



**Council Member Motion  
For the Committee of the Whole Meeting August 3, 2023**

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**To:** Committee of the Whole August 3, 2023      **Date:** July 27, 2023  
**From:** Mayor Alto  
**Subject:** Future Canada Day Celebrations

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**BACKGROUND**

Canada Day celebrations have been a fixture on the City's summer event calendar for roughly half a century. For more than 30 years the Inter-Cultural Association of Greater Victoria (ICA) programmed Canada Day as an extension of Folkfest. The City assumed these responsibilities in 2006.

From 2006 – 2022, staff and Council worked collaboratively with a succession of professional production companies to plan, fund, and execute the festivities. \$25,000 was made available each year for the project through the City's annual financial planning process, which helped leverage the more than \$200,000 from corporate sponsors and other levels of public funding required to maintain the scope of the celebrations.

Following the 2021 celebrations, Council moved to return the event to a community led format. In 2022, in addition to the annual \$25,000 allocation for Canada Day fireworks, \$50,000 in new funding was made available through the Festival Investment Grant Program (FIG) to qualified not-for-profit societies.

The 2023 Canada Day celebration returned to the provincial Legislature lawns led by an established society in partnership with a professional production company, with significant (both planned and unanticipated) in-kind contributions required and delivered by multiple city staff.

While crowds responded positively to the 2023 event as offered, it is evident that increasing amounts of public and private funding will be required to maintain the quality and scope of the celebration – and significantly more will be required if Council desires more comprehensive programming. The costs and risks associated with producing Canada Day celebrations in the Capital continue to escalate.

Reflecting on recent Canada Day experiences, now may be the time to review the City's current role in producing the Canada Day celebration, and consider the best model for delivering this regional event in the Capital City.

## RECOMMENDATION

That Council direct staff to report back on the issues, analysis and impacts of a 2024 City-led Canada Day celebration and include recommendations as to the potential components, including but not limited to, fireworks, performance and other programming and activities, and the necessary budget to fund the celebration with, and without, the requirement of sponsorship.

Respectfully submitted,



Mayor Alto