

Date: 2021-10-29

Subject: **Corporate Events Listing 2022**

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

Report Number: Corporate Support Services-2021-1183

Recommendations:

1. That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated: October 29, 2021; **re: Corporate Events Listing 2022**, be received;
2. That, the National Day for Truth and Reconciliation and associated budget be added to the corporate events listing;
3. That the Corporate Events Listing 2022 be approved; and
4. That the Director, Strategic Communications, Culture & Events, Corporate Support Services, be delegated authority to approve and execute on behalf of the City of Brampton any required agreements and other documents deemed necessary for the implementation of Corporate Events, Special Events & Festivals, including artist agreements and all other related agreements, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Corporate Support Services or designate, and in a form satisfactory to the City Solicitor or designate.

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 2021 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: 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 2021 Corporate Events program, staff recommend the aforementioned Corporate Event Listing be approved, subject to budget approval, with the following considerations:

Proposed Corporate Events Listing 2022

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 18-20	Winter Lights Festival
December 31	New Year's Eve Celebration

Ceremonies and Awards

Dates	Event Name
TBD	Arts Walk of Fame Induction (Cultural Services)
January	Mayor's New Year's Levee
April 28	Day of Mourning
May	Sports Hall of Fame (Recreation)
May	Citizens Awards (Protocol)
May	Accessibility Awards (Clerks)
May	Environmental Awards (Parks)
November 6-12	Veteran's Week / Remembrance Day Services

Cultural Diversity and Inclusion Events

Dates	Event Name
February	Black History Month
February	Chinese New Year
March 8	International Women's Day
March 17	Irish Heritage Month
May 1-7	National Youth Week (Recreation)
April	Celebrate Ramadan
June	Portuguese Heritage Month
June	Italian Heritage Month
June	Philippines Heritage Month
June 1	Launch of Pride Season
August 1	Emancipation Day
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 2022 corporate events listing:

- As community organizations and stakeholders build capacity for the planning and execution of events and celebrations, staff will encourage organizations to submit applications to municipal, provincial and federal grant programs.
- 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 2022 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.

Truth and Reconciliation Day

September 30, 2021 marked the first National Day for Truth and Reconciliation.

The day honours the lost children and Survivors of residential schools, their families and communities. Public commemoration of the tragic and painful history and ongoing impacts of residential schools is a vital component of the reconciliation process.

The creation of this federal statutory holiday was through legislative amendments made by Parliament. On June 3, 2021, Bill C-5, An Act to amend the Bills of Exchange Act, the Interpretation Act and the Canada Labour Code (National Day for Truth and Reconciliation) received Royal Assent.

In alignment with the nationally recognized dates of remembrance like Remembrance Day staff recommend a budget increase of \$25,000.00 to cost centre 0206 to accommodate the new date of importance and events therein.

Corporate Implications:

Financial Implications:

Sufficient funding exists as part of the Strategic Communications, Culture, & Events base operating budget for the Corporate Events Listing 2022, pending Council approval.

Staff recommend a budget of \$25,000 to be included in the 2022 Operating budget submission to support the addition of Truth and Reconciliation Day, pending Council approval.

Term of Council Priorities:

This report and recommendation supports Brampton is a Mosaic celebrating its diversity by more effectively engaging and communicating with diverse groups, supporting cultural events, and developing a holistic framework to embed diversity across the city.

Conclusion:

Building on the success of the 2021 Corporate Events program, staff recommend the abovementioned Corporate Event Listing be approved, subject to budget approval.

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