Burnaby 125! events that fall within the federal grant funding, this will include advertising, social media and public relations.

In addition to the planned performance activities incorporated within the federal Celebrate Burnaby 125! grant, further initiatives are being proposed to leverage existing events and programs to create a year-long celebratory feeling in the City. This will also include an enhanced City-wide public awareness/communications plan focused on Celebrate Burnaby 125 | Canada 150.

- **Existing Events:** Enhance existing smaller civic events through an on-site presence of Burnaby 125 | Canada 150. In consultation with event organizers, enhancements could include a branded pop-up tent, signage/banners, 125 | 150 memento giveaways, draw prizes and on-site activity. For some of the mid-sized events, 125 | 150 cake may be provided. Encourage event organizers to coordinate volunteers to generate excitement and participation.
- **Parks Projects:** Encourage the Parks, Recreation & Cultural Services Department to create floral displays in 2017 utilizing a Celebrate Burnaby 125 | Canada 150 design in an existing selection of parks and gardens throughout the City. In addition, create a 125 | 150 Eco-Sculpture and display prominently near City Hall.
- **Street Banner Program:** The City's outdoor street banners located at major entrances, Deer Lake Park and Central Valley require replacement in late 2016. A special banner design could feature the Burnaby 125 | Canada 150 logo, for an ongoing presence of this celebratory year throughout 2017.
- **Communications:** Develop a comprehensive marketing and communications plan that will enliven existing public awareness campaigns, increase awareness of these two historic events and foster community engagement and pride. Details are yet to be determined, but could include:
 - Developing a "Celebrate Burnaby 125 | Canada 150 logo" to replace the City's logo on all "short term" printed materials as well as online through the City's website and social media.
 - Creating excitement at the community level and generating public awareness by targeting local residents where they already gather frequently – recreation facilities. This could include overall branded messages of the celebration, along with targeted messages to specific events using window decals, posters, banners and read-o-graph messages at recreation facilities.

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- Leveraging short term “promotional” materials and advertising. This could include Celebrate 125 | 150 messages on the cover of Leisure Guide, printed recreation newsletters, electronic eNews, social media profile pages, website, Info Burnaby, program promotional materials, outdoor overpass banners on Kingsway and Canada Way along with transit shelters.
- Developing a dedicated Celebrate Burnaby 125 | Canada 150 webpage on the City’s website that features all of the events throughout the year, backgrounds and bios of the performers involved in the Celebrate Burnaby 125! grant events, volunteer information, sponsorship information, and Burnaby history.
- Generating excitement and increased community engagement through a social media plan that includes regular posts to promote events on the City’s Twitter and Facebook, paid online advertising in social media and blogs, posts to calendar of events pages both in traditional media and online blogs, and a targeted year-long social media campaign with an educational component.
- Developing an editorial agenda with key messages to be used in media releases, social media, speaking notes, publications such as Info Burnaby, as well as internal communications through staff email, SAP portal and the Burnaby Enquirer.

Attachment #1 outlines the budget requirements for the Celebrate Burnaby 125 | Canada 150 program. It is recommended that the grant be received from the Ministry of Canadian Heritage and that the proposed comprehensive program be given the approval to proceed.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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Attachment 1**Burnaby 125/Canada 150 Celebrations
Budget Requirements**

Planned Activities Under Federal Celebrate 125 Grant	Grant	COB	Other	Total
Volunteer Support	\$4,500	\$3,500		\$8,000
Fees/Expenses Local Artists	\$45,000	\$30,400		\$75,400
Production	\$25,000	\$20,000		\$45,000
Promotion	\$1,400	\$12,000	\$4,100	\$17,500
Project Administration		\$10,000		\$10,000
Other Activities (non-grant)				
Enhanced Event Presence		\$35,000		
Parks Projects (EcoSculpture/Flowers)		Existing		
Promotions				
NEW: facilities, outdoor, social media		\$15,000		
Leveraging Existing communications		Existing		
Outdoor Street Banners (2 installations)		\$80,000		
GRAND TOTAL	\$75,900	\$205,900 *	\$4,100	\$285,900