



Strengthening our Relations

Canada 150+ Vancouver Celebrates 2017

Regular Council Meeting
March 8th 2016



STRENGTHENING OUR RELATIONS: CANADA 150+

Vision:

For Vancouver to be **The** Aboriginal cultural tourism destination in Canada in 2017.

Mission:

To stage *Strengthening our Relations*, Vancouver's civic celebration in 2017 of Canada 150+, where Canada's many cultures will learn, connect, and celebrate in an array of cultural activities and larger-scale festivities.

Including:

- Musqueam Nation
- Squamish Nation
- Tsleil-Waututh Nation
- Urban Aboriginal community
- Métis community
- Settlers
- Newcomers
- Visitors



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The City's priorities honoured:



City of Reconciliation
Culture Plan
Healthy City Strategy
Learning City



Vancouver Immigration Partnership



STRATEGIC PARTNERSHIPS: CANADA 150+

- Musqueam Nation
- Squamish Nation
- Tsleil-Waututh Nation
- Urban Aboriginal Peoples Advisory Committee
- Aboriginal Tourism BC
- Métis Nations BC
- Reconciliation Canada

PARTNERSHIPS IN DEVELOPMENT: CANADA 150+

- Aboriginal Peoples Television Network (APTN)
- Belkin Art Gallery
- Bill Reid Gallery of Northwest Coast Art
- Canada Post
- CBC / Radio Canada
- Full Circle First Nations Performance
- Granville Island Cultural Society
- Museum of Anthropology
- Museum of Vancouver
- National Film Board
- Other Sights for Artists Projects
- Paddling Together Canoe Society
- Simon Fraser University Woodward
- Tourism Vancouver
- Urban Ink Productions
- Vancouver Civic Theatres
- Vancouver Community College
- Vancouver Immigration Partnership
- Via Rail

CITY OF VANCOUVER PROJECTS: CANADA 150+

“THE DRUM IS CALLING” First Nations gathering and celebration

- July 2017 host the arrival of a large-scale Pulling Together Canoe Journey and All Nations Gathering.
- Stage new Walk for Reconciliation to begin at the site.
- 11-day free festival that will animate our downtown cultural precinct with contemporary Indigenous Arts.



CITY OF VANCOUVER PROJECTS: CANADA 150+

CULTURAL TOURISM

Work with Aboriginal Tourism BC, Tourism Vancouver, Destination BC and Destination Canada to promote production-ready Aboriginal cultural performances, exhibitions and other activities throughout the year.

PUBLIC ART

Commission 2-3 large murals to engage aboriginal artists who may collaborate with non-aboriginal artists and youth. Additionally Engineering Services will expand their mural program for community based projects.

VANCOUVER PUBLIC LIBRARY

Oversee Story City – Canadian Journeys in Vancouver. This will be an immersive mapping experience that will layer rich audio and video content gathered from community members of all ages and back grounds .

CITY OF VANCOUVER PROJECTS: CANADA 150+

PARK BOARD

Recreation

- **“Walk Vancouver”** Develop a walking app
Themed walks
“Walking Wellness Passport” – goal to walk 150+ km in 10 weeks
Community Centres to facilitate local walking groups

Arts and Culture

- **“Citizens Monument Project”**
Spontaneous public actions that reflect on personal and shared histories, identity, belonging and place
- **“Thunderbird Sharing Ceremony”**
Aeriosa Dance, Eagle Song Dancers, Musqueam Warriors and Children of Takaya to produce new work in Stanley Park combining aerial dance with traditional drumming and song
- **“Salmon Gathering”**
Community celebration that follows the salmon’s long journey – working with Wild Salmon Caravan

Youth in Community Centres and Neighbourhood Houses

- **“Why I Immigrated to Canada”** – gathering of 150+ stories and documentation
- **“150+ Canadian Stereotypes - Myth or Fact”**

“THE DRUM IS CALLING” PROPOSED SITE



HISTORIC LARWILL PARK



LARWILL PARK AS A PUBLIC GATHERING PLACE



“THE DRUM IS CALLING” PROPOSED SITE



BUDGET: CANADA 150+

CANADA 150th CELEBRATIONS IN VANCOUVER			
	<u>2016</u>	<u>2017</u>	<u>TOTAL</u>
REVENUE			
CoV - Cultural Tourism (CT) Reserve	879,500	1,020,500	1,900,000
Canada 150 Fund	630,000	2,870,000	3,500,000
Province of BC	-	50,000	50,000
Sport Hosting Funds (DCH / Prov / CoV)	-	50,000	50,000
Sponsorship (Cash and In-kind)	-	1,500,000	1,500,000
TOTAL REVENUES	1,509,500	5,490,500	7,000,000
EXPENSES			
CITY PROJECTS			
VPL, Park Board and Public Art	146,000	1,064,500	1,210,500
Festival Site Build & Program for 11 days	-	2,200,000	2,200,000
Walk for Reconciliation	-	80,000	80,000
OTHER COSTS			
CoV staff (2 @ 24 month + 2 @ 18 months)	413,500	451,500	865,000
Marketing (hard costs)	300,000	450,000	750,000
External Partnership	300,000	500,000	800,000
Consultants and Contractors	350,000	781,000	1,131,000
Contingency (10%)		713,500	713,500
TOTAL EXPENSES	1,509,500	6,240,500	7,750,000
POTENTIAL ADDITIONAL FUNDING REQUIRED	-	750,000	750,000

GOALS & OUTCOMES: CANADAS 150+

Goals are <i>To advance</i> :	Outcomes
City of Reconciliation Framework	Relations strengthened between Vancouverites and Musqueam, Squamish, and Tsleil-Waututh First Nations, Métis, and Urban Aboriginal communities.
Healthy City Strategy	Aboriginal people will be included as senior staff and apprentice production positions in the creation and delivery of "The Drum is Calling" Festival.
Culture Plan Strategic Directions	Unprecedented Indigenous and non-Indigenous participation and engagement in The Drum is Calling festivities, Reconciliation Walk and City department-driven activities.
Cultural Tourism Strategy	Positioned Vancouver as THE Aboriginal cultural tourism destination in Canada in 2017.
Vancouver Immigration Partnership	Newcomers and settlers shared their migration stories to unceded homeland of the Musqueam, Squamish and Tsleil-Waututh First Nations and enhance an understanding of First Peoples' culture and their own connection and belonging to Vancouver.

NEXT STEPS in 2016: CANADA 150+

February 2016

- Seek permissions from the Musqueam, Squamish and Tsleil-Waututh Nations to stage celebration, canoe and nation gatherings and festival.
- Brief CMT, Mayor and Council on proposed plans and partnerships.
- Submit application to Department of Canadian Heritage (DCH) Canada 150 Fund for support.

March 2016

- Issue RFP for Sponsorship Consultant.
- Issue RFP for First Nations Consultant(s) and establish Project Technical Team.
- Issue RFP (or sole source) for Communication / Marketing Consultant.
- Continue to establish partnerships and work with CoV departments to refine plans.
- Approval of festival site.
- Undertake efforts to brand all related celebrations and initiative throughout the 2017 as “**Canada 150+**”

April – August 2016

- Upon confirmation of grant allocation from DCH, revise City and partnership projects and budgets accordingly.
- Develop an Aboriginal production apprenticeship program.

September 2016

- Report back to Mayor and Council with revisions.

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COMMENTS / QUESTIONS