

Enhanced Events for 2026

Recommendation:

THAT Council receive for information the report titled “Enhanced Events for 2026”, dated December 8, 2025.

Report Purpose and Summary Statement:

To engage Council in a discussion on enhancing City led events for 2026, and hosting watch parties for the 2026 FIFA World Cup.

Previous Council Action:

On March 11, 2025, staff presented a report at a Council Workshop on an enhanced 2025 City led event, and reported to Regular Council on April 22, 2025, on an enhanced Canada Day Celebration.

Financial Impact:

One-time decision packages have been prepared for enhancements to Canada Day, Rock the Block, 2026 FIFA World Cup, continuation of the Our Neck of the Woods event and associated enhanced traffic control for all City events with a cumulative total of \$651,000 in the 2026 budget.

Funding Source:

One-time decision packages are funded from accumulated operating surplus and do not impact the property tax increase.

Strategic Alignment:

Engaged, Healthy Community; Diversified, Thriving Economy;

Enhanced Events for 2026

BACKGROUND:

The Recreation Services team hosts the following free City-led annual events in Memorial Peace Park each year, which are funded through Operating Budget:

- Canada Day Celebration
 - An all-afternoon family event
 - 3,500 Attendees in 2025
 - Activities in 2025 included the following:
 - 3 Stages of Entertainment (Music, Dance, Magic & More)
 - 224 Street Party
 - Face painting, rock wall/climbing wall, tot hockey area, horsey hops, giant hamster ball races, bungee trampoline, family friendly crafts
 - Family fun including Zumba and dance for all ages, vintage car show, learning to make you way across a tightrope
 - Eat Street - Food Trucks
 - Vendors & Community Stations
- Rock the Block
 - 3 community events located at different city parks throughout the summer
 - Approximately 8,120 Attendees in 2025 across all 3 events
 - Activities included the following:
 - Live music
 - Food Trucks
 - Face painting, balloon artists, inflatable bounce castles and games, rock climbing, mini golf, monster foam party, and family friendly crafts
- Celebrate the Night
 - An evening event in October
 - 1,365 Attendees in 2025
 - Activities included the following:
 - Multiple food trucks
 - Carousel
 - Roving entertainment including jugglers, clowns, stilt walkers
 - Performances on the Main Stage and Bandstand
 - Carnival games, crafts, 3D dance floor, face painting, ballon twisting, photo booth
 - Fireworks display

- Our Neck of the Woods
 - This is a large-scale festival held in Maple Ridge, and in 2025 welcomed over 20,000 attendees from across British Columbia.
 - The event showcased top tier Canadian artists, local talent, Maple Ridge businesses, Indigenous culture, and community spirit through a diverse array of programming and engaging experiences.

ANALYSIS:

Discussion:

Building on the success of the City-led events delivered in 2025, (that attracted 32,985 visitors combined) and strengthened community connections, staff have prepared planned enhancements to these events in 2026 to increase community and economic benefits.

1. Extended Canada Day Celebration
2. Additional Rock the Block Neighbourhood Activations
3. 2026 FIFA World Cup Viewing Parties
4. Our Neck of the Woods
5. Enhanced Traffic Control for Event Safety

Extended Canada Day Celebration

Current Budget	Additional Funds	Enhancements	New Total Budget
\$64,000	\$70,000	<ul style="list-style-type: none"> • Evening Top Tier Musical Talent • Fireworks Display • Food Trucks • Activities for Families 	\$134,000

To enhance the impact and inclusivity of Canada Day celebrations, the proposed additional budget will extend the event hours from a 12:00pm to 5:00pm event, to 2:00pm to 10:00pm. These enhancements will significantly elevate the cultural and entertainment value of the event, attract a broader demographic and encourage higher attendance. In 2025, the City saw a 30% increase in attendees over 2024.

If approved, the additional budget will be allocated to areas including event logistics, safety personnel, artist fees, staffing, and extended programming. The extended format aligns with public expectations for a flagship celebration and positions the event as a regional draw, contributing to local economic activity and civic engagement.

Additional Rock the Block Neighbourhood Activations

Current Budget	Additional Funds	Enhancements	New Total Budget
\$60,000	\$75,000	<ul style="list-style-type: none"> • Add 3 more Rock the Block neighbour activations 	\$135,000

To meet growing community demand and capitalize on the success of Rock the Block since its launch in 2023, the proposed additional budget will increase the number of events from three to six annually. These neighbourhood-based celebrations have consistently drawn increasing attendance and positive feedback, demonstrating their value in fostering family and neighbour connections. In 2025 the City saw a 222% increase in attendees from 2024, 78% of this increase was due to a larger extended Rock the Block in Albion.

The additional budget will be allocated to areas including logistics, staffing, programming, traffic control, security, infrastructure, and includes an enhanced Rock the Block at the Albion Community Centre. Albion Community Centre’s expanded edition will feature a longer event window, licensed family area, security and vendor coordination.

2026 FIFA World Cup Viewing Parties

Current Budget	Additional Funds	Package Details	New Total Budget
New One-Time Request	\$96,000 (8 events)	<ul style="list-style-type: none"> • Large Outdoor LED Viewing Screen • Safety and security services • Staffing • Waste management • Infrastructure • Food Trucks • Equivalent to \$12,000 per event 	\$96,000

With Vancouver serving as a host city for the 2026 FIFA World Cup, running from June 11 to July 19, 2026, there is a unique opportunity for Maple Ridge to celebrate sport. The proposed budget request will facilitate free public screenings in Memorial Peace Park for all five Vancouver-hosted matches, two semi-final matches, and the World Cup Final. Sport is where community happens, and these activations will provide residents with a safe and celebratory environment to experience one of the world’s largest sporting events.

Staff will secure required public viewing permissions and ensure compliance with FIFA brand guidelines.

Our Neck of the Woods 2026

Current Budget	Additional Funds	Package Details	New Total Budget
New One-Time Request	\$350,000	<ul style="list-style-type: none"> • Activation of two stages with an evening Concert on the main stage in Memorial Peace Park featuring a Top Tier Canadian Talent. • Licensed concert area. • Enhanced programming in South/West end of Park including facepainting, carnival style games, arts and crafts, ballon twisting, activation of rock wall at GMYC, inflatable play centres, roving performers 	\$350,000

		<ul style="list-style-type: none"> • Ziplining over 224 Street • Vendors and community stations • Close 224 Street to traffic 	
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Our Neck of the Woods is designed to celebrate the unique identity, culture, and creativity of Maple Ridge. The 2025 event featured two dynamic music stages—Golden Ears Mainstage with top-tier Canadian headliners and the Alouette Stage showcasing emerging BC talent. The festival included a vibrant Shop Local Market with Indigenous creators, a variety of signature experiences such as the Soar Over Maple Ridge Zip Line, Happy Camper Fun Park, and The Outpost Social Corner, as well as a diverse selection of food trucks and craft beverage vendors.

The 2025 festival was funded through a one-time allocation of \$350,000 from the City’s surplus. In return, Our Neck of the Woods generated significant economic benefits for the local community and demonstrated strong sponsor support. The event secured \$120,000 in financial sponsorships from key partners including TransLink, Meadowridge School, BC Lottery Corporation, Chances Casino, and the Maple Ridge Downtown Business Improvement Association. Local businesses experienced a notable surge in activity, with one restaurant on 224 Street breaking its all-time sales record and another reporting an 80% increase in revenue due to the influx of festivalgoers. The market vendors and food trucks also reported record foot traffic and strong financial returns, underscoring the festival’s role in stimulating the local economy and supporting small businesses.

Our Neck of the Woods has proven to be a transformative event for Maple Ridge, fostering community pride, economic growth, and cultural celebration. The festival’s success, both in attendance and impact, supports its continuation and potential expansion. Council’s support will be instrumental in sustaining and growing this signature event into a cornerstone of Maple Ridge’s cultural identity.

Enhanced City Events Traffic Control in 2026

Current Budget	Additional Funds	Package Details	New Budget
New One-Time Request	\$60,000	<ul style="list-style-type: none"> • Increase in traffic safety equipment, contracting and city labour to support the experience of eventgoers and minimize traffic disruption 	\$60,000

Safety of the public at community events is of paramount concern. Recent events in other municipalities (e.g., Lapu-Lapu Festival) have drawn increased attention of attendees over the issue of safety. To date, City event budgets have some funds for traffic control and other safety measures. In the future, additional provisions for safety at each event will be built into the operating budgets for events. Staff propose a one-time decision package adjustment of \$60,000 to allow for 2026 events to expand the planned safety controls in the interim, to manage traffic disruption and continue to ensure a safe and enjoyable experience for the attendees.

Strategic Alignment:

These events will align with the Engaged, Healthy Community strategic goal by bringing residents together to build and celebrate community pride and foster a sense of belonging while enjoying summer in our City.

These events will also support the Diversified, Thriving Economy strategic goal by bringing business and economic benefits to the local community by working with local food trucks and vendors to support the production of the event.

Financial Impact:

The cumulative total for all elements of the enhanced event package totals a one-time financial impact of \$651,000 in 2026. This would be funded out of operating surplus and would not impact the property tax increase.

CONCLUSION:

The City has seen a dramatic increase in attendance for both Rock the Block and Canada Day in 2025 and the demand continues to grow. The proposed enhancements to the 2026 Rock the Block and Canada Day celebration will allow the City to serve more of the community while increasing access to City Led Events.

2026 FIFA World Cup viewing parties will allow the City a unique opportunity to celebrate the world of sport and highlight its importance to the community.

Prepared by: Cidalia Martin,
Director of Recreation Services

Attachments:

- (A) 2025 City Event Council Report – March 11, 2025
- (B) 2025 Canada Day Celebration Council Report – April 22, 2025

Report Approval Details

Document Title:	2026 Enhanced Events Package.docx
Attachments:	- 2025 City Event .docx - 2025 Canada Day Celebration.docx
Final Approval Date:	Dec 4, 2025

This report and all of its attachments were approved and signed as outlined below:

James Stiver, Director of Planning and Building

Stephane Labonne, Deputy Chief Administrative Officer

Scott Hartman, Chief Administrative Officer