
TO: CITY MANAGER **DATE:** 2014 April 04

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: CANADA DAY EVENT

PURPOSE: To request Council approval for a Canada Day Concert.

RECOMMENDATIONS:

1. **THAT** Council approve expenditure in the amount of \$160,000 (inclusive of GST) for a free-admission Canada Day Concert at Swangard Stadium for 2014 July 01.
2. **THAT** approval in principle be granted for a fireworks/pyrotechnics display at the event.

REPORT

The City of Burnaby annually hosts daytime community gatherings at Edmonds Park and Burnaby Village Museum to celebrate Canada Day. Together the events traditionally accommodate about 15,000 people, and include family-oriented activities at the two sites.

Residents of all ages enjoy congregating for Canada Day, and Burnaby has an opportunity to expand its City-initiated Canada Day events.

This is a proposal for the City of Burnaby to present a new free-admission concert from 5 p.m. to 10 p.m. on 2014 July 01 in celebration of Canada Day at Swangard Stadium. Many communities host Canada Day Celebrations that include larger gatherings with popular entertainment and fireworks. An outdoor venue and setting can provide an ideal location for an evening activity for all ages, enhancing the opportunity for more Burnaby residents and visitors to assemble at a celebratory spectacle for July 01.

The event would feature three acts to provide musical entertainment on a main stage from 5 p.m. to 10 p.m., as well as additional site features. Visitor comfort and safety would be provided with appropriate support services including security and first aid. Canadian talent would be engaged for the evening event designed to be of interest to all ages, including a noted headliner and two local/regional warm-up acts to entertain for the five hour event period.

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Celebrating Canada Day can include a form of fireworks, pyrotechnics or laser show depending upon what is workable on the site. This is therefore a request as well for approval in principle for fireworks on the evening of July 01.

The proposed Canada Day festival would feature food and beverage services to offer more to celebrants who attend and if deemed successful, the Canada Day event may be considered as an annual event in the future.

As a free-admission event, production costs will be borne by the City. Approval is requested at this time so resources may be included in the operating budget and production commitments can be made. It is recommended that an expenditure approval be granted in the amount of \$160,000 (\$143,000 plus applicable GST) for a Canada Day Celebration on 2014 July 01. Sufficient funding is available within the fiscal component of the 2014 Operating Budget in the 2013 Annual Financial Plan.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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cc: City Manager
Director Finance