

**Date:** 2023-03-08

**Subject:** Corporate Events Listing 2023-2026

**Contact:** Meagan Guerra, Acting Supervisor, Corporate Events & Protocol  
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**Report Number:** Corporate Support Services-2023-107

**Recommendations:**

1. That, the report from Meagan Guerra, Acting Supervisor, Corporate Events & Protocol dated: March 8, 2023; re: Corporate Events Listing 2023-2026, be received; and
2. That, the Corporate Events Listing 2023-2026 and recommendations outlined in this report be approved;
3. That a City-led Diwali event as per Council Resolution CW376-2022 be added to the Corporate Events Listing along with \$200,000 to be included in the 2023 operating budget submission, pending Council approval.
4. That, departments be authorized to not charge-back any costs associated with using existing City assets and staff resources related to the Corporate Events and Protocol office, including but not limited to staff/labour, facility rentals and equipment; and further, whereby an external cost is borne by a resource department to support the Corporate Events and Protocol office, that these charges be payable by the Corporate Events and Protocol Office budget;
5. That, the Director, Strategic Communications, Culture and 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, including artist agreements and all other related agreements, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Culture and Events, 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 Corporate Events and Protocol Office in collaboration with all city departments play an integral role in the development of this sector, through the planning and execution of corporate-led 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 2022 Corporate Events program, staff recommend the proposed 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 Corporate Events and Protocol Office in collaboration with all City departments plays an integral role in the development of this sector, through the planning and execution of city-led and public-facing 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 Office also supports corporate addresses such as the New Year's Levee, dignitary visits, recognitions and award ceremonies such as the Citizens Awards, Arts Walk of Fame and Sports Hall of Fame, amongst others. The Office supports community recognition and celebrations by offering flag raisings, proclamations, centenarian birthday scrolls, clock tower lightings and social media engagement.

**Current Situation:**

Building on the success of the 2022 Corporate Events program, staff recommend the following Corporate Event Listing be approved, subject to budget approval, with the following considerations:

## Proposed Corporate Events Listing 2023-2026

<b>Dates</b>	<b>Event Name</b>
<b>January</b>	
January	Mayor's New Year's Levee
January 22, 2023 February 10, 2024 January 29, 2025 February 17, 2026	Lunar New Year Celebration
January	Tamil Heritage Month Celebration
<b>February</b>	
Beginning of February	Black History Month Celebration
<b>March</b>	
March 8	International Women's Day Celebration
March 17	Irish Heritage Month Celebration
March – April, 2023 March – April, 2024 February – March, 2025 February – March, 2026	Celebrate Ramadan
<b>April</b>	
April 28	National Day of Mourning
April 30	Journey to Freedom Day
<b>May</b>	
May	Citizens Awards
<b>June</b>	
June	Celebrate Pride
June	Indigenous Peoples Day
June	Portuguese Heritage Month Celebration
June	Italian Heritage Month Celebration
June	Philippines Heritage Month Celebration
<b>July</b>	
July 1	Canada Day
<b>August</b>	
August 1	Emancipation Day
<b>September</b>	
September 30	National Day for Truth and Reconciliation
<b>November</b>	
November 1	Pumpkin Party
Last Friday of October to November 11	Remembrance Day Services and Parades
November 12, 2023 November 1, 2024 October 20, 2025 November 8, 2026	Diwali

November 17, 2023 November 22, 2024 November 21, 2025 November 20, 2026	Winter Lights Festival
<b>December</b>	
December 31	New Year's Eve

*\*Specific event names & dates are subject to change for marketing and production purposes.*

**1. Community-led Festivals & Events**

The City 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 service delivery model which shares responsibility with community organizations. Based on these recommendations staff have supported the following actions.

- As the 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 to become self sustained and continue to produce festivals and events.
- The City facilitates the communities request for recognition of important dates in the form of flag raisings, proclamations and clock tower lightings.

**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
- Events should be added no less than 12 weeks prior to the proposed date, in order to ensure adequate planning and delivery time.
- A member of Corporate Events and Protocol Office will be assigned as the Event Lead on a cross-departmental team responsible for planning and delivery of the event.

**3. Internal / Departmental Support**

- The proposed 2023-2026 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 city-led events and initiatives throughout the year, however budget remains with individual operating departments and / or committees. (i.e.: CLT Holiday Mixer, Sports Hall of Fame Induction Ceremony, National Youth Week, Arts Walk of Fame, etc.).
- 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.

#### **4. National Day for Truth and Reconciliation**

The Corporate Events and Protocol Office worked closely with the Indigenous Community throughout 2022 to collaborate on a number of different initiatives, including the National Day for Truth and Reconciliation event that was held at The Rose on September 30, 2022. While the event was a success, to ensure meaningful contribution towards Truth and Reconciliation staff recommend that the City shift its focus to supporting programs, organizations and more actionable tasks, than hosting external facing performative events.

Staff suggest the following actions:

- Ongoing investment in educational seminars for all staff.
- Purchase and installation of a Truth and Reconciliation Bench in Ken Whillans Square or Gage Park. (to be facilitated by the Corporate Events and Protocol Office).
- Ongoing relationship building with the Mississauga's of the Credit through hosted talks and visits to the reserve.
- Ongoing public facing communications campaign to highlight resources for staff and residents to learn more about Truth and Reconciliation, as well as highlight City contributions to Truth and Reconciliation.
- Ongoing recognition via the community recognition program:
  - lighting the clock tower orange
  - lower the flags to half-mast in recognition of the Day
  - drafting a Proclamation to be read at City Council meeting

#### **5. Backyard Rink Competition 2023**

Following the success of the 2022 Backyard Ice Rink Contest, Council passed the following motion on November 16, 2022:

- That; the Backyard Rink Competition be added to the Corporate Events Listing for 2023 with a budget of \$25,000, launching January 1 and closing January 31.
- That; Events and Protocol and Sponsorship work with local partners to invest in this year's program and support an active and healthy community.

The Corporate Events and Protocol Office will facilitate the 2023 program.

#### **6. Unveilings, Openings, Re-naming's and Announcements**

The Corporate Events and Protocol Office works with internal departments to support the planning and execution of Council approved Park and Facility ceremonial events and announcements. This includes but is not limited to re-naming's, openings, unveilings, and announcements, amongst others.

These events include a photo opportunity and a press release that is circulated after the event. The event portion includes a stage deck, podium and sound system with 1 microphone, and 50 folding chairs. A reception, including the serving of food and beverage, does not fall within this scope. At the discretion of the Mayor, and in

consultation with the CAO and the Corporate Events and Protocol Office, the serving of food and beverage can be added to the agenda, subject to budget approval.

**Corporate Implications:**

Financial Implications:

Sufficient funding exists as part of the Strategic Communications and Events base operating budget for the Corporate Events Listing for 2023, pending Council approval. Departmental staff will ensure sufficient funding is requested in the annual operating budget submissions, subject to Council approval.

As per Council Resolution CW376-2022, Council directed staff to add an annual City-run Diwali event with Pyrotechnics and/or fireworks similar to Canada Day and New Year's Eve fireworks and pyrotechnics displays. Staff recommend a budget of \$200,000 be included in the 2023 operating budget submission to support the addition of a City-led Diwali event, 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 2022 Corporate Events program, staff recommend the abovementioned Corporate Event Listing 2023-2026 be approved, subject to budget approval.

Authored by:

Reviewed by:

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Meagan Guerra, Acting Supervisor,  
Corporate Events & Protocol

Jason Tamming, Director, Strategic  
Communications, Culture and Events

Approved by:

Approved by:

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Rick Conard, Interim Commissioner,  
Corporate Support Services

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Marlon Kallideen, Chief Administrative  
Officer