



To: COUNCIL
Meeting Date: 3/28/2023
Subject: 50th Celebration Funding Programs
Submitted By: Corporate Leadership Team
Prepared By: Lesley Head, Director of Recreation & Culture and
Cheryl Zahnleiter, Deputy City Manager, Corporate Enterprise
Report No.: 23-204-CD
File No.: C11
Wards Affected: All Wards

RECOMMENDATION(S):

THAT Report 23-204-CD 50th Anniversary Additional Funding be received;
AND THAT up to \$100,000 be drawn from the Municipal Accommodation Tax Reserve Fund to fund community requests that support 50th anniversary celebrations, as outlined in this report;
AND THAT requests must meet the criteria of the Municipal Accommodation Tax Reserve Fund and the corporate 50th Celebration Goals;
AND FURTHER THAT Council delegate authority to the Chief Financial Officer in collaboration with the corporate 50th Celebration Steering Committee to approve individual funding requests.

EXECUTIVE SUMMARY:

Purpose

The purpose of this report is to request Council approval to access funding through the Municipal Accommodation Tax (MAT) Reserve Fund up to a maximum of \$100,000 to support one-time community requests that support the 50th anniversary celebrations.

Key Findings

There is significant interest from the public in sharing in the celebrations for Cambridge's 50th year. Staff are proposing that for those eligible, applicants can access one-time funding of up to \$15,000 to support initiatives that meet funding criteria.

Financial Implications

Council approval is required for accessing the MAT Reserve Fund. The current balance of the Reserve Fund is \$960,573 which can accommodate the recommendation to draw up to \$100,000.

Those eligible can request a maximum of \$15,000 to fund projects that meet both the MAT Reserve Fund requirements and 50th Celebration Goals funding criteria.

STRATEGIC ALIGNMENT:

- Strategic Action; or
- Core Service

Objective(s): PLACEMAKING - Promote and create a wide range of destinations and activities that capitalize on the beauty of the rivers and heritage buildings

Strategic Action: Create and activate spaces that offer things for people to do

Program: Not Applicable

Core Service: Not Applicable

BACKGROUND:

Cambridge 50th Anniversary

The City is undertaking a Community and Civic Pride campaign to highlight aspects that have made it a distinguishable municipality since its incorporation in 1973. This project will aim to boost community pride, while creating a sense of belonging for residents. Cambridge 50th initiatives will also raise the profile and awareness around the many great services and programs that exist in the city, providing further support to the wellbeing of members of our community.

In July of 2022, a Steering Committee was formed comprising of City staff from across the organization. The planned approach for the 50th celebration is to launch the civic pride communications campaign along with making ongoing enhancements to existing programs and services to make them extra-special during the 50th year.

Staff are also engaging with community groups and members of the public to provide support and opportunities for various groups to celebrate the Cambridge 50th in their own unique ways. Such initiatives contribute to the City's focus on placemaking, as well as create attractive opportunities for non-residents to come to Cambridge and enjoy what it has to offer.

Events and Celebrations to Date

City staff will look for ways to elevate existing events and programming to add something special for participants in the 50th year. Examples and ideas include:

- Leveraging the annual Winter Levee, which was held this year on February 18, 2023 to be the official kickoff event for the Cambridge 50th celebrations.
- “Painting the town 50” – development of a visual identity for the 50th and release of branded communications assets throughout the community including vinyl street banners, hanging banners in buildings, colouring pages, window clings and branded buttons.
- Celebration kits are also being developed and will be made available to neighborhood associations and Cambridge businesses who operate within the road closure/patio program. Cambridge SWAG will be made available for purchase through our website.
- A Cambridge Fire Truck has been wrapped in 50th branding and will be available to attend various 50th events throughout the year.
- Archival information is being shared through social media and at key events.
- A special 50th projection show for the Old Post Office is in development
- A lighted 50 sign was donated by local company Lumin Marquee to be affixed to the Cambridge 3D sign for the duration of 2023. A second “mobile” 50 sign has been provided by Lumin Marquee to be used at events.

Event Forecast for Remainder of Year

A number of City-led and supported projects have been identified by the Steering Committee for possible 50th enhancements for throughout 2023.

- Recreation Programs/Camps – branded t-shirts, colouring contests and SWAG
- Spring planting of City flower beds and planters will reflect the Cambridge colours
- Tree give-aways are being planned throughout the year in honour of the 50th
- Street Closure Program
- 40th annual Bernice Adams Legacy Awards Gala
- Bishop Street Operations Centre Open House
- Cambridge Celebration of the Arts
- Neighbor’s Day and Neighborhood 50th Celebrations
- Cambridgelificious Restaurant Crawl
- Branding of local sports facilities (ice pads and rink boards)
- Unsilent Night and Winterfest
- Cambridge Farmers Market Celebrations

Celebration Goals

The goals of this year's 50th Celebration initiatives are to:

- Evoke feelings of belonging, pride, and togetherness while elevating civic pride
- Align with the City's strategic plan, 50th Anniversary Plan, and Overarching Communications Plan
- Reflect and respect diversity and inclusion in the community
- Foster community champions among local associations and business
- Promote Cambridge's history and heritage
- Leverage community-led events and 50th-anniversary celebration

The community interest in sharing in this anniversary is high and staff have considered how to leverage this interest and partner with groups to create even more ways to recognize the anniversary. Accordingly, staff have recommended accessing the MAT Reserve Fund to support community funding requests.

ANALYSIS:

Opportunity for Alignment with Community Events

As momentum has been building in the community with excitement for the 50th anniversary, the City has been approached by several organizations interested in hosting a 50th-themed event or incorporating the anniversary into existing events.

Accessing Additional Funds

To support community interest and provide funding to those events that may not have been eligible through other programs or funding opportunities, staff are proposing use of the MAT Reserve Fund to fund eligible projects up to a maximum, one time allocation of \$15,000.

Groups or events that may not have been eligible for the Community Grants Program but meet both the MAT criteria and Corporate 50th Celebration Goals can request funding.

The current balance of the MAT Reserve Fund is \$960,573.

Staff are recommending that funds may be used for; tourism, sport and cultural infrastructure (permanent & event related); major festival and event expansion/development; one-time festival, sport and event acquisition costs; sport/festival/event infrastructure (permanent or one-time), marketing, and additional resources to support the above.

Eligibility Criteria

1. The requesting organization must be not-for-profit;
2. The request must meet the criteria of the MAT;
3. The request must be limited to a maximum of \$15,000;
4. The request must meet the goals of the Corporate 50th Celebration;
5. All sponsored activities must be completed by December 31, 2023

Funding will be allocated based on the request meeting the above criteria. Review will be completed by the Corporate 50th Steering Committee and the Chief Financial Officer.

Requests shall be made in writing through to the 50th Anniversary Steering Committee.

FINANCIAL IMPACT:

To support the community in delivering events to celebrate the 50th anniversary a draw of up to \$100,000 is requested from the MAT. This reserve fund currently has a balance of \$960,573.

PUBLIC VALUE:

The interest in the community to celebrate this significant milestone for the City is high. By providing opportunity for the community to get involved and support celebrating the 50th anniversary allows further collaboration and synergies throughout the year.

ADVISORY COMMITTEE INPUT:

Advisory Committees Consulted:

Not Applicable

PUBLIC INPUT:

Posted publicly as part of the report process.

INTERNAL / EXTERNAL CONSULTATION:

There was consultation conducted internally with representation of the Corporate 50th Steering Committee.

CONCLUSION:

This initiative will support and improve wellbeing in the community by creating a sense of belonging and civic pride during a significant municipal anniversary, and will support local organizations and economies.

REPORT IMPACTS:

Agreement: **No**

By-law: **No**

Budget Amendment: **Yes**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

Deputy City Manager

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS:

Not applicable.