

For Information Only

Canada 150

Presented To: Community Services Committee

Presented: Monday, Jun 19, 2017

Report Date Wednesday, May 31, 2017

Type: Correspondence for Information Only

Resolution

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Relationship to the Strategic Plan / Health Impact Assessment

The 2015-2018 Corporate Strategic Plan speaks to stronger economic growth through increased festivals and sports tourism events. Canada 150 events will attract visitors and allow Greater Sudbury residents to celebrate our country and community.

Canada 150 events and activities contribute positively to the health and well being of residents, providing opportunities to gather and celebrate.

Report Summary

This report provides an update on the status of the City of Greater Sudbury's (City) application for Ontario 150 Community Celebration Program funding. Although the City was unsuccessful with its funding application, the report details a number of exciting activities taking place in Greater Sudbury for residents to celebrate Canada's 150th.

The report also notes the financial pressures on Science North Canada Day event organizers.

Financial Implications

Leisure Services departmental projects mentioned will be undertaken through 2017 operating budgets and will complement existing departmental programs and initiatives.

Signed By

Report Prepared By

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Health Impact Review

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Manager Review

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Division Review

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Recommended by the Department

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Financial Implications

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The City of Greater Sudbury's grant application for the Ontario150 Community Celebration Program was not successful; therefore there is no new funding to support Canada 150 events.

A business case will be brought forward in the 2018 budget process regarding enhanced support or possible partnership for future Canada Day celebrations in the community, including events held at Science North.

Background

City Council received a report at the meeting of November 22, 2016 outlining planned activities in conjunction with Canada's 150th birthday. It was also noted that funding had been made available for application through both the Federal Government and Provincial Government. The Provincial opportunities centered on both capital and event based grants.

The City of Greater Sudbury's (City) application to the Ontario150 Community Celebration Program was to fund a concert series and enhance the fireworks display as part of the existing Canada Day celebrations held at Science North.

The grant application to the Ontario150 Community Celebration Program was not successful.

Current Status

As was indicated in the Council report of November 22, 2016 various City of Greater Sudbury departments have collaborated to ensure a coordinated approach to the country's 150th birthday celebration. The following provides an update to ongoing events, grant applications, and initiatives supporting Canada's 150th birthday in the City of Greater Sudbury,

Leisure Services Division

The following are a list of Canada 150 themed events currently offered directly by the Leisure Services Division or occurring on City of Greater Sudbury property through third party providers.

June 4 – August 20 – Peter Schneider Concert Series – Bell Park

This annual concert series is supported by the City of Greater Sudbury and this year's focus has been on Canadian themed performances. These events will also utilize the specific Canada 150 branding materials developed by the Communications Department in all of the advertising opportunities for these concerts.

June 10 – Greater Sudbury Sandcastle Competition - Moonlight Beach (tentative-funding unconfirmed)

To celebrate Canada 150, Leisure Services applied to Participaction150 for a micro grant to support qualified instructors, equipment marketing and promotion for a family fun, active day at Moonlight Beach. This event will offer a Canadian-themed sandcastle competition.

June 21- July 26 Lunchtime Concerts in the Parks (planning underway)

Hosted by Downtown Sudbury, this series would showcase local talent through weekly concerts in Memorial Park beginning mid June and carrying through July. Wednesday lunch hours are being considered for this project.

June 27th – August 29th Ontario150: Great Canadian Film Series (planning underway)
Five Tuesday nights in Memorial Park, featuring Canadian Indie films.

August 8th – The CP Canada 150 Train

Located in the CP parking lot and in recognition of Canada's 150th birthday, CP invites communities to come together and celebrate. Just as the railway connected Canada, the CP Canada 150 Train events will reconnect all generations of Canadians through shared stories of the country's past, acknowledging heroes and leaders of today and building optimism for the future. Activities will include The Heritage Train, concerts, entertainers, family-friendly activities and the Spirit of Tomorrow car.

August 19th – Grace Hartman Amphitheatre concert (planning underway)

Organizers are waiting for public funding announcement in order to confirm this event. Funding application has been made to the Ministry of Tourism, Culture and Sport with an announcement anticipated on June 1.

August 22-23 - "To Canada with Love" – York Street Parking Lot (planning underway)

The 'To Canada with Love' pavilion is a non-commercial/non-corporate, educational and inspirational look at Canada's contemporary cultural identity! The 'To Canada with Love' travelling pavilion is free to the public/host community and is intended to help celebrate and unite Canada in Canada's 150th year.

Design Flower Bed

The design flower bed at the Grace Hartman Amphitheatre will celebrate Canada 150.

Tourism and Culture Section

The Tourism and Culture Division included information in the Spring/Summer Visitor Guide (Appendix A). Tourism and Culture is also finalizing a dedicated page on the tourism website at www.sudburytourism.ca/canada150.

Tourism has also provided a link for citizens and community organizations to submit their events, as well at www.greatersudbury.ca/events which also acts as a resource for people interested in planning an event or celebration.

Libraries and Heritage Services Section

The Greater Sudbury Public Library continues to integrate the theme of Canada 150 in ongoing Library and Heritage programming in partnership with Greater Sudbury Museums.

This section has finalized the development of a travelling exhibition celebrating the history of Greater Sudbury, which will travel throughout the community during 2017. The planned exhibition is focused on facilitating a dialogue around First Nations history and culture in the Sudbury region at the time of confederation. Partnerships are currently being established with First Nations organizations and individuals in collecting contributions for the project.

Pioneer Manor

Pioneer Manor will host the Travelling Library exhibit to allow all residents and families inclusion in the Canada 150 experience. A flower bed on-site will also reflect the Canada 150 logo. Canada Day will be an extra special celebration with ongoing plans on-site to ensure this milestone is appropriately recognized. Special events held throughout the year have, and will continue to have, a Canada 150 theme (Volunteer Recognition, Staff Appreciation and many other special events).

Communications and Community Engagement Division

The Communications and Community Engagement Division has developed a Canada 150 website at www.greatersudbury.ca/canada150.

Communications has also developed Canada 150/Greater Sudbury logos and made them available on the website. These logos are intended for Canada 150 themed events which have received City funding. The Canada 150 link has been distributed to all contact networks to encourage use of logos for events (Tourism, Leisure, francophone stakeholders).

Also, five Canada 150 flags have been purchased and plans are in process with the Mayor's office for these flags to be raised near Canada Day.

Canada Day Celebrations at Science North

A meeting was held with representatives from Science North regarding Canada Day celebrations and to advise that the City's application to enhance the July 1st fireworks display was unsuccessful. During the meeting, Science North officials noted the event increased financial pressures on the annual event and requested additional support to deliver the event in future years.

Summary

In spite of not being successful for Ontario150 Community Event funding, there will be a number of exciting, memorable activities taking place in Greater Sudbury for residents to celebrate Canada's 150th.

Next Steps

Work will continue with community partners on the delivery and promotion of Canada 150 events and activities taking place in the City of Greater Sudbury.

A business case will be brought forward as part of the 2018 budget process regarding enhanced support or possible partnership for future Canada Day celebrations in the community, including events held at Science North.

References

Canada 150 City Council Report (November 22, 2016)

<http://agendasonline.greatersudbury.ca/index.cfm?pg=feed&action=file&agenda=report&itemid=10&id=955>

The logo for Greater Grand Sudbury, featuring a stylized red 'G' with a star inside, followed by the text 'Greater | Grand Sudbury' in red, and a cluster of colorful stars to the right.

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