

## 2025 City Event

**Recommendation:**

**THAT Council approve a one-time incremental for staff to deliver a City led event in 2025.**

**Report Purpose and Summary Statement:**

To engage council in a discussion on hosting a City led event for 2025.

**Previous Council Action:**

Staff presented a debrief of Our Neck of the Woods event on January 28, 2025.

**Financial Impact:**

TBD

**Funding Source:**

Accumulated Surplus

**Strategic Alignment:**

Engaged, Healthy Community and Diversified, Thriving Economy

**Communications:**

A marketing and communications campaign to be developed as part of the funding.

**To:** Mayor and Council

**File number:** 01-0640-30-2025

## 2025 City Event

### **BACKGROUND:**

After the success of "Our Neck of the Woods" welcoming visitors to Maple Ridge and bringing the community together to celebrate the cities 150<sup>th</sup> year, City staff want to continue that momentum and deliver a 2025 event.

The Recreation Services team hosts the following City led annual events each year and are funded through operating budget:

- Canada Day
  - A free all-afternoon family event at Memorial Peace Park
  - Past activities have included the following activities
    - 4 Stages of Entertainment (Music, Dance, Magic & More!)
    - 224 Street Party
    - Various programs including face painting, rock wall/climbing wall, monster foam, ultimate obstacle course, wipe out, tot hockey area, first tee golf
    - 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 free community events located at different city parks throughout the summer
    - Albion Community Centre
    - Volker Park
    - North Cottonwoods Park
  - Features live music, family activities and food trucks
- Celebrate the Night
  - A free evening event in October at Memorial Peace Park
  - Past events have included the following activities
    - Multiple food trucks
    - Carousel
    - Roving entertainment including jugglers, clowns, stilt walkers
    - Performances on the Main Stage and Bandstand
    - Various programs including carnival games, crafts, 3D dance floor, face painting, ballon twisting, photo booth
    - Fireworks display

The Recreation Services team helps support the following community events

- Santa Parade
- CN Holiday Train
- Farmers Markets from April to October each year
- Various Community Events throughout the year

## **ANALYSIS:**

### **Discussion:**

Three options are provided for council consideration:

1. Albion 'Summer Nights in the Ridge' concert series
  - Evening concert series at the outdoor amphitheatre behind Albion Community Centre
2. Rock the City Centre
  - Full afternoon event in early September event happening at Memorial Peace Park
3. Updated 'Our Neck of the Woods' event – 2 pricing options
  - Late afternoon and evening event early September event happening at Memorial Peace Park

#### **1) 'Summer Nights in the Ridge' concert series:**

\$150K event with potential sponsorship that could, if acquired, enhance programming/artist elements.

- a. Evening Concert featuring 4 different local musical performers
- b. Licensed concert area
- c. Local catering company to provide food during throughout the evening. Will utilize kitchen and outside service window.
- d. Outdoor patio seating
- e. Pre-concert family activities such as:
  - i. Facepainting
  - ii. Carnival style games
  - iii. Arts and crafts
  - iv. Ballon twisting

#### **2) 'Rock the City Centre':**

\$200K event with potential sponsorship that could, if acquired, enhance programming/artist elements.

- a. Activation of one stage:
  - i. Afternoon with a local DJ
  - ii. Evening mainstage in front of the ACT with a local musical performer.
- b. Minimum programming elements around concert area including:
  - i. Facepainting
  - ii. Carnival style games

- iii. Arts and crafts
- iv. Ballon twisting
- v. Activation of rock wall at GMYC
- vi. Outdoor water activation
- vii. Inflatable play centres

### 3) 'Our Neck of the Woods':

- 1) \$250K event with potential sponsorship that could, if acquired, enhance programming/artist elements.
  - a. Evening Concert in Memorial Peace Park featuring a local artist.
  - b. Licensed concert area.
  - c. Minimum programming elements around concert area including:
    - i. Facepainting
    - ii. Carnival style games
    - iii. Arts and crafts
    - iv. Ballon twisting
    - v. Activation of rock wall at GMYC
    - vi. Inflatable play centres
    - vii. Roving performers (Fire dancers, stilt walkers, bands, dancers, circus acts)
  
- 2) \$350K event with potential sponsorship that could, if acquired, enhance programming/artist elements.
  - a. Activation of two stages with an evening Concert on the main stage in Memorial Peace Park featuring a Top Tier Canadian Talent.
  - b. Licensed concert area.
  - c. Enhanced programming in South/West end of Park including
    - i. Facepainting
    - ii. Carnival style games
    - iii. Arts and crafts
    - iv. Ballon twisting
    - v. Activation of rock wall at GMYC
    - vi. Inflatable play centres
    - vii. Roving performers (Fire dancers, stilt walkers, bands, dancers, circus acts)
    - viii. Ziplining over 224 Street
  - d. Vendors and community stations
  - e. Close 224 Street to traffic
  - f. **Ticket Sales:** offer a VIP experience for the evening concert at the front of the main stage and sell a certain amount of tickets for this area.

### Potential Sponsorship:

The scope and scale of this year's event will be directly influenced by the sponsorship dollars secured. Staff will work with a production company to seek out potential sponsorship opportunities to enhance programming and musical talent.

### 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 support the Diversified, Thriving Economy strategic goal by bringing business and economic benefits to the local community by working with local food trucks, catering and vendors as available to support the production of the event.

**Financial Impact:**

City staff are asking for a one-time incremental to host another city led event for 2025 that would come from accumulated surplus.

**CONCLUSION:**

It is recommended that Council approve a one-time incremental allowing staff to move ahead with the planning of an event. It is important to note that the planning timeline for this year is shorter compared to the previous year, which adds a level of complexity to the process. Staff remain committed to delivering a successful event and will adapt plans to align with available resources.

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Prepared by: Cidalia Martin, Director of Recreation  
Services

## Report Approval Details

Document Title:	2025 City Event .docx
Attachments:	
Final Approval Date:	Mar 7, 2025

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

Carolyn Mushata, Director of Legislative Services and Corporate Officer

Scott Hartman, Chief Administrative Officer