

Date: 2021-06-09

Subject: **Brampton Celebrates Canada Day 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-2021-733

Recommendations:

That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated: June 7, 2021; re: **Brampton Celebrates Canada Day 2021**, be received.

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.**
- **The City of Brampton celebrates Canada Day on July 1 and presents plans in accordance with the provincial guidelines listed in the Road to Reopening Ontario.**

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.

Canada's national holiday is celebrated on July 1. Canadians across the country and around the world show their pride in their history, culture and achievements. It's been a day of celebration, where many festivities are held across the country, since 1868. The Events and Protocol Office of the Strategic Communications, Culture and Events Division plans and produces Brampton's Canada Day event in accordance to Province's Road to Reopening Ontario plan.

Current Situation:

The Events and Protocol Office prioritize programming within the allowance permitted in the Province's Roadmap to Reopening Ontario plan and provide residents with a variety of opportunities to participate in Canada Day festivities in accordance with Step 1 including:

At Home/Virtual Events

Permitted

- Online activities and entertainment for residents to enjoy at home including a pre-recorded virtual concert featuring host Daniel Pillai, land acknowledgement by Mskwaasin, the singing of our National Anthem by Roberta Battaglia, opening performances by chart-topping Indigenous folk artists Twin Flames and award-winning Iswke & Tom Wilson, and finally the headliners: multi-platinum selling, four-time Juno award-winning rock and roll band The Sheepdogs.
- Craft tutorial shows, virtual fitness class, do-it-yourself printable activities, Heritage Canada virtual celebration kit, Market listing featuring Brampton local retail shops and restaurants and promotion of virtual recreation programs.
- Canada Pride at Home decorating contest and prizes for the top 3 photos.
- Pick-up of lawn sign with Canadian Flag promoting civic pride. Pick-up locations to be determined in each ward pairing.

A telephone drop message will be sent to all residents to promote all Canada Day activities and promotions.

Drive-in and drive through events

Open with restrictions

- 10 minute drive-in live fireworks show at the CAA Centre with registration required.
- Show will be live-streamed to www.brampton.ca/canadaday for residents that are unable to secure a ticket.

Restaurant and bars

Outdoor dining with 4 people per table and other restrictions

- Support and invite residents to enjoy local amenities including local restaurants, patios, and bars.
- Small business local support listing.

Outdoor recreational amenities

Open with restrictions

- The support and participation in the reopening of outdoor recreational amenities including trails and pathways, wading pools, splash pads, parks and open spaces.

Organized Public Events in Step 1

Outdoor organized public events and social gatherings are permitted up to ten people. Physical distancing of 2 metres must be maintained with people outside your household, except for your caregiver or one person outside your household who lives alone.

Corporate Implications:

Financial Implications:

Sufficient funding in the amount of \$300,000.00 CAD in costs for the proposed Canada Day 2021 event is available, as part of the Strategic Communications, Culture, & Events base operating budget.

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Brampton is Mosaic by developing distinct, lively spaces and activities that unite people and instill civic pride.

Conclusion:

The City of Brampton celebrates Canada Day on July 1 and presents plans in accordance with the provincial guidelines listed in the Road to Reopening Ontario. 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.

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