

COUNCIL REQUEST FOR DECISION

MEETING DATE: December 12, 2022

SUBMITTED BY: R. Szucs, Manager, Community Development

PREPARED BY: R. Szucs, Manager, Community Development

REPORT TITLE: 2023 Civic Signature Events

EXECUTIVE SUMMARY

The City of Leduc annually hosts five to seven civic signature events that serve and celebrate the community by providing a platform of celebration, identity, and connectivity. Civic signature events are events that are hosted and coordinated by the City through Community Development and designed to celebrate Leduc by hosting unique opportunities that promote community engagement, education, volunteerism, inclusivity and increase the quality of life of our residents.

RECOMMENDATION

That Council approve the proposed 2023 Civic Signature Events schedule as described in the December 5th, 2022, report, "2023 Civic Signature Events".

BACKGROUND / RATIONALE

The aim of reviewing and proposing a new schedule of civic signature events is to foster a quality and balanced event calendar that provides residents a chance to share and enjoy unique opportunities and maintain the distinctiveness through the variety of offerings. In past years, administration has had the opportunity to trial new events and continue to make improvements on existing events. After each event is hosted, administration gathers feedback from event stakeholders, attendees, and internal stakeholders to set the direction of the events for future years.

In 2022, the biggest event change was modifying the Volunteer Appreciation Banquet/Citizens of Distinction from a formal ticketed event to an expanded inclusive community event. VolunteerFest allowed the attendee numbers to go from 600 to over 1,200. Additionally, VolunteerFest introduced a family friendly area with activities and helps support many of the goals within the Volunteer Leduc Five-Year Strategy.

Based on the feedback from 2022 events, administration is proposing the following 2023 Civic Signature Events Schedule:

- July 1, 2023 – Canada Day Celebration
 - Community concert, fireworks display, main street community events, Royal Canadian Legion activation.
 - Review of the continuation of the Canada Day Parade in Spring, 2023.
 - Expansion of daytime opportunities with other stakeholders.
- July 29, 2023 – Summer in the City
 - Taking various aspects of Rock the Rails and Party in Alexandra Park and spreading the event throughout the community.
 - Community organizations will showcase activities and engagements in various parks and community gathering spaces.
 - Serve as an enhanced replacement of the Rock the Rails.
- August 12, 2023 – Skatepark Slam
 - Utilizing our scooter and skateboard external stakeholders to host a mini competition at the skatepark during International Youth Week.
 - No additional festivities outside the mini competitions.

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- September 10, 2023 – VolunteerFest
 - Following the similar format of 2022 to include volunteer celebration, citizens of distinction, influencers and a community organization showcase.
 - An inclusive event for all community organizations to recognize their volunteers.
 - Serve as an enhanced replacement of the Volunteer Appreciation Banquet and Party in Alexandra Park.
- November/December 2023 – Light Up Leduc
 - Holiday decoration contest throughout the community including a recommended driving route for residents during the month of December.
- December 2023 – Holiday Event
 - Hosted bi-annually when the Canada Pacific Holiday Train is not occurring.

Funding for the 2023 Civic Signature Events is captured in the draft 2023 operational budget.

STRATEGIC / RELEVANT PLANS ALIGNMENT

Support for Civic Signature Events is listed below:

- City of Leduc – Strategic Plan 2023-2026
 - 1.1.1 Enhance citizen engagement to shape community.
 - 1.1.3 Foster a community that celebrates diversity and promotes inclusion.
 - 1.1.6 Support and celebrate community volunteerism.
 - 1.1.7 Enhance community safety and well-being.
 - 3.1.4 Identify, support, and promote tourism opportunities and events.
 - 4.1.1 Build community capacity and improve the efficiency and effectiveness of municipal programs, services, and infrastructure by working collaboratively with other stakeholders.
- Volunteer Leduc Five-Year Strategy

ORGANIZATIONAL IMPLICATIONS

ADMINISTRATION:

The planning and delivery for the proposed 2023 Civic Signature Events can be completed within existing staffing capacities as a few of the proposed events are replacing other existing events.

IMPLEMENTATION / COMMUNICATIONS:

Appropriate communication plans will be drafted for each event to ensure effective communications and marketing to the public. The plans will draw and expand from the work completed in 2022.

ALTERNATIVES:

- That Council accept the 2023 Civic Signature Event report for information only; and direct Administration to bring alternative options for the 2023 Civic Signature Events to a future Council Meeting.

ATTACHMENTS