## APPENDIX A



Victoria's Canada Day 2019 FINAL REPORT

AN INITIATIVE OF



# Victoria's Canada Day 2019

# FINAL REPORT

## EXECUTIVE SUMMARY

Victoria's Canada Day continues to maintain and enrich key programming elements that have been established over the history of the event. This included multicultural musical performances, fireworks, family activities, onsite sponsors, community groups, and food vendors. The event received continued support from local sponsors, successfully renewed old sponsor relationships (i.e. Black Ball Transport, CREST and Coca Cola Canada) and attracted new sponsors (i.e. TELUS and Bayview Place). Sponsors and supporters continue to see the value of participating publically in Victoria's Canada Day, as it is a relevant connection to the community that also celebrates our country.

In 2019, emphasis was placed on programming which would be representative of Canada's diversity and attract not only a family and community-oriented demographic but also those who love diversity in music.

The goal remains to create an event that attracts all ages and demographics to a safe and welcoming community celebration for all residents, tourists and stakeholders while providing exceptional programming and entertainment.

Below are some key objectives that were achieved this year:

- Sustain a community and family-oriented identity and message for the event.
- Continue to programme a diverse and inherently Canadian Main Stage that showcases different cultural groups and entertainment throughout the day and into the evening.
- Focus on Canada's diversity through Main Stage programming. This year we strove to buy talent that represented culturally diverse performers but that were not traditional cultural performances. The line-up was impressive in its representation and featured the first Indigenous headliner to grace the stage at Victoria's Canada Day as well as the first drag queen to emcee the show.
- Sustain the title of Canada's largest Living Flag earned from the year

previous. Continue to market the flag heavily and encourage strong public participation. This was achieved through the support of Coast Capital Savings, heavy social media posting, increasing the number of branded shirts to 2,500 (+25% yoy), and allowing group registrations for teams of 10 people or more.

- Produce a sustainable event and communicate methods for the community to live in an environmentally friendly way. This was accomplished through the continued promotion of on-site recycling and composting program, water refill stations and bike lock-up.
- Continue to offer and expand programming and times of the Belleville St activations and Family Zone on the Legislature Lawns. All activations ran from 10:30am 5:30pm (2018 12pm 5pm). This included Coast Capital Savings, Greater Victoria Public Library, TELUS, City of Victoria, La Societe Francophone de Victoria, and Sparkle Shack face painting on Belleville St. The Kids Zone on the lawn included an Inflatable Obstacle Course, free Face Painting, The Mandala Project, The Bateman Foundation and Victoria Bug Zoo. The Family Zone continues to over perform in terms of attendance and placement needs to be perhaps re-thought for 2020.
- Continue and improve collaboration with Victoria Police, BC Transit and the City of Victoria to create joint press releases to communicate the event as a safe and family-friendly event (and to provide strong messaging that there is zero tolerance for public intoxication).
- Continue to expand the social media presence of the event (via Twitter, Facebook, Instagram, and event website) to provide more information for the public and to engage the community. Started social media earlier this year (March) with themed weeks such as Canadianisms, Cool Canadians, Sponsor Wellness Week etc. The focus for this year was to create engaging Canadian content that would drive the public to follow the socials instead of those just looking for event information - this proved to be very successful with an increase in engagement across the board. See social media channels.
- Delivered a VIP experience fitting of its name this year by hosting at the penthouse of Bayview One. Prime location with unparalleled Fireworks (shot from directly in front of the building) allowed for the fireworks to be seen at eye level, as we were ten stories up. Catering provided in partnership with Vessel Liquor and Urban Grocer.
- Continue to end the day's programming with a packed fireworks display synchronized to a mix of Canadian music that is with an intro and outro thanking sponsors for their support.

## **EVENT OVERVIEW**

Date:July 1, 2019Location:Legislative GroundsAttendance:50,000 +

# JULY I MAIN STAGE AT LEGISLATURE LAWNS SCHEDULE OF EVENTS MONDAY, JULY 1, 2019

10:30am to 5:30pm	FAMILY ZONE
12:00pm	COAST CAPITAL SAVINGS LIVING FLAG T-SHIRT PICK-UP BEGINS
12:00pm to DUSK	FLAVOUR OF CANADA FOOD VILLAGE
2:00pm	COAST CAPITAL SAVINGS LIVING FLAG PHOTO
3:00pm	INDIGENOUS BLESSING
3:15pm	THE LEKWUNGEN DANCERS
3:30pm	SINGING OF THE NATIONAL ANTHEM
3:45pm	COAST CAPITAL SAVINGS YOUTH BAND
4:20pm	DOMINIC PELLETIER OF CARAVANE
5:15pm	JOHNNY GR4VES
5:55pm	YOUTH POET LAUREATE, AZIZA MOQIA SEALEY-QAYLOW
6:10pm	FORTUNE KILLERS
6:55pm	CALEB HART
7:40pm	DIAMOND CAFE
8:35pm	KHANVICT
9:30pm	nêhiyawak
10:20pm	FIREWORKS

## FINANCIAL SUMMARY

# Canada Day 2019

Admin and Staff Expenses	\$52,435.00
Artistic Programming and Artist Fees	\$12,465.00
Production Expenses	\$86,384.00
Living Flag Shirts	\$11,800.00
Fireworks	\$20,000.00
Travel	\$0.00
Accomodation	\$0.00
Marketing & Advertising	\$4,585.00
Sponsor Acknowledment	\$261.00
Insurance	\$4,400.00
Consulting	\$41,894.00
2019 Expenses	\$234,224.00
City of Victoria	\$25,000.00
Heritage Canada	\$43,247.00
Sponsors & Government Agencies	\$151,250.00
Vendors	\$14,973.00
2019 Revenue	\$234,470.00
	-\$246.00

## **TOTAL CASH SPONSOR SUPPORT FOR 2019**

Sponsors	<b>Cash Contribution</b>
Coast Capital Savings	Presenting
Bayview Place	Gold
TELUS	Gold
CREST	Silver
Coca Cola Canada	Silver
DVBA	Silver
Destination Greater Victoria	Silver
Urban Systems Ltd	Silver
Blackball Transport Ltd	Bronze
Royal Roads University	Bronze
Robbins Parking	Bronze
Chard Development Ltd	Bronze
Hotel Association of Greater Victoria	Bronze
Concert Properties Ltd	<b>Event Friend</b>
Abstract Developments	<b>Event Friend</b>
Canadian Heritage	\$43,247
City of Victoria	\$25,000
Province of BC – Franc Affairs	\$10,000
District of Oak Bay	\$1,650
Town of View Royal	\$1,000
District of Saanich	\$1000
Township of Esquimalt	\$500
Metchosin	\$100
TOTAL CASH CONTRIBUTIONS	\$219,497

\*\*\*At the time of report there is still a grant outstanding with the Province of

Quebec in the amount of \$7,000 - \$10,000 that has not been adjudicated yet.

#### **IN-KIND SUPPORT MEDIA SUPPORT**

#### **BLACK PRESS**

Monday Magazine:

• 4.6 W X 6.2H colour - for print

#### Victoria News

- o ¼page, colour ad
- o <sup>1</sup>/<sub>4</sub> page, colour ad
- o ¼ page, colour Thank You ad

#### Saanich News

- o ¼page, colour ad
- o ¼ page, colour ad
- o ¼ page, colour Thank You ad

#### Oak Bay News

- o ¼page, colour ad
- o ¼ page, colour ad
- o <sup>1</sup>/<sub>4</sub> page, colour Thank You ad

#### **Goldstream Gazette**

- o ¼ page, colour ad
- o ¼ page, colour Thank You ad

#### **Peninsula News**

- o ¼ page, colour ad
- o ¼ page, colour Thank You ad

#### **USED VICTORIA:**

o 184X90 px jpeg (4 images to rotate as GIF)

#### THE ZONE @ 91-3 & 100.3 THE Q!

For both radio stations: On-air announcement, live announcer mentions, produced promotional announcements, event calendar listing, enewsletter listing, emcee opportunity to co-host the Main Stage, on-site activation, website banner and concert listing, and social media.

\*\*\*Media in-Kind values are still be calculated at the time of this report

# IN-KIND PRODUCT & SERVICES - \$12,000 (not reflected in financial summary above)

## **BAYVIEW PLACE:**

- VIP Reception at the Penthouse of Bayview One
- Valet Parking for VIP Reception
- Jazz Ensemble entertainment for VIP Reception

## **BAYVIEW PLACE Total: \$5000**

## **URBAN GROCER:**

- All food for VIP Reception
  - Sushi
  - Cheese and crackers
  - $\circ$  Charcuterie
  - Fruit
  - Crudités
  - Dessert
  - Napkins
  - Coffee
  - Tonic
  - Two staff for VIP Reception
- Crew meals for July 1
- Greenroom Snacks for July 1

## **URBAN GROCER Total: \$3000**

## **VESSEL LIQUOR:**

- All Liquor and glasses for VIP Reception
  - Beer
  - $\circ$  Red and white wine
  - Bubbly

## **VESSEL LIQUOR Total: \$2000**

## VICTORIA BUG ZOO:

• Family Zone Activation

#### VICTORIA BUG ZOO Total: \$1000

#### **BATEMAN FOUNDATION:**

• Family Zone Activation

#### **BATEMAN FOUNDATION Total: \$1000**

## SPONSOR RECOGNITION

#### MARKETING AND MEDIA

Sponsors were recognized through our website, social media outlets, press releases, news editorials, on-site branding, posters at the VIP location, on-stage announcements, the fireworks announcement broadcast through the inner harbour as well as the newly added 10' x 20' digital screen flown at the Main Stage.

#### **ON-SITE ACTIVATIONS**

We had six partners and community groups that activated around the Legislature Lawns:

Coast Capital Savings TELUS City of Victoria Greater Victoria Public Library La Societe Francophone de Victoria Sparkle Shack Face painting Bayview Place

2020 suggestion is to create an actual market, curated to offer a mix of retail and community organizations that is large enough to create a space that the public will be drawn to and spend time in.

#### **VIP SPONSOR RECEPTION**

The VIP reception was held at Bayview One Bayview Place. It was sponsored by Urban Grocer and Vessel Liquor.

## COAST CAPITAL SAVINGS RECOGNITION

Coast Capital Savings was included in all events branding with their logo appearing on all on-site branding, all digital assets and all external marketing pieces such as newspaper ads. They were verbally recognized from the Main Stage multiple times as well as in radio interviews that Councilor Charlayne Thornton-Joe gave.

The Living Flag was referred to only as the "Coast Capital Savings Living Flag". Branded shirts were increased by 25% from 2018 for a total of 2,500 (1,000 in 2013, 1,500 in 2014 through 2016, 2000 in 2018).

This year saw the continuation of the "Coast Capital Savings Youth Band". This was a broad social media contest aimed at local 13-23 year old musicians who could enter to win the opportunity to play a set on the Main Stage.

Coast Capital was given two public speaking opportunities:

- 1) Introduce the winner of the Coast Capital Savings Youth band (accepted)
- 2) Speak at the VIP reception (accepted)

#### SPONSORSHIP RECOMMENDATIONS

- Coast Capital Savings has informed us that 2019 is their last year as the presenting sponsor.
- We should continue to focus on connecting with a few larger organizations that would have an interest in being involved in future celebrations.
- Focus should be placed on expanding sponsorship dollars from existing clients that already see value in the event and would be interested in increasing their involvement and outreach or having on-site activations.
- We maintained the contribution from the Province of British Columbia and the time of this report are waiting for the adjudication of the grant for Province of Quebec. These grants helped to bring bilingual artist Dominic

Pelletier to the stage. There is still room for the Province to come to the table with sponsorship however, as this is a partnership between the Francophone Affairs branch of the Provincial government, not the cultural branch.

- Thought should be given to applying for grants to specifically bring Indigenous performers to the Main Stage, as in Victoria there is a stronger connection with Indigenous peoples culture than French culture.
- A larger sponsor specifically looking to reach the family demographic could do an expansion of the Kids Zone. The conversation with Indigo was started this year and needs to continue in the fall so we are solid for spring 2020.

## MARKETING AND MEDIA SUMMARY

#### **BRANDING & MESSAGING**

Maintained the name of the event this year as *Victoria's Canada Day* and continued to use the same logo. The City of Victoria was recognized in all physical events collateral as "An Initiative of the City of Victoria".

A one-page schedule was once again made for display on the website. Prior to the event, road closure and noise notices were distributed to all local businesses and residences. Joint messaging continued with BC Transit and VicPD to ensure that the message of a safe, family friendly event was communicated across all channels.

#### CANADADAYVICTORIA.CA

Last year's website and domain was maintained for the event this year: www.canadadayvicctoria.ca Expanded website this year to include an ARTISTS tab that had bios, set times and pictures of all Main Stage performers.

## **SOCIAL MEDIA**

This year we maintained all of the Victoria's Canada Day accounts in order to capitalize on the momentum of the previous years.

After the events we have a grand total of 728 Instagram followers (up 16.0% yoy), 2953 Facebook followers (up 24.5% yoy), and 884 Twitter followers (up 41.4% yoy). Large increases in both followers and engagement can be attributed to the shift in the type of content we posted as well as beginning posts earlier in the year (March). With themed weeks such as Canadianisms, Cool Canadians, Sponsor Wellness Week etc., the focus for this year was to create engaging Canadian content that would drive the public to follow the socials for content instead of those just looking for event information - this proved to be very successful with an increase in engagement across the board. We continued our concerted effort of live updating on social media during the day of the event and the response online grew considerably over last year as they were significantly more in-depth than 2018.

#### PRESS RELEASES

We sent out a total of two bilingual press releases with contributions by the Victoria Police, BC Transit, Coast Capital Savings, and Councilor Charlayne Thornton-Joe: Monday, June 10, 2019 and Monday, June 24, 2019. The press releases were distributed by the City of Victoria and were posted on the Victoria's Canada Day website. The first release was delayed by a week (due to controversy at City Hall regarding public events and policing budgets) in the hopes of not being aligned with a negative news cycle.

## PHOTOGRAPHY

This year's photography was contracted to Lindsey Blaine Creative. A detailed shot list was given to Lindsey to ensure we captured the images required to showcase diverse and inclusive participants, as well as sponsorship brand-in-action photos in order to help sell the event in future years. All photos can be found at https://atomiqueproductions.smugmug.com

\*\*\*We recommend a logo rebrand for 2019 events, which should include the new presenting sponsor *within* the logo.

## Programming

## MAIN STAGE- AFTERNOON/EVENING CONCERT

The focus for programming this year was to make sure we had a culturally diverse line-up without having actual traditional cultural performances.

Main Stage performances began at 3pm with an Indigenous Blessing from the leader of the Lekwungen Dancers followed by their performance and then the bilingual version of the anthem sung by the Victoria Children's Choir.

Fintan was the winner of the second Coast Capital Savings Youth Band and he performed a very well attended and successful 25 minute set on the Main Stage. Dominic Pelletier who was brought in with funding from the Province of BC and the Province of Quebec followed his performance. Victoria's Youth Poet Laureate Aziza Moqia Sealey-Qaylow graced the stage with her spoken word.

The later part of the afternoon and then evening included: Khanvict, who explores his roots through his music, blending elements of classic Bollywood, Sufi and Panjabi music with Bass, Moombahton and Trap. The solo project of Tristan Thompson, Diamond Cafe, who channels the ghost of Prince, late-night slow jams and 80's tinged R&B. Caleb Hart's eclectic mix of genres ranges from reggae, gospel and soul to calypso, a mixture Hart likes to call island soul. Fortune Killers strike you with their dynamic synth-scape sand high-voltage performance whose alluring vocals, soaring lead lines, and heart-thumping grooves weave a musical web.

Headlining the Main Stage was nêhiyawak, who hail from amiskwaciy (Edmonton) on Treaty 6 territory. Comprised of Kris Harper, Matthew Cardinal, and Marek Tyler, these three Indigenous musicians coalesce at the intersection between traditional and contemporary music. This was the first headlining performance of an Indigenous band that Victoria's Canada Day has had.

The emcees for the afternoon/evening were Elli Hart from the band Dirty Mountain, who sang and played guitar during changeovers. She was joined by local favourite drag queen; Gouda Gabor. The two of them performed choreographed numbers together between the last three sets.

## MAIN STAGE PERFORMERS

- Lekwungen Dancers
- > Victoria Children's Choir (Singing of the bilingual National Anthem)
- ➤ Fintan (Coast Capital Savings Youth Band)
- > Agartu Ali (Victoria's Youth Poet Laureate)
- ➤ Dominic Pelletier
- ▹ Johnny G4aves

- > Victoria's Youth Poet Laureate Aziza Moqia Sealey-Qaylow
- ➤ Fortune Killers
- ➤ Caleb Hart
- ➤ Diamond Cafe
- ≻ Khanvict
- ≻ nêhiyawak

#### FAMILY ZONE ACTIVITIES

The decision made in 2018 to eliminate the kid's performer from the main stage and re-allocate that money on family programming has proved successful. So successful in fact, that this year we had both the Bateman Centre and the Victoria Bug Zoo as well as children's face-painting by Sparkle Shack come on as sponsors and offer free activations on-site. There is now a Family Zone space on the Northwest corner of the Legislature Lawns where you can spend child-centric time over the course of the day instead of just a 40-minute set on the Main Stage.

In addition to the Family Zone programming we also hosted Canada Day Drumming beginning at 10:30 am. This a group made up of local drumming groups like the Kung-Fu Club and Uminari Taiko, drummed separately and then as a group simultaneously at 11am with other cities across Canada. This was extremely well attended and received and should become a part of the annual programming going forward.

We changed the operating hours of the Family Zone to be 10:30am - 5:30pm this year giving us an additional two hours for us to cater to the families that come earlier in the day. It is suggested that these hours be maintained in 2020.

It would be advised to find a sponsor specifically for this area in order to expand the offering and longevity of the activated space.

## **GREEN INITIATIVE ACTIVITIES**

A comprehensive waste filtering system (of recycling, compost and garbage bins) continues to be used. ReFUSE provided these bins once again as they are extremely affordable to work with and they drop off and pick up and sort all materials. ReFUSE provided bottle-recycling services, as well.

Bike lock-up system which is offered for free, continues to proves to be a good model.

Water refill station use continues to be popular. Water access is difficult on this site but it is advised that a secondary location be found for 2020.

## A FLAVOUR OF CANADA

We continued A Flavour of Canada programming in 2019 to encourage attendance and diversify food choice. This year, 14 food vendors were set up along Belleville Street offering the best of what Victoria has to offer to the public. Vendors were set up on the south side of Belleville St. backing the Legislative Lawns allowing lines to stretch across the road, and providing unobstructed views of the Inner Harbour from the street.

The 2019 food vendors included:

- Coast Lunchbox
- L'Authentique Burgers and Poutine
- Deadbeetz
- Greek on the Street
- Finest at Sea
- Taco Justice
- Whistler Wood Fired Pizza
- Jewish Community Centre
- Mama Rosie's
- Discovery Coffee
- Lemon Heaven
- Kettle Corn
- Saltspring Island Fruitsicles
- Island Mini Donuts

## FIREWORKS

Bryan Capistrano at The Zone arranged the musical programming for the fireworks. An intro and outro thanking our sponsors provided a great opportunity for their acknowledgement to a large audience. The outro provided exiting instructions for people after the fireworks, helping move people out of the harbour quickly. The total show time this year was a little over seven minutes due to budget constraints; the goal is to get the show back to the 10-minute mark.

#### COAST CAPITAL SAVINGS LIVING FLAG

Coast Capital Savings continues to provide generous support through sponsorship of the Living Flag in order to have naming rights to it. A portion of their total contribution goes to the purchasing of the branded shirts for this activation. Coast Capital Savings sees some of their greatest value in this piece of the event and made the request to have 2500 shirts printed an increase of 25% over 2018. It was suggested that they re-allocate the money they have spent in previous years on swag, to purchasing additional shirts. They agreed this was a better use of funds and branding money and added an additional \$2500 to their sponsorship in order for the extra 500 shirts to be printed. We had approximately 3100 participants in the flag this year.

The T-shirt pickup was scheduled to start at 12:30, as in past years, however we had participants lining up as early as 9:00 a.m. to pick them up. As in previous, we encouraged group sign ups and priority pick-ups for those with teams of more than 10. These were picked up through the Coast Capital Savings tent, which was very popular with the public as well as valuable to Coast Capital Savings as a client touch point in the day.

Work done to mitigate protestors was deemed successful and included:

- A discussion held with indigenous leaders prior to Canada Day in order to offer them time in the programming to speak publically. This went a long way in deterring any asks for speaking opportunities from additional indigenous groups.
- A communication email sent to all parties taking part in the organizing of the Flag (City of Victoria, VicPD, Elite Security, and Atomique) confirming chain of command and protocols for disruptions.

## SITE SET-UP/DESIGN

Scrims for delay and branding towers were exchanged for a 10' x 20' screen flown from the back of the Main Stage this year.

Belleville Street was closed at 6am (one hour earlier than in 2018), which was fundamental to ensuring that set-up for the Family Zone and A Flavour of Canada could be completed before the 10:30am start time. It is recommended to maintain the same street closure time in future years. Closing Government earlier or extending further West on Belleville to create a market is recommended so there is more to coming down to the site than just the Main Stage. Suggestion to use a smaller stage in order to reallocate some of that funding to the talent spends.

Atomique continues to use a crash barricade at the front of the main stage to help security and police when maintaining the larger crowd into the evening.

Elevated reduced mobility access signage this year to eye-level making the access points easier to find. . The Legislature changed their landscaping to add in an additional two permanent ramps allowing access to the laws, Atomique added one at the Cenotaph, and one at the Queen Victoria statue bringing the total to four as opposed to the single point in 2018. This eliminated any issues that may have arisen in getting people onto the lawns.

Placing food vendors on the South side of Belleville allows for better crowd/line management and has the vendors in the thick of the crowd in order to exploit sales opportunities. However, with more activations this year than any year previous, Belleville has begun to feel a bit tight and we may need to think about expanding earlier in order to meet the demand from Sponsors to be on the street.

#### **OPERATIONS**

Operationally, the event ran smoothly with no major issues coming to our attention. Communication with the City Events Department and Victoria Police Department was excellent and the road closure timing worked well with the event schedule and allowed the public to feel safe throughout the entire event.

Although no security risks arose throughout or following the 2019 programming, Atomique will continue to work with local enforcement agencies to refine our operations plan to ensure that public safety procedures are current and effective.

#### **STAGE & TECHNICAL**

Pacific Audio Works was hired again to provide technical support for the Main Stage. Main Stage sound had a small kickback issue at the delay tower around 8:30pm but it was resolved in less than 10 minutes.

#### ADDITIONAL PRODUCTION RECOMMENDATIONS.

It is suggested that a complete map of the stage and stage area be mapped by itself in order to provide exact measurements for landing the stage, the concrete blocks to weight the scrims and what goes on the stage itself.