

Report to Council

Report Title: Brockton's Virtual Canada Day Stats
Prepared By: Mark Coleman, Director of Community Services
Department: Parks and Recreation
Date: August 11, 2020
Report Number: REC2020-09 **File Number:** C11REC

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2020-09 - Brockton's Virtual Canada Day Stats, prepared by Mark Coleman, Director of Community Services for information purposes.

Report:

Background:

In light of the COVID-19 Pandemic, many municipalities across Ontario and throughout Canada were forced to reconsider and cancel their traditional Canada Day Celebrations and activities. The municipality of Brockton along with several other Communities transformed their Canada Day celebratory activities into a virtual format.

Brockton via its Parks and Recreation Department promoted and produced a Community Video including past Canada Day Celebration memories and current drone footage as well as a Community Moment (Canadian Owners and Pilots Association from the Hanover Airport did a flyover of Walkerton) on Canada Day July 1, 2020. Brockton also used the services of Snapd media software to provide a Virtual Fireworks.

Analysis:

As of July 2, 2020, there were 588 views of the Brockton Canada Day Virtual Fireworks. If this platform were to be used again in the future, consideration could be given to partnering with another local municipality and Snapd about cost sharing the program.

As of July 28, 2020, there have been 1,808 views of the Brockton Canada Day Community Video. Wightman sponsored the production of 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? Yes
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the recommendations contribute to the Social Equity? N/A

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

Expenses for Canada Day initiatives totalled \$1,907.09 and was covered by a \$600 grant from Celebrate Canada and the balance funded by a contribution from the Canada Day Reserve account.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Mark Coleman, Director of Community Services

Reviewed By:



Sonya Watson, Chief Administrative Officer