

EXECUTIVE COMMITTEE OF COUNCIL

TO: MAYOR AND COUNCILLORS

SUBJECT: SKŪWŪ7MESH DAYS FESTIVAL SPONSORSHIP OPPORTUNITY

RECOMMENDATION:

1. THAT Council approve a contribution of \$10,000 to Squamish Nation to support the marking of the 100th anniversary of the Squamish Nation Amalgamation.

REPORT

The Executive Committee of Council, at its Open meeting held on 2023 May 02, received and adopted the *attached* report seeking Council approval for the contribution of \$10,000 to Squamish Nation to support the 2023 SkŪwŪ7mesh Days Festival.

Respectfully submitted,

Councillor S. Dhaliwal
Chair

Councillor R. Lee
Vice Chair

TO: CHAIR AND MEMBERS,
EXECUTIVE COMMITTEE OF COUNCIL **DATE:** 2023 April 18

FROM: DEPUTY CHIEF ADMINISTRATIVE OFFICER
AND CHIEF FINANCIAL OFFICER

SUBJECT: SK̓W̓X̓W̓7MESH DAYS FESTIVAL SPONSORSHIP OPPORTUNITY

PURPOSE: To seek Council approval for the contribution of \$10,000 to Squamish Nation to support the 2023 Sk̓w̓x̓w̓7mesh Days Festival

RECOMMENDATION:

1. **THAT** the Committee recommend Council approve a contribution of \$10,000 to Squamish Nation to support the marking of the 100th anniversary of the Squamish Nation Amalgamation.

REPORT**1.0 INTRODUCTION**

The City of Burnaby has made significant efforts towards implementing the *Truth and Reconciliation Commission of Canada (TRC) 'Call to Action'* for local governments.

In the spirit of continuing with these efforts, the Indigenous Relations and Reconciliation Division seeks to advance reconciliation and to further build positive and meaningful relationships with host First Nations through the recognition and acknowledgment of the history of colonialism and its impacts on the First Nations whose territory the City of Burnaby is now located.

2.0 BACKGROUND

The traditional territory of the Sk̓w̓x̓w̓7mesh people covers over 6,700 square kilometres from what is now referred to as Burrard Inlet to Howe Sound. When the Indian Act was passed in 1876, the B.C. government imposed a restrictive system of reserves, and the Sk̓w̓x̓w̓7mesh people were grouped into 16 Indian bands¹.

The creation of reserves had a significant impact on Sk̓w̓x̓w̓7mesh culture and traditional ways of living. They were further impacted by continued settler demand for real estate, which continued to forcibly displace them in their homelands. These unfair and discriminatory practices on behalf of the colonial government, led to the idea of amalgamation. Amalgamation would allow the Sk̓w̓x̓w̓7mesh Indian bands to unite their assets and governance. Their proposal to Indian Affairs

¹ Cheung, C. (2021). The TYEE. Retrieved from the internet on April 14, 2023 at: <https://thetyee.ca/News/2021/07/23/Once-Divided-By-Colonialism-Squamish-Nation-Honours-Amalgamation/>

To: Chair and Members, Executive Committee of Council
From: Deputy Chief Administrative Officer and Chief Financial Officer
Re: Skwxwú7mesh Days Festival Partnership Opportunity
2023 May 02Page 2

was approved on July 23, 1923. On that date, the 16 Indian bands, with a combined population of 412 members, were united as the Squamish Nation. Today, the Squamish Nation has more than 3,600 members.

3.0 PROPOSED CONTRIBUTION

This year marks the 100th anniversary of the Squamish Nation Amalgamation and the founding of the modern Squamish Nation. In celebration of this 100th anniversary, Squamish Nation will spend the month of July hosting over 30 events for their community members and the general public. Events will range from smaller group activities, such as healing ceremonies and guided tours of Squamish Territory, to larger scale performances such as a Squamish Nation Excellence Gala and an Amalgamation Day festival and concert.

In an effort to honour this historic moment, support reconciliation and further develop an encouraging relationship with Squamish Nation, the Indigenous Relations and Reconciliation Division recommends the City of Burnaby contribute the amount of \$10,000 for the 2023 Skwxwú7mesh Days Festival, which will celebrate the 100th anniversary of the Squamish Nation Amalgamation.

This contribution will be recognized by including the City's official logo on the event webpage and onsite sponsor signage.

4.0 RECOMMENDATION

It is requested that the Executive Committee of Council recommend Council approve the contribution of \$10,000 to Squamish Nation for the 2023 Skwxwú7mesh Days Festival, to celebrate the marking of the 100th anniversary of the Squamish Nation Amalgamation.



Noreen Kassam, CPA, CGA
DEPUTY CHIEF ADMINISTRATIVE OFFICER AND
CHIEF FINANCIAL OFFICER

MS:NK/eb


Copied to: Chief Administrative Officer
General Manager Planning and Development
General Manager Corporate Services

Attachments: 1 - Skwxwú7mesh Days Festival 2023 - Sponsorship Package
2 - Skwxwú7mesh Days Festival – 100 Years of Unity - Sponsorship



Skwxwú7mesh Days Festival 2023

PARTNERSHIP OPPORTUNITIES



**I chet wa kw'enmantúmiwit
kwis i uys iyá s7ulh temíxw**

We welcome you to our lands.





SKW̱XW̱Ú7MESH DAYS FESTIVAL

2023

100 YEARS OF UNITY

This year marks the 100th anniversary of the Squamish Nation Amalgamation on July 23rd, 1923, and the founding of the modern Squamish Nation!

In celebration of this 100th anniversary we are excited to spend the month of July hosting over 30 events for our community and the general public. Events will range from smaller group activities such as Healing Ceremonies and Guided Tours of Squamish Territory, to larger scale performances such as a Squamish Nation Excellence Gala and an Amalgamation Day Festival and Concert.



FESTIVAL OVERVIEW

Sḵw̓x̓wú7mesh Days Festival is brimming with opportunities and events for all of us to connect and celebrate the 100th anniversary of Amalgamation.



Voices of Elders



Squamish Nation Excellence Gala



Amalgamation Day Festival



Movies in the Park



Sen'ákw Development Celebration



Pride Celebration



Cultural Sharing Nights



Guided Tours of Squamish Nation Territory



Unveiling of Capital Legacy Projects



And more!



EXAMPLE: VOICES OF ELDERS

Saturday July 8, 2023
Squamish Longhouse
North Vancouver

An evening with a panel of Squamish Elders and knowledge keepers who will share the history and meaning of Amalgamation. An intimate event in the Squamish Longhouse, this deeply powerful evening will educate & inspire. This invite only event will be livestreamed for those who cannot attend in person.



EXAMPLE: EXCELLENCE GALA

Saturday July 15, 2023
Westin Bayshore
Vancouver

The Squamish Nation Excellence Gala brings together Squamish Nation community members, partners, and affiliates to celebrate the individual and group achievements of the Squamish people. An uplifting evening, with awards being handed out in categories encompassing the outstanding achievements of the Nation's citizens.



EXAMPLE: AMALGAMATION DAY FESTIVAL

Sunday July 23, 2023
Ambleside Park
West Vancouver

The marquee event property of the month! The Amalgamation Day Festival will celebrate Squamish culture and history bringing the entire community together. Open to all, this outdoor festival will showcase Headline Indigenous Musical Acts, an Artisan Market, A Kids Zone, Food Trucks, Special Commemorative Merchandise and opportunities to learn about Squamish Nation culture & community.



Partnership Opportunities

| | GOLD | SILVER | BRONZE | FRIEND |
|--------------------------|--|--|---|---|
| INVESTMENT | \$75,000 CAN | \$50,000 CAN | \$25,000 CAN | \$10,000 |
| MEDIA + MARKETING | Welcome Remarks at 2 Signature Events Logo on Website as Gold Partner Logo on Onsite Sponsor Signage Recognition in All Marketing Materials Customized Social Media Campaign | Welcome Remark at 1 Signature Event and One Community Event Logo on Website as Silver Partner Logo on Onsite Sponsor Signage Recognition in All Marketing Materials Inclusion in Social Media Campaign | Logo on Website as Bronze Partner Logo on Onsite Sponsor Signage as Bronze Inclusion in Social Media Campaign | Logo on Website as Friend Logo on Onsite Sponsor Signage as Friend |
| HOSTING + TICKETS | 6 tickets for each: <ul style="list-style-type: none"> • Squamish Nation Excellence Gala • Voice of Elders • Amalgamation Day Festival | 4 tickets for each: <ul style="list-style-type: none"> • Squamish Nation Excellence Gala • Voice of Elders • Amalgamation Day Festival | 2 tickets for each: <ul style="list-style-type: none"> • Squamish Nation Excellence Gala • Voice of Elders • Amalgamation Day Festival | N/A |
| ONSITE ACTIVATION | 10 X 20 Activation Space Amalgamation Day Festival | 10 X 10 Activation Space Amalgamation Day Festival | TBC | N/A |



On behalf of our people, the Squamish Nation Council invites you to sponsor this incredible month-long celebration. We recognize the ongoing support you have given the Nation thus far, and we look forward to continuing this relationship into our next century!

Please let us know if you would like to support our celebrations by contacting Sheldon_Tetreault@squamish.net.

Chet wenáxwstúmiwit
with respect to you.



Sk̓wx̓wú7mesh
Úxw̓míxw

Squamish Nation



Re: Skw̓xwú7mesh Days Festival – 100 Years of Unity - Sponsorship

In 1923, sixteen Skw̓xwú7mesh communities that were then Indian Bands joined together and amalgamated to become the Squamish Nation, or Skw̓xwú7mesh Úxwumixw. July 2023 marks the 100th anniversary of Amalgamation and presents a unique opportunity to celebrate the Nation's history, unity and success.

An exciting opportunity to deepen your relationship with the Squamish Nation.

In recognition of our important relationship, we are inviting you to join us in our celebration and to become a sponsor of Skw̓xwú7mesh Days Festival 2023. There are four different sponsorship levels. Each level comes with a variety of opportunities for your organization to be present, engaged and support the Nation. You have been an important contributor and ally to the Nation and I am personally inviting you to be a part of our centennial celebration. The attached slide deck describes our vision for Skw̓xwú7mesh Days Festival 2023 and includes the sponsorship opportunities that are available to you including becoming a Gold sponsor.

It is an exciting time for Skw̓xwú7mesh Úxwumixw. The future is one of growth, ambition, and opportunity. With a variety of projects and initiatives underway – including the development of the Seńákw lands which will create 6000 housing units in the heart of Kitsilano – the Nation is poised to have a major influence throughout its ancestral lands from Vancouver and Squamish to Whistler.

Background

We are the Skw̓xwú7mesh – descendants of the original Skw̓xwú7mesh - speaking villages throughout the watersheds of the Squamish River, Mamquam River, Howe Sound, English Bay, False Creek, and Burrard Inlet. Our people's history spans many millennia of living and governing our territory. The oldest known Skw̓xwú7mesh archaeological site in the territory is 8,600 years old at Porteau Cove in the Howe Sound.

In 1923, several Skw̓xwú7mesh communities that were then Indian Bands joined together and amalgamated to become the Squamish Nation, or Skw̓xwú7mesh Úxwumixw. This year marks our 100th anniversary since the



approval of the Squamish Nation Amalgamation on July 23rd, 1923, and the founding of the modern Squamish Nation!

Today, the Skw̓xwú7mesh Úxwumixw is one of the largest First Nations in British Columbia with over 4,000 members. About half of the members live on one of the nine on-reserve communities stretching from Vancouver to the Squamish while the other half of the members live off-reserve in Metro Vancouver, Squamish, Whistler, and beyond.

Today, the Skw̓xwú7mesh Úxwumixw is governed by the Squamish Nation Council, or Nexwsxwníwntm ta Úxwumixw, which is elected for a four-year term and oversees the administration and finances of the Skw̓xwú7mesh Úxwumixw and associated entities. The mission of the Council is to protect the Amalgamation and enhance the Úxwumixw values and traditions through respect, equality, and harmony for all.

With about 500 employees (70% Indigenous), the administration has four main divisions: People Services, Territory & Culture, Corporate Services, and Community Services. Each division is led by an Executive Director reporting to the Chief Administrative Officer. The administration is responsible for delivering the ambitious goals of the Nation as set-out in the Squamish Nation Strategic Plan 2022-2026. Our vision is for the Nation to lift each other up with Skw̓xwú7mesh care, values, and ways of knowing.

Skw̓xwú7mesh Úxwumixw is also one of the three First Nation partners (along with our relatives the Tsleil-Waututh First Nation and the Musqueam Indian Band) that make up the MST Development Corporation. Named #1 in Vancouver Magazine's "Power 50 for 2022", Squamish Nation (along with our MST partners) will be reshaping the face of Vancouver for decades to come.

It is an exciting time for Skw̓xwú7mesh Úxwumixw. The future is one of growth, ambition, and opportunity. With a variety of projects and initiatives underway – including the development of the Sehákw lands which will create 6000 housing units in the heart of Kitsilano – the Nation is poised to have a major influence throughout its ancestral lands from Vancouver and Squamish to Whistler.