Committee of the Whole Report
For the Meeting of November 4, 2021

To:	Committee of the Whole	**Date:**	October 22, 2021
From:	Kerri Moore, Head of Business & Community Relations		
Subject:	Canada Day 2022		

RECOMMENDATION

That Council provide direction to staff regarding the Canada Day 2022 event program.

EXECUTIVE SUMMARY

The City of Victoria has led Canada Day celebrations for the past 15 years and each year the City has received substantial funding from Canadian Heritage's Celebrate Canada program. The deadline for 2022 applications is November 21, 2021 and applicants are required to detail the scope and specifics of how funds will be applied. Staff are seeking Council's direction on how to approach next year's celebration.

A traditional Canada Day event has not been produced for the past two years. To continue with Canada Day as a City led event consistent with past iterations, it is imperative that funders are engaged, and a production team is secured as soon as possible. The application to the Celebrate Canada program is an important first step.

Impacts to Financial Plan

The 2022 Financial Plan includes a budget of $25,000.00 for Canada Day event activities.

CONCLUSIONS

To complete the Celebrate Canada Program application and receive funding towards the 2022 Canada Day program, staff require direction from Council on the scope and specifics.

Respectfully submitted,

Jeff Day
Senior Cultural Planner

Kerri Moore
Head of Business & Community Relations

Report accepted and recommended by the City Manager.