

THE CORPORATION OF THE CITY OF WINDSOR
Community Development and Health Services - Recreation Culture



MISSION STATEMENT:

"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 18053 AFB/12131 SR2016	Report Date: October 27, 2015
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To: Mayor and Members of City Council

Subject: 2017 Celebrations - City of Windsor's 125th Birthday and Canada's 150th Birthday

1. RECOMMENDATION: City Wide: Ward(s): _____

THAT City Council **APPROVE** the \$40,000 allocated in the 2016 Capital Budget for the City of Windsor's 125th and Canada's 150th Birthday Celebrations and;

THAT City Council **APPROVE** \$85,000 as a pre-committment to the 2017 Capital Budget for the 125th and 150th Birthday Celebrations and;

THAT Administration **BE DIRECTED** to engage with community partners to plan appropriate community celebrations and;

THAT Administration **BE AUTHORIZED** to apply for any grant funding available to support the 125th and 150th Birthday Celebrations and further;

THAT the CAO and City Clerk **BE AUTHORIZED** to take any other steps as may be required to bring effect to these resolutions, subject to legal approval by the City Solicitor, financial approval by the City Treasurer, and technical approval by the Community Development and Health Commissioner and;

THAT the Community Development and Health Commissioner **BE AUTHORIZED** to take the necessary steps to operationalize the direction of City Council.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

2017 marks 150 years since Confederation and the 125th birthday of the incorporation of The City of Windsor.

For several years discussions have been occurring on a number of levels (federal, provincial, private sector, municipal) as to how to appropriately recognize 150 years of Canada. Suggestions have included arts & cultural events, special exhibitions, refreshment of Centennial infrastructure projects, the development of new legacy projects, etc. In response to the call for projects under the Canada 150 Infrastructure Program, City Council approved the submission of three projects for consideration: (CR108/2015 June 1, 2015)

- a. Sandwich Library (in partnership with the Windsor Public Library)
- b. South Windsor Arena, Community Centre & Trails
- c. Willistead Manor

At the time of writing, a decision on these applications is still pending.

In anticipation of other funding programs to commemorate the country's anniversary, an ad hoc group was convened by Recreation and Culture and several ideas for Windsor celebrations were discussed.

In addition to the country's birthday, the City of Windsor is also marking a milestone birthday in 2017 – 125 years. Historically the City has celebrated its birthday on the Victoria Day holiday in May. Nine years ago the former Mayor added a "Mayor's Walk" to the celebrations, inviting residents to join his family for a stroll along the Detroit River, prior to the festivities taking place at Festival Plaza. In the past these festivities have included live entertainment, representation from the City's emergency services, children's activities, display booths and refreshments.

3. DISCUSSION:

There is grant funding through the federal government to recognize community anniversaries. The Building Communities through Arts and Heritage Fund has a deadline of January 31, 2016 for events occurring in 2017. Administration would like to pursue funding through this envelope for the 125th Birthday celebrations.

125th celebrations in other communities have ranged from large, one-day events including activities such as street hockey or volleyball, music, movies, fireworks and displays, to multi-day events which include parades, song competitions, community barbecues, writing contests, art exhibitions and time capsules. An event for Windsor's milestone birthday could incorporate any number of these activities.

Staff from Community Development, Recreation and Culture, Social Policy and Planning, Communications and Finance have met to brainstorm how to recognize both anniversaries and to investigate the resources required and cost to deliver such an event.

There is also a federal program to provide grant funds to communities to engage in commemorating the 150th Anniversary of Canada and an expectation that a provincial grant fund may also be announced. The Windsor Essex Community Foundation may also support Canada 150 events through their 2017 community grants. Administration is seeking approval to apply for any grant funds and to seek sponsorships and in-kind support to augment funding from City Council.

Staff offer a synopsis of some recent celebrations held in the city. While sponsorship and grant opportunities are appreciated and will be investigated, there is no guarantee that any additional funding may be available. The costs below include equipment rentals (sound, lights, tents, tables, chairs, etc), artist fees, limited amounts of advertising, children's activities, additional insurance, banners, etc. The amounts do not include staff time and other corporate resources.

International Children's Games (Opening & Closing Ceremonies/Entertainment)	\$481,000
Commemoration of Bicentennial of Capture of Detroit (WSO was \$60,000) Audience - 2,500	\$100,000
55+ Summer Games (Opening Ceremonies) Audience - 7,000	\$20,000
55+ Summer Games (Closing Ceremonies)	\$50,000
Tall Ships Festival Audience- 25,000 over 3 days	\$171,000
Mayor's Walk Audience - 900	\$10,000
w.a.v.e.s Festival Audience - 7,000 over 2 days	\$100,000

Administration will engage with local community organizations to seek their input into activities for consideration and determine the capacity to deliver on those expectations. There will be an opportunity for City Councillors to provide input as well. From these ideas Administration will analyze capacity and put together a grant proposal in keeping with available resources.

4. RISK ANALYSIS:

Regardless of how the City commemorates its' birthday and the anniversary of the country, there are risks in attempting to balance community expectations. This risk will be mitigated by engaging as many community partners as possible to deliver the community celebrations.

There is a moderate risk that the volunteer base that could assist with 2017 events and activities may be experiencing some "burn out" as there are many large events occurring in 2016 that will require a number of volunteers. This risk will be mitigated by seeking to expand the volunteer database and providing adequate notice for volunteer opportunities.

There is a risk that other priorities may compete for the resources to adequately deliver on appropriate celebrations for both the city and the country.

5. FINANCIAL MATTERS:

\$40,000 has been allocated for the celebrations in the 2016 Capital Budget. Deferral of some 2017 projects to future years which had unallocated funding has allowed for the inclusion of \$85,000 in that year's capital budget.

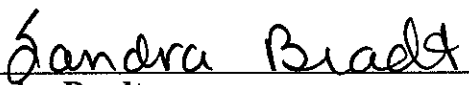
Two Federal grant programs are available for 2017 events. The Building Communities through Arts and Heritage Community Anniversary component funds anniversaries greater than 100 years and in 25 year increments thereafter. Canada 150 provides grant funds for activities to celebrate Canada's 150th birthday. Administration is seeking approval to apply to these programs, which cover 100% of eligible expenses and any other grant programs that may help off-set the City's contribution to these anniversary events, and to pursue in-kind support and sponsorships to further off-set the costs of the celebration.

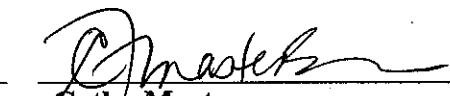
6. CONSULTATIONS:

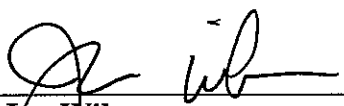
Recreation and Culture
Marketing & Communications Officer
Finance


7. CONCLUSION:

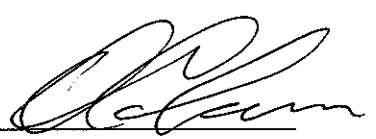
2017 marks the significant anniversaries of 150 years of Canada and 125 years as the City of Windsor. Administration will take the lead to plan community celebrations that mark these milestones, contribute to our sense of place, and showcase pride in the community.

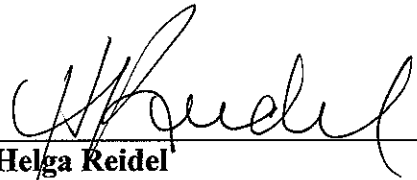

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Chief Administrative Officer

SB

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:
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NOTIFICATION :

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