

Report to Council



Date: February 15, 2016

File: 1620-20

To: City Manager

From: Mariko Siggers, Event Development Supervisor

Subject: Canada 150 Plan

Report Prepared by: Mariko Siggers and Maria Lee

Recommendation:

THAT COUNCIL receives, for information, the Report from the Event Development Supervisor dated February 15, 2016 regarding the plans to commemorate Canada's 150th anniversary in 2017;

AND THAT COUNCIL endorses the Canada 150 initiatives as outlined in the Report from the Event Development Supervisor dated February 15, 2016;

AND FURTHER THAT COUNCIL directs staff to develop and implement guidelines and procedures as required to execute the initiatives as outlined in the Report from the Event Development Supervisor dated February 15, 2016.

Purpose:

To provide Council with an update on the City's plans to commemorate Canada's 150th Anniversary in 2017.

Background:

Canada will celebrate its Sesquicentennial, the 150th anniversary of Confederation, in 2017. This milestone is a great opportunity to celebrate Canada's history as well as build excitement for the future both on a national and local level.

Research, planning and community engagement in Kelowna occurred throughout 2015. A program, incorporating the community feedback gathered, has been developed. It will see the City's Canada 150 investment of \$150,000 foster community-driven initiatives that will result in a lasting legacy and an increase in civic and national pride.

This report outlines the major program components proposed for the Sesquicentennial. The goal of the program is to inspire community members to get involved and feel connected to their community.

Research and Engagement

On Canada Day, 2015, the City launched the “*How will you celebrate?*” campaign by asking residents what they envisioned for Canada 150. Survey respondents and stakeholders were asked to identify aspects of Canada and Kelowna that made them proud.

We found that residents have a tremendous amount of pride in their community. Kelowna is recognized as a beautiful city with good amenities and services. Some prominent themes emerged from community conversations:

- Embrace, preserve and celebrate the natural assets of Kelowna including the lake, trails, landscape and four season recreational opportunities
- Celebrate cultural diversity and freedom
- Empower our youth to shape the community they desire
- Honor the history of our region and the prominent people and events that connect us
- Lay the groundwork for innovation that will strengthen our community
- Recognize and celebrate the rich history and knowledge of Indigenous nations who continue to be an integral part of our community

Program Overview

Canada 150 will be marked with projects and initiatives taking place from January 1 to December 31, 2017. Recognizing that one program will not capture all audiences, there are a number of components included:

- Sesquicentennial Grants
- Incentive Grants
- Enhanced community celebrations
- Engagement initiatives

Sesquicentennial Grants - Proposed budget \$60,000

Purpose: Motivate residents to initiate and participate in activities that contribute to a sense of pride and connection to Canada and to Kelowna.

Budget: Matching funds ranging from \$5,000 to \$15,000 will be awarded to non-profit groups to implement initiatives which have the potential for a long term positive impact on the community. Grant money can account for a maximum of 50% of the total project cost. Matching contributions may be cash or in-kind.

Timeline: Two intake dates as long as funds remain: September 2, 2016 and January 27, 2017. Funds will be distributed between January 1 and December 31, 2017. All projects must be completed by December 31, 2017.

Grant Administration: Applications will be reviewed together by the Sesquicentennial Grant Review Team made up of Active Living & Culture managers. The team will consult with other City departments where relevant for input on potential projects. Proposed guidelines can be found in Appendix 1.

Incentive Grants - Proposed Budget \$35,000

Purpose: Eligible applicants for other Active Living and Culture grants may have access to additional funds if they incorporate Canada 150 themes.

Budget: Additional allocation per grant area: Sport Grants - \$10,000, Neighbourhood Grants - \$5,000, City Services Offset Grants - \$9,000, Arts/Culture/Heritage - \$10,000, and Youth Grants - \$1,000

Grant Administration: These grants will be administered as per normal procedures for the respective grant.

Enhanced Celebrations - Proposed Budget \$35,000

Purpose: During the community engagement process, comments were frequently heard regarding the importance of community events, fireworks and festive gatherings. Festivals Kelowna currently delivers many of the major community events in Kelowna including *Celebrate Canada Day*, *Parks Alive!* and *New York New Years Eve*.

Budget: Festivals Kelowna is eligible and making application for Federal grants which will further enhance their events during 2017.

Timeline: 2017 Festivals Kelowna programming will be enhanced to include Canadian artists, a symphony performance and Canada 150 themed Parks Alive! events. Discussions are underway with neighbouring communities to partner in bringing in higher profile Canadian acts.

Engagement Initiatives - Proposed Budget \$20,000

Purpose: Multi-media messaging will be utilized to spread the Canada 150 message to the broader community through the following initiatives:

- "What Gift Will You Give" Campaign
- Volunteer Opportunities
- Highlighting other community events, projects and initiatives

Budget: Funds to be spent on development of marketing and promotional content, website and participation incentives. Staff are exploring opportunities to access federal Canada 150 funds to support this component of the program.

Timeline: The campaign to encourage involvement will be launched late in 2016 and continue throughout 2017.

Canada 150 Program Outcomes

The intent of this program is to give the opportunity for each and every Kelowna resident to feel a greater sense of pride for and connection to their community. Some indicators of success will include the following:

- At least 25 per cent of Kelowna residents take part in a Canada 150 initiative or event
 - Measure attendance at Canada 150 events and participation in Canada 150 projects and initiatives
- At least five identifiable legacies are created for the community after 2017
 - Measure via the Sesquicentennial Grant projects and other community initiatives
- At least 150 people pledge and give a “gift” to the community
 - Measure via online pledge tracking system
- At least 150 people each volunteer 150 hours in 2017 for Canada 150 initiatives or events
 - Measured using Volinspire volunteer platform
- All areas within the Active Living & Culture Division incorporate Canada 150 initiatives; other City departments (such as Park Services and the Airport) initiate Canada 150 displays or projects.

Next steps

With Council’s endorsement on the direction of this program staff will begin implementation of each of the components outlined in this report. The first priorities will be establishing and promoting the grant program, developing the communication and marketing initiatives and exploring opportunities for partnerships and grants.

Internal Circulation: Communications

Financial/Budgetary Considerations: \$50,000 per year in 2015, 2016 and 2017 has been allocated by Council to deliver the Canada 150 initiatives

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

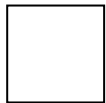
Personnel Implications:

External Agency/Public Comments:

Communications Comments:

Alternate Recommendation:

Submitted by: M Siggers, Event Development Supervisor



Approved for inclusion: J. Gabriel, Divisional Director, Active Living and Culture

cc: Divisional Director, Communications

Divisional Director, Active Living and Culture

Attachments:

Appendix 1 - Sesquicentennial Grant Guidelines

C150 Powerpoint Presentation

New Citizen Video