



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner, Community Services

Meeting Date: April 22, 2024

Report: Canada Day Community Celebrations, Report CSRS24-006

Subject

A report to provide an update on the annual Canada Day Community Celebrations.

Recommendation

That Council approve the recommendation outlined in Report CSRS24-006, dated April 22, 2024, of the Commissioner, Community Services as follows:

That the report be received for information.

Executive Summary

- Events for the Canada Day Community Celebration are being finalized by Recreation and Parks Services.
- Due to a decline in the number of float entries over the past five (5) years, the annual Canada Day parade is no longer a sustainable activity as part of the annual celebrations.

Background

The 2024 annual Canada Day celebrations are being finalized by Recreation and Parks Services division. Planned events would include:

- A mid-morning family-friendly event at Millennium Park, offering several activities such as face painting, music and performers, Zumba, games, Try It activities, and refreshments;
- An afternoon family-friendly music show and entertainment on the stage at Del Crary Park; and
- Evening fireworks event following the scheduled Musicfest concert at Del Crary Park.

The annual Canada Day Parade organized by Recreation and Parks Services has seen a decline in the number of float parade entries over the last several years. This is due to a combination of issues, including the COVID-19 pandemic, increasing impacts due to climate change such as heat and humidity conditions, declining community interest, and increasing costs associated with the parade, including individual float insurance premiums. Entries since 2018 have been as follows:

Year	Float Entries	Notes
2019	56	Heat / Humidity resulted in only 16 floats participating
2020-21	0	Parade cancelled due to COVID-19
2022	21	Parade lasted approximately 16 minutes
2023	25	Parade lasted approximately 20 minutes

In comparison, the December 2023 Santa Clause Parade had over 60 float entries.

The City does not employ staff devoted directly to run events and it is therefore managed by Recreation and Parks staff as an extra item to their normal job duties. Considering the costs associated with road closures and the lower float participation numbers the parade is no longer either financially or logistically sustainable as a part of the Canada Day celebrations.

The outlined approach above aligns with adjustments made to the City's Snofest event in 2022. Adjustments made to this long-standing event have resulted in strong attendance and interest from the public. Snofest was transitioned from a month-long calendar of events in the community to a focused number of City-run events over Family Day weekend. 2024 Snofest saw 1376 attendees in 11 activities throughout the 3-day weekend.

As described above, staff are instead planning for a wider range of alternative events that are a better use of budgeted funds, are more easily managed, and are suited to draw interest from the public.

Strategic Plan

Strategic Pillars: Community and Wellbeing

Strategic Initiative: Foster community resiliency, neighbourhood identity, civic pride, sense of belonging, and intercultural harmony. Enhance and protect the health, safety, and wellbeing of all in our City. Provide robust, affordable, and accessible sport, recreation, wellness, and social programs for people of all ages and abilities.

Engagement and Consultation

Consultation included internal and external engagement with staff and community partners. A staff working group was created to review previous Canada Day celebrations that consisted of representation from the following divisions: Arts and Culture, Public Library, Recreation and Parks Services and the Diversity, Equity, and Inclusion Advisor.

Consultation was conducted with community partners at the New Canadians Centre (NCC) to review the proposed recommendations. This consultation provided the opportunity to align their Multicultural week that runs from June 17 to July 1 with this celebration. Staff at NCC supported the recommended adjustments and provided resources and contacts to allow for a successful re-imagined event on July 1st.

Representatives from Musicfest were engaged during the evaluation process to inquire about a family-friendly music event at Del Crary Park prior to their annual evening concert. The event organizers and sound provider were supportive of a city-run music event on the stage in the afternoon.

Budget and Financial Implications

The cost for the parade is budgeted for \$20,000 in 2024 with typically minimal cost recovery of approximately \$1000 per year. The staff plan is to devote the same financial resources to other Canada Day events meaning no financial or budgetary impact is generated from this report.

Conclusion

Canada Day Celebrations include several new events in Millennium and Del Crary Park, intended to replace the previously scheduled annual Canada Day Parade due to the decreasing participation of floats by the community and the better use of resources for alternative events.

Submitted by,

Sheldon Laidman

Commissioner, Community Services

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