



The Corporation of the Town of Milton

Report To:	Council
From:	Kristene Scott, Commissioner – Community Services
Date:	August 12, 2019
Report No:	COMS-009-19
Subject:	Canada Day Update

- Recommendation:**
- 1. THAT the Town of Milton commit to providing a grant in accordance with Section 107 of the Municipal Act, 2001 to Woodbine Mohawk Park (Mohawk) to an upset limit of \$20,000 for the 2020 Canada Day fireworks display to be hosted at Mohawk.**
 - 2. AND THAT Town staff be directed to pursue sponsorship opportunities to fund the cost of the 2020 Canada Day fireworks display.**
 - 3. AND THAT staff be authorized to transfer funding from the Ontario Lottery Corporation Proceeds reserve for any shortfall that may arise from a difference between the cost of the 2020 Canada Day fireworks display and the sponsorship revenue generated.**

EXECUTIVE SUMMARY

Canada Day in Milton has been supported and run by a dedicated group of volunteers for more than 20 years. Given the various challenges and time required to host such a large scale event, the Milton Canada Day Committee (CDC) decided that 2019 would be their last year coordinating it. They notified the town of this decision after actively seeking volunteers, other community groups and organizations to take over this celebration.

In May, 2019, some members of Council approached staff concerned that there would be no official Canada Day celebration in Milton due to the CDC disbanding. A discussion around options given that there had been no interest in other community groups taking it on ensued and the idea of reaching out to Mohawk came up as a feasible resolution. Staff approached Mohawk and they graciously agreed to host the



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event moving forward. Their only request was that the town support the financial expense of the fireworks display.

REPORT

Background

Canada Day is traditionally celebrated across the country in various forms.

The Town of Milton Leisure and Library Action Plan, approved in 1995, recommended the Town serve primarily as a resource to other community organizations and volunteers who take on the responsibility of events. Staff took direction provided in the Plan and reached out to local service clubs who agreed to take over the delivery of local Canada Day celebrations starting in 1998. In 2006, the Milton Canada Day Committee approved their own Constitution and By-laws and a group of individuals continued to deliver the festivities.

During the transition from Canada Day celebrations being a municipal event, it was agreed that the Town would continue to provide some necessary supports to ensure the events success and to attract necessary volunteer leadership from the service clubs. Supports have since been provided to the committee through the Town's annual operating budget. Over time these supports have varied but have always included a financial contribution and operations division support for site necessities (fencing, dust control, waste pick-up and disposal, etc.). Other evolving supports included a municipal staff liaison to serve on the committee and recreation program staff to provide oversight for the Kidz Zone. In addition, the Milton Youth Advisory Committee has at times offered their support for activities in the Teen Zone.

During the 2019 budget deliberations, Canada Day funding was removed from the base budget starting in 2020. As part of that discussion, a Notice of Motion was put forward requesting staff to report back on the future of Canada Day.

Discussion

Many thanks to the volunteers who successfully ran Milton's Canada Day celebrations for more than 20 years. The dedication and passion of these individuals is evident and the sacrifices they have made for the benefit of others in the community will be cherished by those that attended events over the years.

Staff took the budget decision made by Council to eliminate the Canada Day funding as direction that the municipally supported event would no longer exist in its current form. However, in discussions with some members of Council around potential



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alternatives and respecting the hard work of the CDC, a decision to approach a community partner was made.

Given that there had been no interest in other community groups taking Canada Day celebrations on as of late May, the idea of approaching Mohawk came up as a feasible resolution. Mohawk graciously agreed to host the Canada Day event moving forward. Their only request was that the town support the financial expense of the fireworks display – whether it be in the way of securing a third-party sponsor or a direct financial contribution.

Mohawk is a tremendous community partner and staff are excited that they will be hosting Canada Day beginning in 2020. Although event planning will not take place until the fall, residents can expect the celebration to be very similar to what happens at Mohawk on Victoria Day with activations for families and a fireworks display. Staff will work directly with their team to ensure a successful transition and promotion of the event.

The CDC has struggled over the past 8 years to find new leaders to take over significant volunteer roles (President, Treasurer, Sponsorship, Marketing, etc.) and indicate that their biggest challenges are financial (sponsorship, insurance, etc.) and volunteer resources. New organizations or established ones looking to take over this large scale event may be faced with similar challenges.

Staff feel hosting the event at Mohawk is the best option considering the short planning time frame and resource requirements. As mentioned previously Mohawk is a great community partner and they are well-equipped and properly resourced to host large scale events.

After discussions with Mohawk took place, a well-established group approached the Town (late June) and expressed an interest in hosting Canada Day celebrations. They submitted a formal letter asking for consideration from the town to cover the cost of fireworks, provision of waste removal services and public transportation shuttles. While staff greatly appreciate their interest, hosting the celebration at Mohawk was already agreed to in principle and for all of the reasons to partner with Mohawk that are outlined in this report, staff are recommending that the Town proceed with the Mohawk opportunity.

Staff certainly encourage community groups, organizations and neighbourhoods to host and continue to host complimentary events in honor of Canada Day (ie: Veterans



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Breakfast). In some cases funding may be available to qualified groups through successful application and approval to the Community Fund.

Financial Impact

During the 2019 budget deliberations, the Canada Day Support budget of \$41,719 was removed from the operating budget beginning in 2020.

Should the recommendations herein be approved, the town will be responsible for funding the fireworks display which is expected to cost up to \$20,000. This funding will be provided from the Town to Mohawk in the form of a grant under Section 107 of the Municipal Act, 2001. Staff will be seeking sponsorship to fund the display and will work with Mohawk on these opportunities. As such, the proposed 2020 budget will include both a \$20,000 grant as well as offsetting sponsorship revenue.

Should sufficient sponsorship revenue not be generated, staff have also requested the authority to fund any remaining difference relative to the total cost of the grant from the Ontario Lottery Corporation Proceeds Reserve Fund. This reserve transfer, if required, would occur in 2020 and would be reported to Council through the 2020 variance reporting as a forecast change.

Respectfully submitted,

Kristene Scott
Commissioner, Community Services

For questions, please
contact:

Joy Anderson 905-878-7252, ext. 2529

Attachments

none

CAO Approval
William Mann, MCIP, RPP, OALA, CSLA, MCIF, RPF
Chief Administrative Officer