

## **Committee of the Whole Report** For the Meeting of April 3, 2025

To:Committee of the WholeDate:March 28th, 2025From:Kerri Moore, Director of Business and Community Relations

**Subject:** Canada Day Funding 2025

## RECOMMENDATION

That Council:

Direct staff to allocate up to \$100,000 from the Major Community Initiatives and Events Grant (MCIEG) program to the 2025 Canada Day Celebrations.

## EXECUTIVE SUMMARY

As part of the 2025 Financial planning process and the request from Council to look at cost savings to reduce the property tax increase, staff had proposed reductions in the Canada Day budget to a daytime only event. The total budget for a daytime event was proposed at \$150,000 and \$75,000 for policing costs for a total of \$225,000. At the Special Committee of the Whole meeting of March 17, Council approved a one-time allocation of \$100,000 from Major Community Initiatives and Events Grants to support Canada Day, bringing the total budget to \$325,000 for 2025.

The 2024 budget for Canada Day was \$350,000 cash and \$128,421 in city services (policing, street cleaning, sanitation) for a total budget of \$478,421 from the City's operating budget. An additional \$87,000 was raised through federal and provincial grants as well as local sponsorship bringing the total budget to \$565,421.

With recent global events there is a strong desire to maintain the Canada Day program at 2024 levels. Based on further analysis of what is required to maintain the event at 2024 levels, there is still a \$100,000 funding gap to ensure we can deliver a robust program and production this year and to cover the city services costs to ensure a safe event. To do so would require a total budget of up to \$425,000 inclusive of city services. If additional funding is not approved, it is likely the production company would not take on the contract at a reduced funding level and programming would be reduced to cover the necessary city service costs required to ensure a safe event.

A 2025 MCIEG grant application from the Victoria Hockey Legacy Society to host the Under 17 World Hockey Challenge was approved by Council; however, the City has been notified that they will not be eligible to receive \$250,000 as they were not successful in the bid to host the hockey tournament. This provides an opportunity to allocate from the MCIEG 2025 program to fund Canada Day festivities at 2024 levels for this year.

Preliminary discussions have begun with the contracted event producers for this year's Canada Day celebrations. The focus of the event will be on local talent, local producers, suppliers and partners to deliver a made in Canada event that will bring many people together and celebrate in the Inner Harbour. A First Nations welcome will kick off the day and fireworks will conclude the celebrations.

Additional grant and sponsorship applications have been submitted to Canadian Heritage, Destination Greater Victoria, and other local media and corporate sponsors to support this year's event. Staff recognize it may be difficult to attract additional sponsors and funds this year due to the tight timelines as well as the Province of BC cancelling the BC Fairs and Festival fund which contributed \$31,100 last year.

## CONCLUSIONS

Respectfully submitted,

Nichola Reddington Manager, Arts, Culture and Events Kerri Moore Director, Business and Community Relations

Report accepted and recommended by the City Manager.