

NO: **R078**

COUNCIL DATE: **May 4, 2020**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 30, 2020**

FROM: **General Manager, Parks, Recreation & Culture**

FILE: **8200-01**

SUBJECT: **Livestreaming Surrey Canada Day 2020**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize Parks, Recreation & Culture Department staff to produce Surrey Canada Day as a livestreamed event on July 1, 2020 that positively responds to the challenges of the COVID-19 pandemic.

INTENT

The purpose of this report is to seek Council's support to host a livestream Canada Day in response to the COVID-19 pandemic.

BACKGROUND

Surrey Canada Day has the highest attendance of any Canada Day event in Western Canada. In 2019, it welcomed over 70,000 people to experience a full day of free live entertainment, amusement rides, family activities, exhibitors, a marketplace, food trucks and more. It bolsters a strong sense of civic pride and brings awareness to Canada's cultural diversity, as Surrey is one of the most diverse cities in the country.

Surrey Fusion Festival is the largest multicultural festival in Western Canada. In 2019, approximately 60,000 people experienced two full days of food, music and culture. Entering its 13th consecutive year in 2020, this award-winning festival is a celebration of Surrey's diversity and is recognized for increasing intercultural understanding through the participation of over 50 cultural pavilions, as well as generating civic and national pride within Surrey and the Lower Mainland.

Surrey Canada Day and Surrey Fusion Festival have strong attendee loyalty and well-recognized brand. Surrey is the only municipality in the Lower Mainland that consistently produces free, internationally acclaimed, and world-class events for its residents and visitors year after year.

DISCUSSION

Given the current COVID-19 conditions in the Province it is unlikely that the guidelines from the Provincial Medical Health Officer limiting public gatherings will be lifted in the coming months similar large scale community events such as the Pacific National Exhibition and the Celebration of Light fireworks have been cancelled.

Fusion Festival

The City has postponed the 2020 Surrey Fusion Festival given the current COVID-19 conditions in the province. A strategic marketing campaign centered around showcasing Surrey's diversity will be implemented in lieu of the physical festival. The Special Events section will also work alongside the Surrey Store to Door campaign to promote cultural restaurants from within Surrey and to encourage takeout orders.

Canada Day

Transitioning Surrey Canada Day into a virtual event ensures the Surrey community will continue to experience feelings of inclusivity, community and civic pride. Virtual events have demonstrated their ability to attract large audiences and unify communities through shared experiences. The livestream will utilize the power of music and community engagement to decrease stress and improve mental and emotional health during a very challenging time both in the local community and globally.

Goal	Measurement	Target
To celebrate civic pride while ensuring physical distancing	Number of viewers within Surrey	40,000 Surrey resident viewers
To create feeling of inclusivity and compassion between Canadian citizens	Number of total Canadian viewers	50,000 total Canadian viewers
To turn struggles into triumph and civic/national pride	Number of user-generated content photos and videos submitted	25 videos
To celebrate Canadian art and culture	Number of segments provided from other COS Culture Sections and City initiatives	5 segments total
To support the Canadian music and live entertainment industry	Per cent of budget paid to Canadian and Surrey artists	Minimum of 30-40% of budget going toward musicians and performers

Logistics/Technology

- The Special Events section will work closely with experienced virtual event producers to ensure a stable and seamless livestream delivery to the City of Surrey's YouTube channel and Special Event Facebook pages;
- The virtual events will be promoted on the Province of British Columbia and Creative BC's "Showcase BC" virtual concert and event calendar;
- The National Canada Day Virtual Celebration produced by the Department of Canadian Heritage has shown interest in including segments from Surrey Canada Day's livestream within their national broadcast;

- The livestream will be permanently archived on the City of Surrey's YouTube page and Special Event Facebook pages for unlimited viewing at later dates; and
- There are potential additional broadcasting opportunities available through television partners on CTV Vancouver and CBC.

Surrey Canada Day Schedule

Live-streamed programming will be scheduled from 5:00 pm to 9:00 pm PST on Wednesday, July 1, 2020. The tone of the programming will be compassionate and uplifting, in celebration of healthcare workers, essential workers and Canadians doing their part in the fight against COVID-19.

The livestream will feature diverse programming to ensure it is inclusive of all viewers, including the following themed segments: kids, seniors/elders, Indigenous, youth, country/rodeo, dance, and music.

Funding

Due to significant contributions still available through Federal grant funding and corporate sponsorship, the City funding contributed to host this event has been significantly decreased.

Federal Grants

Celebrate Canada has confirmed they will be committing funding of \$60,000 toward Surrey Canada Day, in support of transitioning the event to virtual and maintaining the high standards of programming delivered in previous years.

Sponsorship

The Special Events Section projects receiving a minimum of \$40,000 of sponsorship revenue towards Surrey Canada Day. Corporate sponsorship opportunities remain with longstanding Surrey Canada Day and Canadian companies, including: Coast Capital Savings, Tim Hortons, KPU, London Drugs, Surrey Honda and Guildford Town Centre. Media sponsors include CTV Vancouver, CBC, 94.5 Virgin Radio, JR FM, 102.7 The PEAK, Red FM, Daily Hive, and Vancouver is Awesome.

Surrey Honda is still prepared to give away a free car on July 1, 2020 during the Surrey Canada Day livestream, in conjunction with the giveaway live on CTV Vancouver.

Special Events is also proposing that a portion of Surrey Canada Day's sponsorship funding be donated directly to the Surrey Food Bank, with a goal of donating \$5,000

Any savings realized by delivering this livestreamed event will be utilized to cover any COVID-19 related budget shortfalls in the City.

Virtual Surrey Canada Day Marketing

Strategic marketing campaigns will be implemented for Surrey Canada Day, drawing on five pillars: Community Engagement, Video Content, Contesting, Media Partnerships and City Engagement.

Community Engagement

Surrey Canada Day will implement engaging campaigns asking residents to submit user-generated content (UGC) that will be edited into pre-recorded segments included in the livestream. Examples of UGC campaigns:

- What residents love about Canada;
- Who their Canadian hero is; and
- Singing the national anthem.

All UGC campaigns and pre-recorded segments will also be posted independently on the Surrey Canada Day social media channels and will be available to be viewed indefinitely post-event.

During the livestream there will be opportunities for community engagement through participating in the live chat, and through the incorporation of a “social stream”. The social stream displays posts on Twitter and Instagram during the livestream that are using the #SurreyCanadaDay hashtag. This will provide viewers the opportunity for their personal messages to be displayed on the livestream during event days and will encourage live content sharing and engagement.

Video Content

The Special Events Section will utilize videographers to compile new content, as well as to edit and animate video segments to be included in pre-event marketing campaigns and during the livestreams.

Contesting

The annual and increasingly popular Play Surrey contest will be modified to be called the “Play at Home Surrey” contest. The contest will invite local musicians to submit performance videos, and two of them will be awarded the opportunity to perform on the livestream for Virtual Surrey Canada Day.

Media Partnerships

The Special Events Section will continue to utilize digital and traditional media partnerships to advertise the virtual events through promoted digital articles, social media posts and commercials. The Special Events Section has existing promotional agreements for Surrey Canada Day with CTV Vancouver, CBC, 94.5 Virgin Radio, JR FM, 102.7 The PEAK, Red FM, Daily Hive, and Vancouver is Awesome.

City Engagement

Producing livestream events allows the Special Events Section to showcase content from other Culture sections and City departments. Pre-recorded segments will be recorded and incorporated into the livestream which will include the following:

- Museum of Surrey – virtual tours of Canadian and immigration exhibits;
- Heritage – The Re-enactors showcasing Surrey’s history through virtual performances;
- Performing Arts – utilize local programming connections to provide performance opportunities to local Surrey musicians;
- Surrey Art Gallery – Indigenous art virtual tours and storytelling;
- Love Where You Live – Incorporation of campaign into UGC campaigns;
- Surrey Store to Door – Promoting local Surrey businesses;
- Surrey Makes PPE (Personal Protective Equipment): Local Manufacturers Retooling to Combat COVID-19; and
- Mayor and Council Messaging – pre-recorded messaging around unity and community to be incorporated into livestream.

Marketing Messaging

Surrey Canada Day will be repositioned as follows to accommodate for the new, virtual event:

- Surrey Canada Day is a leader in providing the community with a free, family-friendly virtual event that is engaging, fun and safe. By hosting a virtual event, Surrey Canada Day will continue to encourage inclusivity, and civic and national pride by paying tribute to its loyal attendees and welcoming new groups to join the world-class celebration.

Other Municipalities

The City will work alongside surrounding municipalities to produce a world-class, virtual Canada Day event. Surrey emerges as a leader as it consistently sees the highest attendance and loyalty of any Canada Day in British Columbia.

The Department of Canadian Heritage's National Canada Day celebration will be livestreamed with support from Canadian Heritage. They have also shown interest in collaborating with other virtual Canada Day events, especially City, as we are the largest celebration on the West Coast.

The City of Coquitlam, Maple Ridge, New Westminister, North Vancouver, Port Coquitlam, Richmond, White Rock, and the Township of Langley have shown interest or have announced publicly that they will be producing livestreams for Canada Day.

SUSTAINABILITY CONSIDERATIONS

Hosting civic special events supports the objectives of the City’s Sustainability Charter 2.0. In particular, these events relate to Sustainability Charter 2.0 themes of Health & Wellness and Education & Culture. Specifically, the initiatives support the following Desired Outcomes (“DO”):

- DO 8: Residents feel a sense of belonging and connectedness, and have opportunities for social interaction in their neighbourhoods and community; and
- DO 9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.

CONCLUSION

The Parks, Recreation & Culture Department recommends that Council authorize staff to proceed with producing a livestreamed event for Surrey Canada Day 2020. The goal of a livestreamed event for Surrey Canada Day is to provide an experience of music, art and culture that can improve mental and emotional health while creating a sense of unity, community and happiness among viewers, residents and citizens. The City will lead the way showing support to the Canadian music, art and culture industries and providing a source of positive and uplifting content to residents during the COVID-19 pandemic.



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