



Report to: General Committee

Report Date: June 18, 2018

SUBJECT: Additional Funding Request for Canada Day

PREPARED BY: Andrea Tang, Senior Manager Financial Planning Ext. 2433

RECOMMENDATION:

- 1) THAT the report entitled “Additional Funding Request for Canada Day” be received; and,
- 2) THAT the Canada Day estimated budget shortfall of \$45,565 be funded from the Operating Budget Corporate Contingency account; and,
- 3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of the report is to identify budget pressures faced by the Canada Day Committee for the 2018 event and request additional funding to support this event.

BACKGROUND:

On July 1, the City of Markham will welcome more than 20,000 visitors from across the City, the Greater Toronto Area and Southern Ontario to enjoy its largest and most vibrant annual celebration. Our Canada Day celebrations bring together our diverse communities, as they show their pride as Canadians. This day-long celebration features:

Citizenship Ceremony

Kicking off Canada Day by welcoming 50 new Canadians to our great nation.

Seniors’ Luncheon

Celebrating the contributions of seniors to our community with a free luncheon for 800 seniors. Each year, registration is full within two weeks and there is a waiting list.

People’s Parade

Where the past, present and future of Markham come to life.

Milne Dam Conservation Park Celebrations

The official celebration site of Markham’s Canada Day celebrations, featuring a wide variety of kids’ activities, live entertainment, international food vendors and more, with fireworks at sunset.

DISCUSSION:

Each year, the Markham Canada Day Committee (“Committee”) along with City Staff develop a balanced budget to ensure revenues are sufficient to fund associated expenditures. When budget pressures do arise, the Committee makes every effort to reduce discretionary expenses and/or increase revenues where possible.

The City's largest Canada Day celebration at Milne Park took place in 2017 in honour of the Canada's 150th birthday. This successful event had four major funding sources: 1. the City's Celebrate Markham grant of \$44,775, 2. Heritage Canada grant of \$32,000, 3. a one-time Canada 150 grant of \$13,000 and 4. sponsorship of \$69,300 (double the 2016 sponsorship level). At the conclusion of the 2017 event, there is a cumulative deficit of \$9,199.

In 2017, additional new expenses of \$31,700 were incurred for the first time and will continue into future years. In order to maintain the event at its current level, additional funding will be required related to the following areas:

- A. Additional expenses totaling \$16,400 related to security measures, recommended by York Regional Police (YRP) including:
 - security fencing;
 - lighting at Milne Park;
 - YRP; and
 - security guards.
- B. Increased logistics costs of \$9,800 related to tent rental related to new safety measures, stage rental including accessibility requirements, permits and inspection fees and photography/videographer.
- C. Higher transportation costs of \$5,500 for shuttle bus requirements (both price and volume).

For the 2018 Canada Day event, in an effort to address the budgetary pressures, Staff set a budget target of \$80,000 for sponsorships to achieve a balanced budget. Several months ago, Staff issued an enhanced sponsorship package to a large number of potential sponsors. Despite follow-up efforts, we have not achieved the level of sponsorship to balance the budget. To date, Staff have received confirmation of \$39,500; therefore resulting in a potential shortfall to fund the 2018 forecasted expenditures. In addition, the Committee reduced expenses where possible and will continue to pursue sponsorship revenue.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

The total forecasted deficit is \$45,565, including the 2018 estimated shortfall of \$36,366 and the cumulative deficit balance of \$9,199. Staff recommend that the shortfall of \$45,565 be funded from the Operating Budget Contingency account.

Staff will address the budget pressure as part of the 2019 budget process.

ALIGNMENT WITH STRATEGIC PRIORITIES:

BUSINESS UNITS CONSULTED AND AFFECTED:

RECOMMENDED

2018-06-14

2018-06-14

X 

Joel Lustig
Treasurer
Signed by: cxa

X 

Trinela Cane
Commissioner, Corporate Services
Signed by: cxa