

2025 Canada Day Celebration.docx

Recommendation:

THAT Council direct staff to proceed with Option 1 for the 2025 Canada Day Celebration; and

THAT Council authorize the additional funding be approved from City Surplus in the amount of \$47,474.

Report Purpose and Summary Statement:

For Council to review the current plan for 2025 Canada Day Celebrations and review and approve the proposed enhancements presented by Staff.

Financial Impact:

Currently, the 2025 Canada Celebration has an allocated operating budget of \$64,000. Staff are seeking Council's approval for additional funding between \$47,474 and \$87,375, contingent upon the enhancements that receive approval.

Funding Source:

Accumulated Surplus

Strategic Alignment:

Engaged, Healthy Community;

To: Mayor and Council

File number: 01-0640-30-2025

2025 Canada Day Celebration

BACKGROUND:

In the past years, Maple Ridge’s Canada Day Celebration has been an afternoon celebration that provided a free day of family fun with music, dance, entertainment and more in Memorial Peace Park.

Last years Canada Day Celebration included the a free all-afternoon family event at Memorial Peace Park and has 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

ANALYSIS:

Discussion:

To continue to build on our community engagement and keep our residents celebrating Canada Day in our City versus leaving Maple Ridge to attend elsewhere. staff is proposing an extension into the evening with 2 program schedule options for council to review and consider.

Current Event - 12:00pm – 5:00pm - \$64,000

Activity	Description
Event Schedule	12:00 PM – 5:00 PM
Entertainment	Regional bands, dancers and local talent 3 stages (Canada Stage, Alouette Stage, Cultural Stage)
Onsite activations	Food Trucks –7 Vendors – 100+ (BIA, Farmers Market, Non-profit, community groups) Fire Department Vintage Car show Rental activities for children & youth
Safety	2 Paramedics & Ambulance 8AM – 6:00 PM

Enhanced Event Options

	Current Event 12:00PM – 5:00PM		
	Music, entertainment, vendors, activities, car show	\$64,000	\$64,000
Enhancement	Enhanced Event	Option 1 12:00PM – 9:00PM	Option 2 12:00PM – 10:00PM
Performances from 5:30-9pm	Cover Band – regional performer with name recognition, regional appeal Local / Regional Performers – entertaining quality performer	\$18,500 3 Performers	\$21,500 4 Performers
Enhanced Event Activities	Activities for Families – face painting, rental activities, climbing wall Food Trucks – 7-10 food trucks including treats and savory items (no additional cost)	\$4,600 Infrastructure only	\$12,000 Addition of activities
Fireworks	12-minute fireworks show from the top of MR Business Tower		\$12,000
Safety	First Aid – added paramedics Traffic Control – management of site and roadways Security –	\$3,500	\$3,500
Miscellaneous	Supplies, Marketing Rentals & Printing, Permits & Extras	\$4,500	\$4,500
Staffing	City staff, RCMP, Production	\$16,375	\$19,375 Addition of Fire
	Total Costs: 12pm – 10pm Enhanced Event	\$111,475	\$136,875
Optional	Open Site Liquor License	\$14,500	\$14,500

Strategic Alignment:

This event aligns 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.

Financial Impact:

City staff are asking for a one-time incremental to expand the 2025 Canada Day Celebration that would come from accumulated surplus. If the liquor licence option is pursued, 10% of liquor sales would be returned to the City.

CONCLUSION:

It is recommended that Council approve a one-time incremental allowing staff to move ahead with the planning of and extended evening event on Canada Day.

Prepared by: Cidalia Martin, Director of Recreation
Services

Report Approval Details

Document Title:	2025 Canada Day Celebration.docx
Attachments:	
Final Approval Date:	Apr 17, 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