



## **Committee of the Whole Report For the Meeting of October 10, 2019**

---

**To:** Committee of the Whole  
**From:** Jeff Day, Senior Cultural Planner  
**Subject:** Canada Day Celebrations

**Date:** October 7, 2019

---

### **RECOMMENDATION**

That Council direct staff to:

1. Maintain the City's current approach for the Canada Day celebrations and increase the special event operations budget by \$107,000 in the 2020 financial planning process to account for new police charges previously covered through the Police Board budget.

### **EXECUTIVE SUMMARY**

The City has been organizing Canada Day celebrations since 2006. The majority of costs have been recovered through corporate sponsorships, with the City's taxpayers funding remaining costs such as traffic control, street cleaning and policing.

For 2019, Council approved one-time funding to cover policing costs for special events, including Canada Day. Council has yet to consider allocating funding for 2020. The event requires significant effort to organize and, to ensure successful delivery, should Council wish to continue with a similar event as in past years, a funding decision is requested. This report also outlines an alternative option for Council's consideration.

### **PURPOSE**

The purpose of this report is to provide background for Council on the history and specifics pertaining to the City's role in programming annual Canada Day celebrations and seek direction on how to proceed for 2020.

### **BACKGROUND**

Canada Day Celebrations in the Inner Harbour have been a fixture on the summer event calendar for nearly 50 years. For more than 30 years the Inter-Cultural Association of Greater Victoria (ICA) produced Folkfest as a way for a variety of groups to come together to share their cultural heritage with the community at-large. Canada Day was programmed as an extension of Folkfest by ICA until 2006.

The City assumed the responsibility for Canada Day celebrations in 2006. Over the past 14 iterations of the celebration, City staff, one Council representative and a succession of contracted local event production companies have successfully collaborated with event partners and stakeholders to shift the culture of the event towards the more inclusive and family friendly event it is today.

With a program that features a wide variety of activities and performances, appealing to attendees of all demographics, Victoria's Canada Day is the single largest free public celebration in Victoria each year. Featuring community-centred activities like the Living Flag (Canada's original and largest), the musically acclaimed main stage, and Flavour of Canada Food Village featuring local and international cuisine. The celebrations have been extremely popular with residents, new Canadians and visitors to British Columbia's Capital.

The Canada Day celebrations reflect our national heritage and identity. As the largest free to attend public event on Vancouver Island, Victoria's Canada Day is well known, attracting peak audience estimates ranging from 35,000 – 100,000 annually (depending on day of the week and weather). It is only through the support of senior government grants, municipalities and corporate sponsors that the City is able to produce an event that welcomes all residents and visitors to the Capital Region. *(Sponsorship deck attached)*

For more information, photos and content visit:

- <https://www.canadadayvictoria.ca/>
- <https://www.facebook.com/CanadaDayVictoria>
- <https://twitter.com/canadadayvic>
- <https://www.instagram.com/canadadayvictoria/>

## ISSUES & ANALYSIS

More than 60% of the total 2019 Canada Day costs were recovered from corporate sponsorship and external grants. Policing accounted for 31% of the total event spend. The events site is active for 12 hours. Programming after 6pm accounted for the majority of the police callout. Last year 8 officers from other municipal forces assisted VicPD officers downtown in the evening hours.

### 2019 Production

Production expenses	<b>\$234,224</b>
Production Revenue	\$234,470 (incl. 25k annually budgeted through City operating)

### 2019 City Services

Police	\$109,058
Traffic Control Equip.	\$2,805
Carpenter Shop	\$394
Street Cleaning	\$1,818
Waterworks	\$54

### Total City Services Expenses **\$114,129**

\$348,353	Total project budget inclusive of production and all City services.
\$209,470	Cost recovered through corporate sponsorship and grants (excludes City 25K)
<b>\$138,883</b>	Remaining cost to City (includes City's 25K budgeted for the project annually)

Production costs have remained steady since the City assumed responsibility for planning Canada Day. Policing costs for Canada Day have roughly doubled since 2010. The event has become

more inclusive and family friendly over this timeframe. Policing large public celebrations has become more challenging over the past decade due to the changing nature of real and perceived threats to public safety at these kinds of high profile gatherings. Police determine the level of response required to mitigate an ever changing landscape of threats to public safety.

Canada Day production costs are recovered through fundraising and grants. The City commits \$25,000 cash through the City's annual budgeting process to offset production costs. The contracted event producers are responsible for raising the balance of the production budget. Because the entire production budget is not underwritten through the operating budget, it can be difficult to adhere to the production fee schedule as payments cannot be made until sponsorships and grants are awarded. Some grant programs do not confirm awards until closer to the event. Since the City ultimately carries the financial risk of the production, it would streamline the administration of the project if the entire scope of the event budget was reflected in the operating budget.

Should Council wish to continue celebrations at a similar scope and direction going forward, the following considerations will be critical for successful delivery of this event model:

- Account for a 10% cost increase in event production (\$23,422) and City services (\$11,412) to be allocated to operating for 2020. Production cost escalations have outpaced the budget scope in recent years.
- Canada Day policing costs previously covered by the Police Board are now being charged to the Arts Culture & Events operating budget. In the past, the City's operating budget covered a maximum of \$12,000 towards Canada Day and police charges above this threshold were absorbed by the Police Board budget. Total Canada Day policing costs in 2019 were \$109,058. These new costs (\$97,058 +10%) will need to be accounted for in the City's 2020 operating budget. It needs to be noted that VicPD determines the risk to public safety at these kinds of mass participation events and these values are based on the 2019 expenditure which may differ from year to year depending on where the stat holiday lands, weather and threat assessment.

Should Council wish to reduce the scope of Canada Day and subsequently reduce the need for police special event call outs, the following changes could be considered:

- Reduced policing costs due to no evening component to the event.
- The change in programming would only marginally reduce the cost of production elements as much of the infrastructure required to ensure a mainstage experience on the Legislature lawns will be required and sponsors may choose not to participate.

## **OPTIONS & IMPACTS**

### **Option 1 – Maintain Canada Day celebrations at current levels and scope (Recommended)**

- Maintain the City's current approach for the 2020 Canada Day celebration and increase the special event operations budget by \$107,000 during the 2020 financial planning process to account for new police charges previously covered through the Police Board budget.

### **Option 2 – Reduce scope of Canada Day celebrations in 2020**

- Council to determine key program elements and City investment level.

Respectfully submitted,



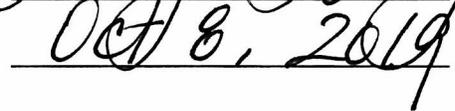
Jeff Day  
Senior Cultural Planner



Kerri Moore  
Head of Business and Community Relations

Report accepted and recommended by the City Manager:

Date:

**List of Attachments:**

- Appendix A: Canada Day Final Report (2019)
- Appendix B: Canada Day 2019 – Sponsorship Deck