

Date: 2020-12-15

Subject: **Corporate Events Listing 2021**

Contact: Jason Tamming, Director, Strategic Communications, Culture and Events, Corporate Support Services, 905.874.2889, Jason.tamming@brampton.ca

Report Number: Corporate Support Services-2021-041

Recommendations:

1. That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated: December 15, 2020; **re: Corporate Events Listing 2021**, be received;
2. That, the Citizens Awards Recipients 2019 be deferred and recognized in 2021 in addition to the Citizens Awards Recipients 2020; and
3. That the Corporate Events Listing 2021 be approved.

Overview:

- Brampton's various festivals and events contribute to the quality and diversity of community life for Brampton citizens and visitors, and provide opportunities for public participation, economic activity, and tourism.
- The Strategic Communications, Culture and Events Division in collaboration with all city departments play an integral role in the development of this sector, through the planning and execution of corporate-led special events relating to provincial and federal dates of importance including but not limited to: Canada Days, Remembrance Day, and New Year's Eve.
- Building on the success of the 2020 Corporate Events program, staff recommend the aforementioned Corporate Event Listing be approved, subject to budget approval.

Background:

Brampton's various festivals and events contribute to the quality and diversity of community life for Brampton citizens and visitors, and provide opportunities for public participation, economic activity, and tourism. They offer a forum to celebrate athletic, artistic, and cultural excellence while providing residents with opportunity to contribute the expression of their identity.

The Strategic Communications, Culture and Events Division in collaboration with all city departments plays an integral role in the development of this sector, through the planning and execution of corporate-led special events relating to provincial and federal dates of importance including but not limited to: Victoria Day, Canada Days, Winter Lights Festival, and New Year's Eve.

The Division also supports corporate addresses such as the New Year's Levee, dignitary visits, award ceremonies such as the Citizens Awards, Arts Walk of Fame and Sports Hall of Fame. The City supports community recognition by offering flag raisings, proclamations, centenarian birthday scrolls, clock tower lightings and social media engagement.

Culminating in the cancellation and modification of hundreds of events since March 2020, the COVID-19 pandemic has had devastating effects on the economic and social benefits of Brampton's events. In response to the pandemic, staff have modified and deferred events where possible within the protocols given by Peel Public Health.

Current Situation:

Building on the success of the 2020 Corporate Events program, staff recommend the aforementioned Corporate Event Listing be approved, subject to budget approval, with the following considerations:

Proposed Corporate Events Listing 2021

Dates	Event Name
June 21 July 1	Canada Days <ul style="list-style-type: none">• Indigenous Peoples Day• Canada Day
September 25	Doors Open
November 19 – December 18	Winter Lights Festival
December 31	New Year's Eve Celebration

Ceremonies and Awards

Dates	Event Name
January 24	Mayor's New Year's Levee
TBD	Arts Walk of Fame
May 4	Sports Hall of Fame (Double cohort) (Recreation)
May 12	Citizens Awards (Double cohort)
October 29 – November 11	Veteran's Week/Remembrance Day Services
April 28	Day of Mourning

Cultural Diversity and Inclusion Events

Dates	Event Name
January 14	Thai Pongal Harvest Festival / Tamil Heritage Month
February 28	Black History Month
February 12	Chinese New Year
March 7	International Women's Day
March 17	Irish Heritage Month
May 1-7	National Youth Week (Recreation)
May 11	Celebrate Ramadan
June 11	Portuguese Heritage Month
June 12	Italian Heritage Month
June 13	Philippines Heritage Month
July 4	Pride
August 1	Emancipation Day
August 14	Pakistani Heritage
August 15	Indian Heritage
October 6	Navratri
November 1	Pumpkin Party

1. Community-led Festivals & Events

The Council endorsed Culture Master Plan notes the community's desire to produce events and for the City to provide support through space provisions, funding and promotion. As well, the City of Brampton Service Efficiency Study completed in 2019 by Optimus SBR recommended that Brampton consider transitioning to a hybrid internal/external delivery model which shares delivery responsibility with community organizations. Based on these recommendations staff considered the following in developing the proposed 2021 corporate events listing:

- As community organizations and stakeholders build capacity for the planning and execution of events and celebrations, staff will introduce these organizations to the Advance Brampton Fund.
- Through the Community Recognition Program, the City facilitates community requests for recognition of important dates in the form of a flag raising, proclamation and lighting of the City Hall clock tower.

2. New Event Opportunities

On occasion there may be an opportunity to add a new event to the annual Corporate Event Listing. Staff recommend the following process to ensure successful execution:

- New events must be approved, with required resources, by Council during the annual budget process.
- Events should be added no less than 12 weeks prior to the proposed date, in order to ensure adequate planning and delivery time.
- A Council lead will be identified as the event sponsor and will work with staff to define the goals and objectives for the event, as well as required stakeholder engagement and participation.
- A member of Corporate Events will be assigned as the Project Manager on a cross-departmental team responsible for planning and delivery of the event.

3. Internal / Departmental Support

- The proposed 2020 Corporate Events Listing includes only those events where the budget is managed by the Strategic Communications, Culture and Events.
- The Corporate Events and Protocol Office supports the planning and execution of additional events throughout the year, however budget remains with individual operating departments and / or committees. (i.e.: Hall of Fame Induction Ceremonies).
- In addition, it is important to note that operating departments successfully plan and execute a number of activities and programs as part of their annual work plans in alignment with their mandates (i.e. Recreation Fright Nights and Bunny EGGscitement) and are not included on this list. All city-run events are listed online at brampton.ca as part of the events calendar.

COVID Stages and Regulations

Provincial re-opening plans do not currently include concerts or other large gatherings as part of the initial phased approach. Conference calls with municipal event networks within Ontario and across Canada continue weekly and staff are actively attending, consulting and/ or working with:

- Event Safety Alliance
- Festival and Events Ontario
- Network of Municipal Event Planners

We recognize the situation in Brampton is critical as we work to flatten the second wave of the COVID-19 pandemic. In light of this, staff recommend the following approach to corporate event delivery considering the inputs from the Province and Region's measures in the following areas:

- Meetings and Events Spaces
- Performing Arts Facilities
- Retail
- Region of Peel Letter of Instruction

	Prevent	Protect	Restrict	Control	LOCKDOWN
Current Restrictions	Limits: <ul style="list-style-type: none"> • 50 people indoors • 100 people outdoors (exception for court/government services, weddings, funerals) • As of August 21, 0220, if operating in compliance with a plan approved by the OCMOH: <ul style="list-style-type: none"> ◦ 50 persons per room, subject to conditions in the plan 			Limits: <ul style="list-style-type: none"> • 10 people per facility • 25 people outdoors • 6 people per table 	
Event Delivery	Indoor events modified to virtual delivery only In-person outdoor event with 100 person attendance. Event elements: <ul style="list-style-type: none"> • Contact tracing process • Food and Beverage • Small business vendors • Activities produced by NFPs/NGOs • Performances with registered participation • Safety plan developed by Peel Health and Brampton Emergency Services 	Indoor events modified to virtual delivery only In-person outdoor event with 50 person attendance. Event elements: <ul style="list-style-type: none"> • Contact tracing process • Food and Beverage • Small business vendors • Activities produced by NFPs/NGOs • Performances with registered participation • Safety plan developed by Peel Health and Brampton Emergency Services 	Indoor events modified to virtual delivery only In-person outdoor event with 25 person attendance. Event elements: <ul style="list-style-type: none"> • Contact tracing process • Physical distancing activities only • Modified food and beverage activities • Modified performance opportunities • Modified small business opportunities • Modified NGO/NFP participation 	Virtual events only. Priority given to event delivery that promotes single household dwelling gatherings. Priority given to events elements promote and support local: <ul style="list-style-type: none"> • Small businesses • Restaurant industry • Arts and culture community 	

We continue to ask residents to stay home when possible and avoid gathering with those outside their household until such a time when Peel Public Health endorses new messaging. These modifications to event delivery are set in place to provide a framework for the gradual return to traditional events.

Citizens Awards

Since 1974, The City of Brampton has been proud to offer a recognition program for outstanding citizens in the community who have made achievements in the areas of Sports, Arts Acclaim, Inspirational Acts and Long-Term Community Service, known as the Citizen's Awards. The Citizen's Awards program honours residents over a ceremony held at the Rose Theatre in Downtown Brampton, typically held in May. Since its beginning in 1974, the City of Brampton has presented over 3,500 residents with Citizens Awards in varying categories.

Due to COVID-19, the City of Brampton was unable to announce and recognize the chosen recipients for the 2019 Citizens Awards. In 2021, we will recognize the selected nominees in an adjusted 2019-2020 format that will generate community engagement and will result in a larger scale recognition that is in line with the City's values and plans to recognize community success, develop local talent, and build Brampton's identity.

Corporate Implications:

Financial Implications:

Sufficient funding in the amount of \$539,000 in direct programming costs for the proposed 2021 Corporate Event listings is available, as part of the Strategic Communications, Culture, & Events base operating budget, pending Council approval.

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by developing distinct, lively spaces and activities that unite people and instill civic pride.

Conclusion:

Building on the success of the 2020 Corporate Events program, staff recommend the abovementioned Corporate Event Listing be approved, subject to budget approval.

Authored by:

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