

Report to Council

Report Title: Proposed Virtual Canada Day

Prepared By: Mark Coleman, Director of Community Services

Department: Parks and Recreation

Date: May 26, 2020

Report Number: REC2020-03 **File Number:** C11REC

Attachments: snapd Virtual Fireworks

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2020-03 – COVID-19 Proposed Virtual Canada Day Celebrations, prepared by Mark Coleman, Director of Community Services and in doing so endorses the Canada Day Committee and Recreation Staff proceeding with preparations of a Virtual Canada Day Celebration in Brockton for 2020.

Report:

Background:

In light of the COVID-19 Pandemic, many municipalities across Ontario and throughout Canada have been forced to reconsider and cancel traditional Canada Day Celebrations and activities. Several Communities have begun to transform their Canada Day celebratory activities into a virtual format.

For Brockton's Canada Day 2020 Celebration, the Canada Day Committee and Staff would like to propose that Brockton's Canada Day Celebrations be celebrated through a Community Video as well as a Community Moment on Canada Day.

The following ideas are proposed by the Canada Day Committee and Recreation Staff proceeding with more detailed planning upon Council's endorsement:

Video Content

- Encourage families to submit video clips—musicians to submit video clips.
- Artists in town and kids – draw a picture depicting Canada and submit photos of these pictures to include in virtual celebration.
- Invite people to submit pictures electronically of past celebrations.
- Family Celebration messages clips.
- Possible use of family pictures from Front door project.
- Connect Happy Valley Drone re: usage of local business photos.

- Welcome message from Mayor Peabody, MP, MPP, Rotary President

Canada Day Event

- Challenge neighbours to put together best decorated street in Canada Day theme
- Fly over Brockton – potential for volunteer pilots to do flyover.
- End day with snapd Canada Virtual Fireworks app event (see attachment)

How to Put Together

Wightman Productions will piece together a 30-45 minutes video to be shared/broadcast on such medias as:

- YouTube
- Facebook
- Brockton Webpage

Upon endorsement, the Committee and Staff would engage the community and Wightman Productions to pull the material together by June 17, 2020 for preview and editing. We would also ensure all copyright rules are followed regarding music. We would be able to preview and edit as required prior to July 1st.



Analysis:

The Municipality of Brockton has partnered with the Walkerton Rotary Club for many years to provide a Canada Celebration for the community. This year's celebration requires a new look in order to bring our neighbours and community together safely. By creating a community celebration video we will be engaging the community to share a family photo, a Canada Day shout out or a talent.

Canada Day messages from local officials will also provide assurance that we are in it together but for this instance in celebration. The budget for this year's event will possibly see a slight increase in expenses and will not have the annual contribution of community donations from the BBQ.

The proposed snapd virtual fireworks is a unique way a large part of the community, especially youth can enjoy the thrill of fireworks through a new media. There will be no additional request of funds from the municipality and there is also a possibility of sponsorship for the video.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | N/A |

- Do the recommendations contribute to Environmental Integrity? Yes
- Do the recommendations contribute to the Social Equity? Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Expenses:

Item	Cost
snapt Virtual Fireworks app	\$1,800.00
Wightman community Video	\$500.00*
Staff time or Recreation Programmer	In-kind
Total	\$2,300.00

*Potential for sponsorship

Funds Available:

Source of Funding	Cost
Brockton 2020 Budget	\$600.00
Celebrate Canada Grant*	\$600.00
Canada Day Reserve Account	\$3,056.87
Total	\$4,256.87

Each year, Brockton secures a grant from Canadian Heritage that provides funding for activities organized on Canada Day. In light of the current situation with the COVID-19 pandemic, as well as various provincial and local directives on organized public events and social gatherings, the program is exploring ways to provide funding recipients with added flexibility. The program will be communicating with recipients shortly to explain the different options available to them this year.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Mark Coleman, Director of Community Services

Reviewed By:



Sonya Watson, Chief Administrative Officer