

## CORPORATE REPORT

To: CAO for the Recreation, Culture & Airpark Services Commission    Date: 2019-04-16

From: Jody Castle, Manager of Recreation, Culture & Airpark Services    File No:

**Subject: Canada Day 2019**

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### INTENT

This report is intended to advise the Commission of information pertaining to activities planned for Canada Day 2019. Staff is not looking for a recommendation and has forwarded this information should members want more clarification to discuss the item further.

### STRATEGIC AREA(S) OF FOCUS

Support Healthy & Sustainable Community

### BACKGROUND

Recreation, Culture and Airpark Services (RCAS) hosts the annual Canada Day Festivities in Hope on July 1 in partnership with the District of Hope, Hope Motorsports Group, and the Lions Club. Funds are set aside annually for the event, and additional funds are raised from the community through corporate sponsorship, in-kind donations and grants. RCAS has budgeted \$22,000 for the 2019 event, and staff is working to secure an additional \$10,000 in sponsorships and grants.

### DISCUSSION

As part of the festivities, Hope Motor Sports Group is holding the Classic Car Show and Shine from 9am-2pm in Memorial Park. To accompany this event, RCAS will host formal opening ceremonies including flag raising and cake cutting. Local performers will be on stage after the formal ceremonies until the conclusion of the car show at 2pm. A market place featuring local artisans will also be on site. Entertainment for families will be available throughout the day, including a special Canada Day craft, princess visits and face painting.

Evening festivities will take place at the park on 6<sup>th</sup> Avenue with the gates opening at 6:30pm. The main stage entertainment will begin at 7pm, with musical performances continuing until the fireworks show at approximately 10:30pm. Sweet Tequila is returning this year to the main stage with their high energy show, and Ben Click will be performing beginning at 7:30pm. Ben has won five North American Country Music Association Awards, and is known for being a fantastic guitar player and interactive

storyteller. Food service throughout the day will be provided by the Lions Club, and smoked salmon will be available in the evening. Several children's activities are planned, including a balloon twister, bouncy castles, a Smores Station, and face painting.

New in 2018, the Rotary Club partnered with RCAS to present an adult-only beer garden at the south side of the stage. The beer garden was advertised in the community starting in the middle of June. Funds raised were used by the local Rotary Club for student scholarships. The beer garden did not appear to increase attendance at the event, and minimal funds were raised for the amount of work required.

After last year's event, concerns were raised that Rotary Club members may not be interested in participating in a future beer garden event. Staff has communicated to the Rotary Club and are awaiting a response as to whether they are interested in participating in the 2019 Canada Day event. The Lions Club has expressed potential interest should the beer garden be a desired option.

## **COST**

Total Estimated Cost: \$32,000

\$22,000 is available in the Hope Recreation (710) budget and the remainder would be covered through grant funding and community sponsorships.

## **CONCLUSION**

Canada Day planning for 2019 is underway and staff is in the final stages of securing grants and sponsorships. An update can be provided at the next RCAS Commission meeting regarding the interest of local service clubs in providing a beer garden at the event.

## **COMMENTS BY:**

**Stacey Barker, Director of Regional Services**

Reviewed and supported.

**Mike Veenbaas, Director of Financial Services**

Reviewed and supported.

**Paul Gipps, Chief Administrative Officer**

Reviewed and supported