



## ADMINISTRATIVE REPORT

Report Date: November 29, 2017  
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RTS No.: 12206  
VanRIMS No.: 08-2000-20  
Meeting Date: December 13, 2017

TO: Standing Committee on City Finance and Services  
FROM: City Manager  
SUBJECT: Vancouver Commemorates Canada 150+ Final Report

### *RECOMMENDATION*

- A. THAT Council receive for information the final report for the year-long project Strengthening our Relations: Vancouver Commemorates Canada 150+.
- B. THAT Council direct staff to carry forward the Canada 150+ legacy and spirit of reconciliation and operationalize the support of annual events like the Canada 150+ celebrations, and other projects appropriate to advancing reconciliation.
- C. THAT Council direct Staff to work pro-actively with external agencies, financial institutions and government partners to lever matching funds to amplify future community investment and impact.
- D. THAT, subject to Council approval of the 2018 Operating Budget, Council approve \$350,000 to support Quick Start Recommendations #1-6 in 2018 as per **Table 3** and **Appendix D** for the purpose of supporting three Host Nation and Indigenous cultural engagement and recurring or new Indigenous-led or collaborative cultural projects; Source of funds, pending matching requirements and approval of the 2018 Operating Budget, is the 2018 City of Vancouver Innovation Fund.
- E. THAT Council thank the Musqueam, Squamish and Tsleil-Waututh Nations, the Urban Aboriginal Peoples' Advisory Committee, Reconciliation Canada and the Pulling Together Canoe Society, amongst other valued partners, for their significant collaboration and successful implementation of Canada 150+.

## **REPORT SUMMARY**

This is a companion report to RTS 11871, the 2017 City of Reconciliation Update. It summarizes the goals, actions, outcomes and indicators of Vancouver Commemorates Canada 150+ in the context of the City of Reconciliation long-term goals. It proposes the future creation of a Reserve fund for Cultural Reconciliation projects and recommends six quick starts to support recurring and new Indigenous-led activities that carry forward the Canada 150+ legacy and spirit of reconciliation.

## **COUNCIL AUTHORITY/PREVIOUS DECISIONS**

On January 19, 2016 (RTS 11036), Council directed staff work planning to use the opportunity of Canada's 150 anniversary celebration as a time for Indigenous recognition and celebration with all Vancouverites.

On January 24, 2017 (RTS 11649), Council directed staff to report back at the conclusion of the Canada 150+ about the project's performance measures.

## **CITY MANAGER'S/GENERAL MANAGER'S COMMENTS**

The City Manager recommends approval of A-E as an ongoing strategy to operationalize the support of the three Host Nations and urban Indigenous arts and culture and carry forward the Canada 150+ legacy and spirit of reconciliation.

## **REPORT**

### ***Background/Context***

In 2016, Council directed staff work planning to use the opportunity of Canada's 150th anniversary as a time for Indigenous recognition and celebration with all Vancouverites.

### **Consultation:**

Beginning late Sep 2015, community sessions were structured in a World Café format with participants engaged in conversation around six different themes (Arts & Culture, Sports & Recreation, Life Long Learning & Stories, Environment & Sustainability, Healthy City, Anything goes). Metrics included: four visioning sessions (City Hall, Creekside Community Recreation Centre, Chinese Cultural Centre, and Hastings Community Centre); one on-line survey; 175 participants, 1,411 individual responses, 543 unique ideas, 18 different actions (i.e. learning, connecting, celebrating, collaboration, creation, and participation). From this a key direction emerged: to mark Canada 150 with the acknowledgement that Vancouver is a City situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh First Nations, and is a City of Reconciliation.

### **Indigenous Recognition and Celebration Themes:**

Suggested Indigenous themes included: events (Pow wow, festival, reconciliation walk and dialogues); pre-colonial history; murals; public art (at City Hall or in an Art Park); new cultural facilities (Aboriginal Performing Arts Centre or museum); people (Youth, Elders, Matriarchs, and unknown Aboriginal Vancouverites); protecting waterways; traditional food, health and values; stories, sports; languages; naming; areas of cultural significance; advancing Aboriginal perspectives in VSB curriculum; and First Nations' welcome of settlers.

**Illustrative entry to on-line survey:**

*"I am completely stuck on how to honour and acknowledge Indigenous peoples. I am most proud of being an immigrant and most ashamed of being a settler whose colonial practices caused such devastation. How do we express gratitude to Indigenous peoples across this land where we are so so so so lucky to stand?" ~ Anonymous*

**Feedback and Focus from Urban Aboriginal Peoples' Advisory Committee (UAPAC):**

The themes were shared in a Nov 2015 working session with the UAPAC. Members noted that most of the intentions could be achieved if the City of Vancouver were to support a canoe gathering and produce an Indigenous art and culture festival. Additionally, they made a motion for the programming to be part of staff's Reconciliation work plan and be branded "Canada 150+" to accentuate Vancouver's unique, year-long experience as a time for Indigenous recognition & celebration with all Vancouverites.

Staff identified these directions as linked to the TRC Calls to Action #68 and #83, which advises commemoration projects to focus on the theme of reconciliation and Indigenous and non-Indigenous collaborative projects that contribute to the reconciliation process. Additional arts and cultural projects from Park Board, VPL, and Public Art that focused on Reconciliation and Indigenous and non-Indigenous collaboration—from the professionally-curated to grassroots engagement—were also included in the framework.

**Permission and support from Strategic Partners:**

Permission was requested from the Musqueam, Squamish and Tsleil-Waututh (MST) First Nations to host activities on their unceded homelands. Then support letters for a celebration framework were requested and received from the MST Nations, as well as UAPAC, and Aboriginal Tourism BC. The partnership between the City of Vancouver and the MST Nations was guided by the values of mutual respect and trust which were defined in Statements of Cooperation that were completed in early 2017. Importantly, the Statements identified Liaisons from each Nation to join the Canada 150+ Working Committee and co-manage protocol, programming, communication and coordination of logistics that impacted the three Host Nations on three Signature Events. Protocol had additional support from a First Nations Advisor and programming was led by an Indigenous Artistic Director with input from an Indigenous and non-Indigenous curatorial team.

**Canada 150+ Framework**

Out of this planning phase, the Canada 150+ framework emerged. The framework supported several other integrated corporate strategies that focused on reconciliation, diversity, and inclusion, including the City of Reconciliation Framework, Healthy City Strategy, 2008-2018 Culture Plan, Cultural Tourism Strategy, and New Start Settlement and Integration Strategy.

As per **Figure 1**, the Canada 150+ framework had structure which included a low-volume, high-impact Indigenous employment program at its centre and which radiated out towards wider-reaching (venues, artists, performers, volunteers, crew, audience, participants, partners, social media followers, viewers and listeners) activities at the periphery. See **Table 1** for activity summary and **Appendix B** for more detailed project descriptions. The intention was for Canada 150+ to deliver vibrant and interactive Indigenous and cross-cultural events and experiences throughout 2017, for residents and visitors to see unexpected public places and spaces in Vancouver activated and re-imagined and for Musqueam, Squamish, and Tsleil-Waututh First Nation members, urban Indigenous communities, settlers, and newcomers to participate and to see themselves reflected in the programming.

Figure 1 - Canada 150+ Project Framework



Table 1 - Canada 150+ Activities

Category	Project Name	Project Date(s) all in 2017 except where noted	No. of Participants by Activity
Projects managed and signature events produced by Canada 150+ Team	Canada 150+ Logo Commission	Sep 9-Nov 25*	20
	Canada 150+ NY Eve Launch	Dec 31*	200
	Production Apprentice Program	May 15-Aug 24	40
	Canada 150+ Media Launch	Apr 26	125
	Gathering of Canoes	Jul 14	2,500
	Drum is Calling Festival	Jul 22-30	40,000
	Walk for Reconciliation	Sep 24	50,000
Associated projects managed by city staff and produced with community partners and financial support of Canada 150+	Walk Vancouver Challenge	May 10-Sep 24	500
	Youth Engagement Projects	Apr 3-Aug 31	237
	Canada 150+ Mural Program	Feb 10-Sep 30	138
	Thunderbird Sharing Ceremony	Jul 15 & 23	1,925
	Story City	Jan 1-Oct 24	456
	Wild Salmon Caravan	Jul 1-Oct 7	3,159

Affiliated Projects produced by community members with significant in-kind support of Canada 150+	Uninterrupted	Jun 23-Sep 24	30,000
	Kanata Festival on Turtle Island	Jun 17-Jul 1	5,200
	C-15 Community Canoe Project	Jan 1–Sep 30	5,550
	VSB Cedar Carving Project	Mar 1–Jul 30	355
	APTN's Aboriginal Day Live Vanc.	Jun 21	4,000
	Vanc. Indigenous Fashion Week	Jul 26-29	3,300
	Nomadic Tempest	Aug 15-Sep 3	10,000
	Canada C3 Coast to Coast to Coast	Oct 23 & 24	250
Community access and promotion administered by Canada 150+ Team	Community Ticket Program	Jan 1–Jul 31	540
	Community Event Promotion	Jan 1-Nov 15	234,000
	Canada 150+ national reach, including APTN's ADL broadcast	Jan 1-Sep 30	10,295,629
			<b>10,688,124</b>

\* Two project components launched in 2016.

### Goals and Roadmap for Action

Vancouver Commemorates Canada 150+ centred on a vibrant and visible presence of First Nations and Indigenous arts and culture, as reflected in the inclusion of the "+" in Canada 150+. As a City of Reconciliation, Vancouver acknowledges that there is a history to our city and our country that predates colonization, and that Indigenous peoples are key in the creation of Canada. Accordingly, the Canada 150+ project was guided by three key goals of the City of Reconciliation Framework:

1. Promote aboriginal peoples arts, culture, awareness, and understanding
2. Strengthen local First Nations and urban aboriginal relations
3. Incorporate First Nations and urban Aboriginal perspectives

The above goals as well as actions, outcomes and indicators for Canada 150+ Signature Events are detailed in **Appendix C**.

At the same time, with their March 3, 2016 Motion, the UAPAC set a roadmap for the Canada 150+ team to meet those goals.

THAT the Canada 150 anniversary project should be branded as *Canada 150+* in order to:

- Acknowledge the Indigenous peoples who have been here since time immemorial;
- Represent that there is history in this land that predates colonization;
- Represent that all people in Canada have come together to make this a great Nation of Nations;
- Represent that, in addition to celebrating 150 years of the Canadian Constitution, the celebrations are also about looking to the future, and all communities, Nations and peoples walking together as a stronger society than ever before;
- Set the mark for what we hope to achieve in all cities and communities across Canada, and
- Present Vancouver with the opportunity to be its best, as a City of Reconciliation that reflects and recognizes Indigenous peoples and cultures.

As a result of the above direction, a Canada 150+ brand was created, trademarked, used and shared widely with Indigenous cultural events and reconciliation projects throughout 2017.

Commissioned Musqueam artist Thomas Cannell created an inclusive design about people coming together. The accompanying public tag line was “Moving Forward Together.” This imagery and call to action guided the Canada 150+ team’s approach to representing Vancouver as a City of Reconciliation at home and across the country.

### ***Strategic Analysis***

The UAPAC recommended that Council support future Indigenous-led or collaborative projects that carry forward the legacy and spirit of reconciliation of Canada 150+. Staff recommend that the City be ready to respond to large-scale opportunities to present Indigenous arts and culture on high-quality, professionally-produced urban venues and stages, but that its primary focus be Indigenous community engagement and the support and facilitation of Indigenous-led cultural activities. Outlined below are key actions, outcomes and indicators that could guide that engagement and support of those Indigenous-led or collaborative cultural projects.

### **Project-wide Actions**

Canada 150+ was a celebration of Musqueam, Squamish and Tsleil-Waututh and Indigenous arts and culture—both traditional and contemporary. Through its year-long project, Canada 150+ was able to create a durational and high-profile platform to advance the three key goals of the City of Reconciliation Framework:

1. Promote aboriginal peoples arts, culture, awareness, and understanding
2. Strengthen local First Nations and urban aboriginal relations
3. Incorporate First Nations and urban Aboriginal perspectives

Canada 150+ had a significant amount of Host Nation, urban Indigenous and diverse cultural community support. This was achieved over time through intentional and consistent actions to earn the trust, respect and participation of Canada 150+ partners:

- Consulting with community members
- Programming suite of free events based on Indigenous community direction and values
- Prioritizing strategic partnerships with the three Host Nations in respect of their land-based relationship with the City of Vancouver
- Looking to successful local models of Indigenous and non-Indigenous collaboration such as the 2010 Olympic Winter Games, Dialogues Project and the City of Vancouver’s Week/Year of Reconciliation activities
- Taking action on specific TRC Calls to Action
- Aligning Canada 150+ to strategic directions in integrated City policies and frameworks
- Agreeing to shared values and collaborative relationships in Statements of Cooperation
- Hosting regular Working Committee meetings with MST Nation Liaisons
- Centering Host Nation and Indigenous representatives in planning and decision-making
- Hiring Indigenous people in Canada 150+ positions
- Launching an innovative Indigenous Production Apprentice Program
- Understanding that some community members would not endorse the project
- Listening to First Nation and urban Indigenous leaders
- Accepting critical feedback
- Creating safe, inclusive public spaces for Indigenous people and taking care of Elders
- Launching an on-line platform with its social media channels to engage Vancouverites in an uncensored conversation about Canada 150+
- Compensating participants

- Committing to cultural competency training for non-Indigenous staff and contractors
- Including volunteer and learning opportunities for City staff at signature events
- Honouring and following local protocols for official ceremonies
- Adapting project expectations to partner needs
- Creating procurement opportunities for First Nations, Indigenous and allied businesses, organizations, artisans, and artists with vendor and supplier calls
- Incorporating social and cultural procurement practices that prioritized Indigenous cultural competency on par with financial and technical criteria
- Providing high-quality, professionally-produced urban venues and stages
- Investing in organizational and individual capacity building
- Making public realm infrastructure investments along the False Creek seawall
- Decreasing barriers for attending ticketed events with a community ticket distribution program to Indigenous community service and cultural organizations
- Generating media interest in the stories and key messages of Host Nation and Indigenous leaders
- Expanding network of Indigenous musicians, artists, architects, artisans, performers, storytellers, chefs, models, designers, dancers, drummers, filmmakers, writers, activists, young leaders, knowledge keepers and elders
- Drawing upon the experience and expertise of Indigenous tourism, educational and community partners
- Acknowledging our mistakes and moving forward with deeper understanding
- Sharing our experiences with other Canadian municipal staff and elected officials

### Measuring Success

The collaboration between Vancouver and its three Host Nations, and the significant financial support of tri-level funders and private sector supporters; together with the participation of First Nation and urban Indigenous artists and artisans; tourism, trade, civic and community cultural partners, grass roots groups as well as leaders and members of the Indigenous community, are all indicators that this project was built with a clear vision and positioned on a strong foundation to support other Indigenous-led events that carry forward the Canada 150+ legacy and spirit of reconciliation.

A recent Motion from the Urban Aboriginal Peoples' Advisory Committee echoes this analysis. On September 11, 2017, after most Canada 150+ activities had wrapped up, the UAPAC reflected positively on the goals they set on March 3, 2016 by calling for annual activities to be modelled in the legacy and spirit of Canada 150+. They advised:

THAT the Urban Aboriginal Peoples' Advisory Committee recommend that Council and Park Board support an annual festival similar to the Canada 150+ celebrations, and other events appropriate to advancing Reconciliation, including but not limited to the Mother's Day Pow-Wow and National Indigenous Peoples' Day.

Table 2 below supports the UAPAC's Motion and presents six quick start recommendations that can start to operationalize support of First Nation and urban Indigenous cultural engagement and activations beginning in 2018.

### Outcomes and Indicators

1. Vancouver, as a City of Reconciliation, began to normalize the conversation about reconciliation in the everyday lives of Vancouverites. More than 750 City staff members from

City, VPD, VPL and Parks participated in an internal engagement campaign, volunteered at events, or joined the Walk for Reconciliation, which itself included 50,000 participants. In addition, there were 234,000 people reached with the Canada 150+ external communications campaign to promote Indigenous events and projects to Vancouverites. In person and online, Indigenous people told their own stories, in their own voice, and from their own perspective—both dissenting and supportive of Canada 150+.

2. Canada 150+'s conversation about reconciliation moved beyond Vancouver into a national platform where communities looked to Vancouver as a model for working collaboratively with its Host Nations and urban Indigenous communities. A conservative estimate of the reach of national stories created in print, on-line and broadcast coverage is that 10,295,629 Canadians heard about Vancouver's goals, strategies and actions as a City of Reconciliation during 2017.

3. Vancouver's diversity was displayed as a source of creativity and strength during Canada 150+. The project aimed for equal access for Vancouverites, regardless of origin, religion, race, gender, sexual orientation, ability, or politics. Canada 150+ participants reflected the diverse demographics of Vancouver and its three Host Nations with attendance split at 38% Indigenous attendance, 37% diverse cultural communities and 24% European. There was a particular emphasis on the inclusion of youth and the accommodation and care of elders and matriarchs to ensure that they felt welcomed and safe within the celebrations.

Youth from the VPL's Teen Advisory Group led community consultations; the City-wide Youth Council created their own self-directed engagement projects; youth from across METRO Vancouver were canoe journey pullers, fashion show models, and mainstage performers; students from SFU's FASS 250 Community Field Experience program were volunteer team leaders; hundreds of VSB students worked with 11 local Master Carvers on the Cedar Carving Project; and many traditional dance and drum groups included and integrated young children in performances. Last, our Canada 150+ Youth Ambassador interviewed dozens of project participants for his YouTube channel.

Elders were valued leaders, advisors, participants, and witnesses to Canada 150+ activities. They set key project directions early in the consultation process; they advised on traditions, outreach, and ceremonial protocol; they shared blessings at official events and welcomed canoe families and event guests to their territory, they hosted key events about our environmental, cultural, spiritual and economic responsibilities to the land, they shared wisdom and cultural knowledge; they reminded us where we have been as a City and country for the last 150 years and how far we need still to go towards reconciliation. Last, they were steadfast and enthusiastic audience members at the Canada 150+ Elders' viewing zones.

4. Canada 150+ supported community and cultural industry organizations to scale-up their activities, raise their profile and expand their impact for Indigenous enterprise and activities. The Pulling Together Canoe Society had unprecedented media coverage and record attendance at the July 14 traditional landing at the Gathering of Canoes. All My Relations Entertainment produced its inaugural Vancouver Indigenous Fashion Week and showcased the work of 32 mostly-Indigenous contemporary designers to an audience of 3,300 people. The founder shared her years of community-engaged work to connect youth in care with their Indigenous identity. VIFW models were made up of 95% First Nations, Inuit, and Métis people and included former foster children. The Kanata Village—built by youth at Vancouver Native Housing—extended its presence for an additional nine days at the Drum is Calling Festival and garnered widespread interest in the iconic traditional housing forms from across Canada.



The launch of *From Oral to Written: A Celebration of Indigenous Literature in Canada, 1980-2010* at the Drum is Calling Festival was Talonbooks' most successful book launch in 50 years. The five Indigenous authors, selected by Tomson Highway and brought in by the City of Vancouver from across Canada, were moving, engaging, and very funny. The event drew a larger and more varied audience than Talon normally sees at their launches with over 400 Indigenous and non-Indigenous attendees. Book sales exceeded expectations with more than 100 copies of *From Oral to Written* sold as well as numerous other new, backlist, and rare First Nations books.

5. Canada 150+ strengthened relations between Vancouver, its three Host Nations, its urban Indigenous community, allied organizations and all Vancouverites. Public and private feedback from Host Nation and Indigenous leaders concurred that the project has built a foundation from which future reconciliation actions can move forward. Those actions are spread across City departments such as the City Manager's Office, Engineering, Planning, Community Services, Parks, VPD, VPL, and more.

Overwhelmingly, Indigenous Advisors wanted Canada 150+ to acknowledge the past, but focus more so on creating positive future relations and actions. The strategy was for this to happen simultaneously between elected officials, between current decision-makers, between future staff leaders, and between community organizations and individuals. Accordingly, the Canada 150+ tag line "Moving Forward Together" was a call to action for all Nations, communities and people to come together as a stronger society for the future. Attendance at Canada 150+ activities and response data from a survey conducted at the Drum is Calling Festival—and online—indicate that Vancouverites heard and responded to this call; 149,000 people participated and 82% of respondents agreed that "this event helps Indigenous and non-Indigenous people move forward together."

6. Canada 150+'s unique employment program opened pathways into careers in the live event industry for Indigenous Production Apprentices who gained practical, employable skills and enduring peer and professional networks. At the conclusion of the program, 7 of 8 Apprentices had jobs or job offers in their area of training. The pilot program is being shared internally and externally as a potential model for Indigenous access to creative industries and to City staff to support the creation of an on-going Aboriginal mentorship program within the City.

7. Canada 150+, in partnership with its festival producers, developed and tested a social and cultural procurement model that prioritized Indigenous cultural competency on par with financial and technical criteria. With moderate success in securing contracts for First Nations, Indigenous and allied businesses, the experiment has nonetheless gathered valuable data to be shared with Supply Chain Management and Community Services towards a long-term action: the development of a social procurement policy within the City of Vancouver.

8. Canada 150+ staff have the cultural competency training and local relationships to work pro-actively with external agencies, government funders, MST Nations and urban Indigenous community organizations to support organizational capacity development and programming for Indigenous-led or collaborative projects events that carry forward the Canada 150+ legacy and spirit of reconciliation.

### **Recommendations Moving Forward**

There is interest and momentum from community leaders and members for Vancouver to support annual events similar to the Canada 150+ celebrations. At the same time, the

historical moment and conditions that created the Canada 150+ opportunity is finished and the principal funding source, the Government of Canada's Canada 150 Fund, is wrapping up. At the same time, the Canada 150+ legacy and spirit of reconciliation can be continued and institutionalized within the City of Vancouver. Table 2 below presents seven quick start recommendations that can operationalize support First Nation and urban Indigenous cultural engagement and activations beginning in 2018 and into the future.

**Table 2 - Quick Start Recommendations - 2018**

<b>Item</b>	<b>Action</b>	<b>Req. from Innovation Fund</b>	<b>Lead/ Supporting Dept(s).</b>
1	Consider hiring 24-month TFT Indigenous Social Planner I beginning in 2018	\$200,000	Community Services
2	Direct City staff to assist and collaborate with Parks to support projects that carry forward the spirit of reconciliation including: a) Indigenous festivals (i.e. Talking Stick, Heart of the City, Coastal First Nations Dance, Nch'u;7mut Unity Festival, and National Indigenous People's Day at Trout Lake) b) the possible return of Indigenous-led cultural events (i.e. APTN's Aboriginal Day Live Vancouver concert, Kanata Festival on Turtle Island, Mother's Day Pow-Wow, Vanc. Indigenous Fashion Week, or Vanc. Indigenous Media Arts Festival) c) the potential re-use of Canada 150+ infrastructure investments along False Creek (i.e. the Blue Cabin Floating Artist Residency project or Uninterrupted)	\$150,000	Community Services, Engineering and Parks
3	Using the Aboriginal Production Apprenticeship program as a model, direct staff to explore partnership opportunities with City staff, external agencies, and other levels of government with the shared goal to create pathways to careers for people who experience multiple and complex barriers to employment		Community Services/HR (EEO)
4	Within the Creative City Strategy Engagement Process, consult with community about on-going support for Indigenous-led or collaborative cultural projects that carry forward the Canada 150+ legacy and spirit of reconciliation. Embed those recommendations, actions and required resources in the forthcoming Creative City Action Plan	tbd	Community Services
5	Direct staff to work with three Host Nations to explore the feasibility of a First Nations Municipal Coordinator program	tbd	CMO/Legal Services
6	Direct staff to work pro-actively with external agencies, government funders, MST Nations and urban Indigenous community organizations to support organizational capacity development and programming for re-mounting reconciliation events similar to the Gathering of Canoes, Drum is Calling Festival or Walk for Reconciliation and new Indigenous-led or collaborative cultural projects with a potential city-wide impact	tbd	Community Services

## Implications/Related Issues/Risk

### *Financial*

Vancouver Commemorates Canada 150+ was a large-scale, project-based collaborative endeavor with the three Host Nations and community partners that supports the City's progress towards reconciliation. Each partner contributed cash and in-kind resources, but the main project budget was managed by the Director of Special Projects within the City Manager's Office with funds levered by the Cultural Tourism Reserve Fund (CTRF).

In 2007, Council approved the establishment of the CTRF and approved a \$2.0 million addition to the reserve as part of its 2015 Budget—for the purpose of supporting major one-time arts and cultural celebrations and events, and in particular Vancouver's Commemoration of Canada's 150th Anniversary in 2017.

In June 2015, Council approved use of \$100,000 from the CTRF for ISCM's World Music Days in Vancouver in Fall 2017. This left \$1,900,000 in the reserve for the development and implementation of Vancouver Commemorates Canada 150+. Council approved a one-time increase in the CTRF of \$500,000 for a total of \$2.4M. At the end of 2017 and the conclusion of Canada 150+, the Cultural Tourism Reserve Fund will have a balance of \$0.

The use of the \$2.4M from the CTRF leveraged \$3,349,375 cash from government funders, financial institutions, funding agencies, civic and community partners. Most notably, matching funds were contributed by the Government of Canada through the Canada 150 Fund: \$2,313,000 over two fiscal years: \$409,500 in the Federal Government Fiscal Year 2016-17, and \$1,903,500 in the Federal Government Fiscal Year 2017-18.

See **Appendix A** for the reconciliation of expenses and revenues of the Vancouver Commemorates Canada 150+ Project Budget.

Moving forward there are quick starts and longer-term actions to continue the momentum and maintain the relationships that were built during Canada 150+. In this way, the Canada 150+ legacy and spirit of reconciliation can be continued and institutionalized within the City of Vancouver. The proposed City contribution to quick starts (\$350,000) is outlined in **Table 3** following. The source of funds, pending matching requirements and approval of the 2018 Operating Budget, is the 2018 City of Vancouver Innovation Fund. **Appendix D** outlines the external investment leverage and the alignment to the City Priorities including the City of Reconciliation goals, the 2013-2018 Culture Plan Strategic Directions, and the Healthy City Strategy. It also demonstrates clear outcomes and transformation toward City of Vancouver goals.

To be ready to respond to occasional large-scale opportunities that support three Host Nation and Indigenous cultural engagement and recurring or new Indigenous-led or collaborative cultural projects, the creation of a new Cultural Reconciliation Reserve Fund in 2019 is proposed for future consideration. Annual contributions to a future Reserve Fund, of between \$250,000 and \$500,000, subject to future annual budget processes and the future approval of Council, would be made under the direction of the General Manager of Community Services. Staff will work pro-actively with external agencies, financial institutions and government funders to lever matching funds to amplify future community investment and impact.

**Table 3 - Financial Implications - Requested Draw from Innovations Fund in 2018**

<b>Action</b>	<b>Requested Amt*</b>
TFT (24-month) Indigenous Social Planner I in Cultural Services	\$200,000
Direct support to recurring or new Indigenous-led or collaborative cultural projects	\$150,000
<b>TOTAL</b>	<b>\$350,000</b>

\* For details on external investment leverage, see **Appendix D**

### **CONCLUSION**

Vancouver Commemorates Canada 150 + was a priority action in 2016 and 2017 in the City of Reconciliation Framework and the staff work plan in the City Manager's Office. The project vision and mandate attracted wide-spread strategic, financial and programming partners who worked collaboratively to successfully challenge local and national perceptions about Canada's 150<sup>th</sup> anniversary of Confederation. Vancouver strengthened its relationship with the three Host Nations with urban Indigenous communities and built momentum and interest to carry forward the Canada 150+ legacy and spirit of reconciliation in future community events.

For future consideration, the creation of a new Cultural Reconciliation Reserve Fund could accumulate resources over time and has the potential to lever matching funds from external agencies, financial institutions and other levels of government, Vancouver, its three Host Nations and urban Indigenous community. This Reserve Fund would allow the City to be ready to respond to opportunities to build capacity and programming to present significant Indigenous arts and culture events on high-quality, professionally-produced urban venues and stages.

Future community consultation and actions within the forthcoming Creative City Engagement Process and the quick starts outlined in this report should start the transition of project-based Canada 150+ activity into on-going institutional progress to cultural reconciliation in Vancouver.

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## Budget Reconciliation

<b>VANCOUVER COMMEMORATES CANADA 150+</b>	
<b>REVENUE</b>	
Cultural Tourism Reserve	2,400,000
Government of Canada - Department of Canadian Heritage	2,313,000
Province of BC - Creative BC	131,775
Sponsorship	
Corporate (Cash)	177,900
Corporate (In-kind)	891,800
ACCESS	40,000
CoV (cash VPL, Cultural Services, Park Board, Great Beginnings)	498,800
CoV (In-kind VPL, VPD, Cultural Services, Park Board, Engineering)	598,400
Walk Expenses shared with Reconciliation Canada	152,900
<b>TOTAL</b>	<b>7,204,575</b>
<b>EXPENSES</b>	
<b>SIGNATURE PROJECTS</b>	
Drum is Calling Festival (including In-kind)	2,921,400
Gathering of Canoes	95,300
Walk for Reconciliation	302,200
Aboriginal Production Apprentice Program	148,500
<b>AFFILIATED PROJECTS</b>	
Other CoV Projects: VPL, Cultural Services, Park Board	893,000
<b>ASSOCIATED PROJECTS</b>	
Uninterrupted	148,300
Nomadic Tempest	311,700
APTN's Aboriginal Day Live Vancouver	13,600
<b>ADMINISTRATION</b>	
First Nations, Production and Sponsorship Consultants	632,500
CoV staff and admin expenses	1,388,075
Marketing, Communication & promotion	350,000
<b>TOTAL</b>	<b>7,204,575</b>
Surplus (loss)	-

## Canada 150+ Activity Summaries

### Signature Events and Projects

- 1. Aboriginal Production Apprentice Program - May 15-August 24, 2017.**

The Aboriginal Production Apprentice Program (APAP) paid a living wage to eight Indigenous workers who built skills, received on-the-job work experience, and expanded their professional network in music and live event production. Created as a response to the TRC's Calls to Action, APAP's goal was to create pathways into live event production careers for Indigenous workers and to build Indigenous cultural competency for creative industry leaders. This was achieved through a 14-week partnership between the City of Vancouver and eight Employer Partners. Apprentices implemented their training as Production Assistants on Canada 150+ Signature Events.
- 2. Gathering of Canoes - July 14, 2017.**

The Gathering of Canoes was the penultimate stop on the 18<sup>th</sup> annual 10-day Pulling Together Canoe Journey held at Vanier Park by the Vancouver Maritime Museum. Canoe families in 25 canoes with 350 pullers travelled down the BC coast in a journey of solidarity and cooperation toward Reconciliation between Indigenous communities and non-Indigenous Canadians, including police and people from other public service organizations. Witnessed by 2,500 attendees, the flotilla of canoes approached the shore in a ceremonial circle, led by the three Host Nation canoes representing the Musqueam, Squamish and Tsleil-Waututh. At the shore, Elders and Chiefs from the Host Nations gave the canoes a traditional welcome to their shared territory. The official protocol was followed by speeches, feasting, gift giving, drumming and dancing and other family-friendly activities.
- 3. The Drum is Calling Festival - July 22-30, 2017.**

At Larwill Park and surrounding venues, the City of Vancouver, in partnership with the three Host Nations, the Musqueam, Squamish, and Tsleil-Waututh, produced a vibrant, interactive festival of traditional and contemporary Host Nation, Indigenous and cross-cultural performance. Festival attendance was 40,000 and programming featured a cornucopia of free activities including music, film, workshops, storytelling, fashion, speaker series, theme days, carving exhibitions, participatory workshops, community programming, sports, dance, and food presentations. Festival highlights included Headliners Buffy Sainte-Marie, Tanya Tagaq, DJ Shub, and Shane Koyczan as well as Vancouver Indigenous Fashion Week, the interactive art installation While Having Soup, the Film and Speaker Series, and NFB Indigenous short films. Rounding out the participatory experience was a 3-on-3 basketball tournament. The Host Nations shared protocols and traditional drum songs at opening and closing ceremonies.
- 4. Walk for Reconciliation - Sept 24, 2017.** In a supportive partnership with Reconciliation Canada, the City of Vancouver co-produced the Walk for Reconciliation. Together, 50,000 people of all backgrounds, faiths, cultures, and ages gathered in downtown Vancouver processed over the Georgia viaduct and gathered at Strathcona Park for a Reconciliation Expo that included Indigenous and multicultural programming, including diverse foods, artisans and educational experiences. Activities included lacrosse drills, KAIROS Blanket Exercise, on-site mural painting, a Weavers Corner by Earhand Gleaners Society, the Witness Blanket by Carey Newman, the Site

Unseen Exhibit, and a National Centre for Truth and Reconciliation travelling exhibit. Performers included Tsatsu Stalqaya (Coastal Wolf Pack), Susan Aglukark, V'ni Dansi, N'we Jinan Artists, Royal Academy of Bhangra, Sawagi Taiko, Flight of the Thunderbird, Eagle Song Dancers, Axe Capoeira, George Leach, Sister Says, Lorita Leung Dance Company and Emmanuel Jal.

### Associated Canada 150+ Projects

1. Vancouver's Public Art Program commissioned a series of six paint and print **Canada 150+ Murals** by Indigenous artists and artist teams. The new public art works are part of an ongoing commitment to reconciliation and strengthening of relations between Indigenous communities and Vancouverites. The commissions were a result of a call for proposals from Indigenous artists or artist teams to contemplate the city, its defining features, spaces and neighbourhoods and their relationship to significant cultural sites. The call for proposals garnered 47 submissions. The six successful projects were reviewed and chosen by a selection panel of Indigenous artists and art professionals.
2. In 2017, Vancouver Public library launched **Story City**, a collection of stories unique to our city and as rich as any book on library shelves. The Story City project sent VPL staff with digital recorders to Indigenous arts festivals, local SLAM poetry haunts, favourite French language cafés, and a host of community spaces to map out the cultural life of Vancouver as told by its residents. Over 400 people shared their unique memories of the unceded territory that has become the City of Vancouver. The project produced over 700 individual audio excerpts which are accessible on an interactive map of audio recordings, video and images. On October 24, 2017, Story City was launched at a public event and online at <http://thisvancouver.vpl.ca/story-city>. People can learn about the depth and variety of the thoughts, opinions and experiences of Vancouver's communities and they can continue to contribute stories to the collection.
3. **Walk Vancouver Challenge** - May 10-Sep 24, 2017. This was a free activity where 500 Vancouverites took up the challenge to walk 150+ kilometers between May and September and compete for a range of prizes. Destination routes, a downloadable journal, and mobile-friendly maps were posted to [vancouver.ca/walkvancouver](http://vancouver.ca/walkvancouver) for participants to plan routes, stay motivated and share progress on social media using #WalkVan. Launched on May 10, on Move for Health Day, the project showcased new interactive routes and maps, with Indigenous points of interest along the way. Active lifestyles were promoted in the spring and summer with pop-up walking events including the Rise Walk Vancouver. The challenge finished on September 24, 2017 at the Walk for Reconciliation.
4. **Thunderbird Sharing Ceremony** - July 15 and 23, 2017. The three-part Indigenous and non-Indigenous collaborative project was witnessed by 1,925 people. On June 10, 2017, *Ancestralizing the Present* was curated and convened by Dr. Mique'l Dangeli. This public showing of creation rehearsals contributed to the artistic development of *Thunderbird Sharing Ceremony*: the collaboration between Spakwus Slulem (Eagle Song Dancers), Git Hayetsk and internationally-renowned Aeriosa Dance. On July 15, *Thunderbird Sharing Ceremony* was presented to the public in Stanley Park. This collaborative community event included a landing of the Pulling Together Canoe Journey, welcome ceremonies, traditional dances and site specific performances.

Collaborating with traditional drummers and dancers, non-Indigenous aerial dancers performed high in the trees in Stanley Park. Finally, on July 23, 2017 the Drum is Calling Festival presented the final performance of the six-year collaboration between Aeriosa and Spakwus Slulem. *Thunderbird* was brought back to the original site of the collaboration: the Promenade of the Central Branch of the Vancouver Public Library.

5. **Wild Salmon Caravan** - July 1-October 7, 2017. The Wild Salmon Caravan (WSC) was a grassroots celebration of the spirit of wild salmon. The WSC built stronger Indigenous and non-Indigenous community relations through volunteer-led committees and public events. More than 3,159 people participated in 20 events. The Caravan culminated in a parade, ceremonies, feast and celebrations at Trout Lake Park.

The parade up Commercial Drive from the Vancouver Aboriginal Friendship Centre was joyous and inspiring with different points of ceremony and celebration, both intimate and encompassing. The project provided a powerful, dignified model of Indigenous women, elders, children, families and communities moving forward together. Following the grassroots leadership of the Working Group on Indigenous Food Sovereignty, and the Salish Council of Matriarchs, the Wild Salmon Caravan represents transcendence out of old structures and adversarial relations. The legacy of the community engagement is the progress towards Indigenous redress and the strengthening of a healthy Indigenous food system, including protection and access to salmon for Indigenous people's food consumption.

6. Starting in February 2017, and with public on-line posts beginning June 14, 2017, 196 youth from the **City-Wide Youth Council** contributed 259 volunteer hours to the **youth-directed engagement projects** called *Canadian Immigrants Stories* and the *Canadian Stereotypes Project*. Youth led workshops, conducted research and interviews, gathered community stories, and wrote on-line posts for the @vancouveryouth social media assets. To-date, the project has reached 5,211 people.

The first youth-driven project, *Canadian Immigrants Stories*, was led by a group of dedicated Strathcona Community Centre youth who went to different parts of Vancouver to interview Canadians, newly-immigrated families and individuals from the Strathcona Community. The second youth-driven project, the *Canadian Stereotypes Project*, was led by a group of committed youth from Hastings Community Centre. They researched 150+ Canadian Stereotypes that they debunked as either a myth or fact. They led a workshop at a Diversity Camp and created a questionnaire that was given out at malls, schools, community centres, and secondary schools across Vancouver.

#### **Affiliated Canada 150+ Projects**

1. APTN's **Aboriginal Day Live Vancouver** - On June 21, 2017, APTN was live and on location from Halifax, Montréal, Ottawa, Toronto, Winnipeg, Yellowknife, Edmonton and, for the first time since launching in 2007, Vancouver for a 7-hour national broadcast to 1,000,000 viewers and a local audience of 4,000 people. After the community-based National Aboriginal Day celebration at Trout Lake, the Aboriginal Day Live Vancouver concert and broadcast started at 6 pm and showcased emerging and



established Indigenous artists like Rellik, Carsen Gray, Niska Napoleo, Digging Roots, Missy Knott, Radio Radio, Taboo and The Trade Offs.

<http://aboriginaldaylive.ca/past-events/adl-2017/>

2. **UNINTERRUPTED** immersed viewers in a journey that has been repeated in B.C. waters for millennia. After dark, between June 23 and Sept 24, 2017, an audience of 30,000 “travelled” upstream - with silver Sockeye turning to crimson as they returned to their freshwater birthplace to spawn. This is the natural cycle that has nourished land, water, animals, and people, but it faces growing threats from human intervention. The work blended cinematic storytelling and high-tech art installation and was supported by pre-show from community organizations and an complementary website about the installation and salmon restoration efforts. The stunning images were digitally mapped and projected on underside of the Cambie Bridge, creating a captivating experience of nature’s resilience and vulnerability.
3. **The Kanata Festival on Turtle Island** was a 13-day Indigenous cultural festival running from June 19-July 1, 2017. Kanata is the Iroquoian word for village and the original of the name of Canada. Featuring food, music, art, workshops, and performances, the festival took place on the traditional unceded territory of the Musqueam, Squamish and Tsleil-Waututh Nations at Larwill Park. Led by Vancouver Native Housing Society (VNHS), the festival focused on housing because in 2017, the housing affordability crisis looms large in the minds of Canadians and Vancouverites alike and is an on-going issue for Indigenous people in particular. As a result, a team of youth from VNHS constructed a number of iconic Indigenous housing forms from the traditional territories within a stylized map of Canada. The structures’ traditional purpose was shared by Knowledge Carriers with festival attendees. The structures also housed hands-on workshops, demonstrations, readings, storytelling, films, performances, and other cultural activations with aspects of Indigenous culture from across Canada.
4. **Nomadic Tempest** - August 15 - September 3, 2017. The City of Vancouver presented 15 sold-out performances to 10,000 people of *Nomadic Tempest*, Caravan Stage Company’s free, operatic fable that imagined a future where humanity is almost wiped-out from a cataclysmic event caused by climate change. Aerial artists—representing climate migrants—performed in the upper trusses of the Amara Zee: the 100-foot-long floating theatre. The shows took place at a temporary, purpose-built amphitheater along South East False Creek.
5. **C-15 Community Canoe Project** - January - August 2017. Through mentorship and hands-on work experience building four canoes, the Canadian International Dragon Boat Festival Society engaged 50 Aboriginal and at-risk youth through the Aboriginal Carving component of the C-15 Community Canoe Project and 5,500 individuals participated in canoe building. Participants developed necessary work and life skills and the canoes will be a legacy for the paddling community with new, high-quality vessels for years to come.

6. **Vancouver School Board's (VSB) Cedar Carving Project** - January - July, 2017. The VSB's Aboriginal Education Cultural/Curriculum collaborated with the Canada 150+ team to support students to produce/create several Coast Salish cedar carvings that related to the Canada 150+ theme of "Moving Forward Together." There were 355 VSB students who worked with 11 local Master Carvers to produce 14 cedar carvings that were on public exhibition at the Drum is Calling Festival. They will live permanently in the participating schools as a legacy of the collaborative spirit of Canada 150+.
7. **Indigenous Fashion Week** - July 26- 29, 2017. All My Relations Entertainment produced its inaugural Vancouver Indigenous Fashion Week and showcased traditional regalia and contemporary design of 32 mostly-Indigenous designers to a very appreciative audience of 3,300 people. The founder shared her years of community-engaged work to connect Indigenous youth in care with their Indigenous identity and culture. VIFW models were made up of 95% First Nations, Inuit, and Métis people and included former foster children. The Red Dress event brought emotion, solemnity and beauty as the organizers paid tribute to missing and murdered First Nations women. Themes of remembrance, resiliency, and resistance were reflected throughout the speeches, garment presentations, and performances.
8. **Canada C3 - Coast to Coast to Coast** - On October 23 & 24, 2017, the Vancouver Fraser Port Authority and the City of Vancouver hosted the Students on Ice Foundation's Canada C3 expedition at Canada Place. A Canada 150 Signature Project, the participants were nearing the end of their 150-day journey sailing journey from Toronto to Victoria via the Northwest Passage aboard the Polar Prince, an icebreaker and former Canadian Coast Guard vessel. The Vancouver Fraser Port Authority and the Canada 150+ team facilitated presentations and information exchange with the Canada C3 participants about overlapping goals between the two projects around diversity and inclusion, reconciliation, youth Engagement and the environment.  
<https://canadac3.ca/en/about/>

CANADA 150+ SIGNATURE EVENTS - UNDERSTANDING GOALS, MEASURING SUCCESS

Goals:	Actions	Outcomes	Indicators
Strengthen local First Nations and urban Aboriginal relations	<p>Formalize working relationship with Host Nations</p> <ul style="list-style-type: none"> <li>➤ Request permission to hold Canada 150+ activities on unceded MST homelands</li> <li>➤ Develop and finalize Statements of Cooperation</li> <li>➤ Work with First Nations Advisor</li> <li>➤ Host regular working committee meetings with MST Liaisons</li> <li>➤ Follow local Protocols</li> <li>➤ Represent equally Chiefs, elders, artists, performers from three Host Nations</li> <li>➤ Target procurement opportunities for First Nations, Indigenous and allied businesses, organizations</li> <li>➤ Attend First Host Gathering</li> </ul>	<ul style="list-style-type: none"> <li>➤ First Nation and urban Indigenous participants felt respected</li> <li>➤ Chiefs and Council trusted municipal staff and officials</li> <li>➤ Safe spaces created to share difficult truths around continued harmful impacts of colonization</li> <li>➤ Profile of Indigenous partner organizations raised</li> <li>➤ Commitment demonstrated to City's on-going actions towards Reconciliation</li> <li>➤ City and Host Nation working relationship deepened</li> <li>➤ Moving Forward Together modelled</li> </ul>	<ul style="list-style-type: none"> <li>➤ 3 completed Statements of Cooperation</li> <li>➤ 2 MOUs</li> <li>➤ 3 Chiefs publicly confirm Vancouver's leadership in Canada re: working relationship with Host Nations</li> <li>➤ 1 UAPAC Motion to make annual a celebration like Canada 150+ events</li> <li>➤ 100s of positive messages from community members</li> </ul>
Incorporate First Nations and urban Aboriginal perspectives	<p>Deliver pilot Aboriginal Production Apprentice Program</p> <ul style="list-style-type: none"> <li>➤ Host program information workshop</li> <li>➤ Issue open call for Apprentices</li> <li>➤ Hire 8 Production Apprentices</li> <li>➤ Hold Indigenous Awareness workshops for Employer Partners</li> <li>➤ Apply for grant and sponsorship support</li> <li>➤ Work with Mentors to create meaningful professional experiences</li> <li>➤ Employ and learn from Apprentices on Signature Events</li> <li>➤ Conclude with facilitated canoe journey and camping</li> </ul>	<ul style="list-style-type: none"> <li>➤ Collaborative investment made in Vancouver's live event industry</li> <li>➤ Low barrier hiring practices modeled and shared</li> <li>➤ Future cultural leaders supported</li> <li>➤ Access improved for Indigenous workers</li> <li>➤ Practical, employable skills gained in the cultural sector</li> <li>➤ Backstage protocols improved at events and Indigenous artists felt respected</li> <li>➤ Trust increased leading to sustained relationships of mutual respect and understanding</li> </ul>	<ul style="list-style-type: none"> <li>➤ 92 applications received</li> <li>➤ 8 Apprentices with safety certification and tools</li> <li>➤ 4,301 total labour hours</li> <li>➤ 14 weeks of Living Wage employment</li> <li>➤ 40 hours shared traditional knowledge between Apprentices &amp; Cultural Advisors/Elders.</li> <li>➤ 8 Apprentices have expanded professional network</li> <li>➤ \$87,500 received in grants and sponsorship</li> <li>➤ 8 Employer Partners contribute \$100,000 in-kind for mentorship support</li> <li>➤ 7 of 8 Apprentices with jobs or job offers at end of Program</li> </ul>

<p>Incorporate First Nations and urban Aboriginal perspectives</p>	<p>Commission Canada 150+ Logo</p> <ul style="list-style-type: none"> <li>➤ Issue artist call to 3 Host Nations for a Canada 150+ logo to express goal of “strengthening relations”</li> <li>➤ Seek MST agreement on design</li> <li>➤ Contract artist for term-limited “ownership” of his design</li> <li>➤ Involve artist in the addition of a tag line and colourful graphic elements to logo</li> <li>➤ Blanket the city with logo and sub-brands</li> </ul>	<ul style="list-style-type: none"> <li>➤ Held collaborative and transparent process</li> <li>➤ Commissioned inclusive design about people coming together</li> <li>➤ Established trust with Host Nations through transparent process</li> <li>➤ Created new work of Indigenous graphic design</li> <li>➤ Celebrated logo in year-long, multiple-platform marketing campaign</li> <li>➤ Intellectual Property will return to artist after Canada 150+ project is completed.</li> </ul>	<ul style="list-style-type: none"> <li>➤ 5 shortlisted MST artists</li> <li>➤ 30 unique logo submissions</li> <li>➤ Unanimous decision to select winner</li> <li>➤ 3 Signature Event sub-brands built upon logo design</li> <li>➤ 10+ inquiries about unique commissioning process</li> <li>➤ 100K units of collateral created with Canada 150+ logo</li> <li>➤ Several promotional videos animated Canada 150+ logo with whimsy and welcome</li> </ul>
<p>Strengthen municipal, federal and First Nation relations</p>	<p>Launch Canada 150+ on Dec 31, 2016 at NYE mainstage</p> <ul style="list-style-type: none"> <li>➤ Acknowledge funding from Government of Canada</li> <li>➤ Prepare bi-lingual Canada 150+ backgrounder, news release</li> <li>➤ Soft launch Canada 150+ splash page and social media accounts</li> <li>➤ Present Canada 150+ preview video</li> <li>➤ Invite Federal MP and the Prime Minister to speak about the Government’s Canada 150 goals &amp; actions</li> <li>➤ Host VIP reception</li> <li>➤ Co-present Crystal Shawanda with VNYECS as part of New Year’s Eve programming</li> </ul>	<ul style="list-style-type: none"> <li>➤ Honoured legal obligations about Canada 150 funding announcement</li> <li>➤ Welcomed visitors to unceded MST territory for Canada 150+</li> <li>➤ Tested reception of key messages in soft launch of Canada 150+ program</li> <li>➤ Celebrated with Canada 150+ strategic and community partners</li> <li>➤ Strengthened relationship with local Department of Canadian Heritage staff</li> <li>➤ Conversation started about the meaning of the “+” in Canada 150+</li> <li>➤ Shared taste of Drum is Calling Festival programming</li> </ul>	<ul style="list-style-type: none"> <li>➤ 200 attendees at mainstage during launch</li> <li>➤ 15 local and national stories created in print, on-line and broadcast coverage</li> <li>➤ 10K views of preview video</li> <li>➤ 3M people reached through editorial coverage</li> <li>➤ Modest web traffic created</li> </ul>
<p>Promote aboriginal peoples arts, culture, awareness, and understanding</p>	<p>Unveil Canada 150+ Signature Event Programming</p> <ul style="list-style-type: none"> <li>➤ Prepare Signature Event backgrounder, media advisory, news release</li> <li>➤ Launch Canada 150+ website live</li> <li>➤ news release</li> <li>➤ Host bi-lingual media event at Indigenous venue</li> </ul>	<ul style="list-style-type: none"> <li>➤ Deepened public conversation about City of Reconciliation goals and Canada 150+ programming</li> <li>➤ Built excitement for depth and breadth of and programming and partners</li> <li>➤ Tested adherence to local protocols for Host Nation Chiefs, Elders, drummers</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 grand procession</li> <li>➤ 2 traditional drum songs</li> <li>➤ 18 participants in speeches and ceremonial cutting of weaving</li> <li>➤ 125 witnesses from strategic and Indigenous community partners</li> <li>➤ 23 festival headliners revealed</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Share programming of 3 Signature Events with special focus on the Drum is Calling Festival</li> <li>➤ Share Canada 150+ brand and sub-brand elements</li> <li>➤ Include all strategic partners and potential sponsors</li> <li>➤ Create ceremonial space for MST Chiefs, elected officials, and reps from community partners to share their commitment to moving forward together</li> <li>➤ Support reporter from CBC's The National on high-profile Canada 150+ article</li> <li>➤ Present performance by Sister Says</li> <li>➤ Host reception for VIPs using Indigenous caterer</li> </ul>	<p>and Liaisons with municipal and federal elected officials</p> <ul style="list-style-type: none"> <li>➤ Built trust and reliance between Canada 150+ team and festival producers</li> <li>➤ Demonstrated delivery of high production values and excellence in programming to Indigenous community, existing funders</li> <li>➤ Connected with and confirmed future sponsors</li> <li>➤ Widen awareness of Canada 150+ nationally</li> </ul>	<ul style="list-style-type: none"> <li>➤ 9 theme days announced</li> <li>➤ 2 new sponsors confirmed</li> <li>➤ 6 interviews uploaded to YouTube by Canada 150+ Youth Ambassador</li> <li>➤ 20 media outlets covered launch</li> <li>➤ 29 articles generated including 3 French</li> <li>➤ 1 Canada 150+ 8-minute feature article on CBC's the National the day before Canada Day</li> <li>➤ 600,000 viewers learn about 3 Signature Events</li> <li>➤ 1 Facebook post organically reached 5K people</li> <li>➤ 2,721,448 people reached through Canada 150+ editorial coverage</li> </ul>
<p>Promote aboriginal peoples arts, culture, awareness, and understanding</p>	<p>Produce Gathering of Canoes</p> <ul style="list-style-type: none"> <li>➤ Showcase Host Nations traditional practice to welcome canoe families</li> <li>➤ Mark the land with MST flags</li> <li>➤ Support Pulling Together Canoe Society's inclusive journey</li> <li>➤ Feed pullers and Elders</li> <li>➤ Prioritize Elder's access, needs and comfort</li> <li>➤ Design site environment with professional producers</li> <li>➤ Invite urban Indigenous dance groups</li> <li>➤ Invite media on last leg of canoe journey</li> <li>➤ Incorporate some bi-lingual elements</li> <li>➤ Prepare bi-lingual media materials</li> </ul>	<ul style="list-style-type: none"> <li>➤ Canoe culture revival celebrated</li> <li>➤ Millennia-old traditions shared with visiting witnesses to the territories</li> <li>➤ Participants joined festive atmosphere and dancing</li> <li>➤ Non-Indigenous team gained deeper understanding of Canoe Protocol</li> <li>➤ Incorporated key lessons on crowd control and preparing media for expected etiquette during Protocol</li> <li>➤ Indigenous youth and First Responders from VPD, WVPD and RCMP learn, connect and build mutual respect and understanding</li> <li>➤ Raised profile of Pulling Together's history, mandate and community impact</li> <li>➤ Built reconciliation and healing from a grass roots level and strengthened future relations</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2,500 attendees</li> <li>➤ 60 City staff volunteers</li> <li>➤ 3 traditional craft activities</li> <li>➤ 25 canoes</li> <li>➤ 350 canoe pullers</li> <li>➤ 70 kms paddled</li> <li>➤ 150 Elders accommodated</li> <li>➤ Doubled seats for Elders</li> <li>➤ 500 lunches distributed</li> <li>➤ 53% Indigenous attendance</li> <li>➤ 1 traditional drum commissioned &amp; gifted</li> <li>➤ 450 pullers gifted with paddle necklaces</li> <li>➤ 2 urban Indigenous dance groups</li> <li>➤ 12 dignitaries</li> <li>➤ 15 people interviewed</li> <li>➤ 11 community partners</li> <li>➤ 30 local and national stories created in print, on-line and broadcast coverage</li> <li>➤ 2.7M people reached through editorial coverage</li> <li>➤ 1 Facebook live event with 18K impressions</li> </ul>

<p>Promote aboriginal peoples arts, culture, awareness, and understanding</p>	<p>Produce Drum is Calling Festival</p> <ul style="list-style-type: none"> <li>➤ Hold weekly planning meetings with working committee</li> <li>➤ Invite Indigenous and non-Indigenous curators from music, literature, film, design, theatre, social justice and cultural community to program the multi-disciplinary festival</li> <li>➤ Implement backstage protocols to accommodate artists, elders, VIPs, families, performer regalia,</li> <li>➤ Ensure accessibility to diverse community needs: French translation, trained multi-lingual and Indigenous volunteers, mobility access, Elder viewing and retreat areas, Elder transportation, ASL interpretation and surtitles</li> <li>➤ Showcase exemplary Indigenous arts and culture in a highly-produced, urban setting</li> <li>➤ Present all Drum is Calling Programming for free</li> <li>➤ Partner extensively on Speaker Series events</li> <li>➤ Launch Tomson Highway's new book which features 112 Indigenous authors from the first wave of Indigenous writing in Canada</li> <li>➤ Activate significant bi-lingual components in official communications, on-site signage, programming and guest engagement</li> <li>➤ Prepare bi-lingual media materials</li> <li>➤ Conduct event survey</li> </ul>	<ul style="list-style-type: none"> <li>➤ Diverse offerings of First Nations, Inuit, and Métis artists, performers, storytellers, chefs, dancers, drummers, artisans, filmmakers, designers, writers, activists, young leaders, and elders.</li> <li>➤ Built reconciliation and trust from a grass roots, staff and political level</li> <li>➤ Vancouver continued to be positioned as a prime destination for Aboriginal Tourism</li> </ul>	<ul style="list-style-type: none"> <li>➤ 40,000 attendees</li> <li>➤ 200 volunteers</li> <li>➤ 170+ events/activities</li> <li>➤ 737 artists and performers</li> <li>➤ 20 authentic Indigenous artisans</li> <li>➤ 25 headlining performances</li> <li>➤ 15 musical genres</li> <li>➤ 4 fashion shows</li> <li>➤ Four Indigenous murals created by 12 artists</li> <li>➤ 14 cedar carvings created by 11 Master Carvers and 100s of VCB students</li> <li>➤ 4 walking tours to 100 people</li> <li>➤ 93% Indigenous artists</li> <li>➤ 13 curators</li> <li>➤ 5 venues</li> <li>➤ 16 sponsors</li> <li>➤ 38 community partners</li> <li>➤ 2-day, 3-on-3 basketball tournament with 44 teams and 132 players participating</li> <li>➤ 38% Indigenous attendance</li> <li>➤ 37% diverse cultural attendance</li> <li>➤ 24% European attendance</li> <li>➤ 88 local and national stories created in print, on-line and broadcast coverage</li> <li>➤ 12.6M people reached through editorial coverage</li> <li>➤ 71K pieces of promotional materials created</li> <li>➤ 21 billboard faces</li> <li>➤ 82% of attendees agreed that "This event helps indigenous and non-Indigenous people move forward together."</li> <li>➤ 89% of attendees enjoyed the festival</li> <li>➤ 3 Facebook live events with 5,315 viewers</li> <li>➤ 40+ artists and VIPs interviewed by Canada 150+</li> </ul>
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			Youth Ambassador, Koru Joseph
Promote aboriginal peoples arts, culture, awareness, and understanding	<p>Co-produce Walk for Reconciliation</p> <ul style="list-style-type: none"> <li>➤ Ensure accessibility to diverse community needs: French translation, multi-lingual and Indigenous volunteers, mobility access, Elder viewing, Elder transportation, ASL interpretation and surtitles</li> <li>➤ Support Advisory Committee</li> <li>➤ Activate significant bi-lingual components in official communications, on-site signage, programming and guest engagement</li> <li>➤</li> </ul>	<ul style="list-style-type: none"> <li>➤ First Nation, Municipal (City and Parks), Provincial and Federal representatives walking hand-in-hand, leading the procession</li> <li>➤ Vancouver modelled the healing and transformational power of ‘Namwayut — We Are All One for the rest of Canada</li> <li>➤ Inclusion First Nations, Inuit, Métis and diverse cultural artists, performers, dancers, drummers, artisans, young leaders, and elders.</li> <li>➤ Built reconciliation and trust from a grass roots, staff and political level</li> </ul>	<ul style="list-style-type: none"> <li>➤ 50,000 attendees</li> <li>➤ 600 City staff walking</li> <li>➤ 362 volunteers</li> <li>➤ 20 people blanketed</li> <li>➤ 150 speakers and performers</li> <li>➤ 20 authentic Indigenous artisans</li> <li>➤ 14 community sponsors</li> <li>➤ 10 participatory activities</li> <li>➤ 22 community booths</li> <li>➤ 36 local and national stories created in print, on-line and broadcast coverage</li> <li>➤ 1 Walk for Reconciliation event coverage on CBC’s the National on September 24, 2017</li> <li>➤ 1 Walk for Reconciliation 10 min. feature on CBC’s the National on October 4, 2017</li> <li>➤ 20K views of 1 feature article by Storyhero Media</li> <li>➤ 3.14M people reached through editorial coverage</li> </ul>

## City of Vancouver Innovation Fund - Guidelines and Project Alignment

Increasingly, more opportunities exist to work with other parties to leverage expertise, funding and access to various in kind resources in order to focus on strategic areas important to the city. This form of leverage allows the City to continue to advance its policy priorities at a lower cost to taxpayers.

The Innovation Fund is expected to build on the City's experience in leveraging funding and expertise with outside agencies, other levels of government, private sector, universities and not-for-profits to advance key City priorities through aggressive leveraging of external partners.

Some examples of these types of unique opportunities would include: Enhancing the success of our urban aboriginal residents; enhancing our local economy with an emphasis on social enterprise particularly in the green sector; innovative child care programs for children at risk; cultural programs which enhance the community and create local jobs for artists; enhancing the involvement of our seniors in community; enhancing our sport strategy through partnerships o significant sporting initiatives; sport for youth at risk; and others.

### Guidelines for accessing City of Vancouver Innovation Fund:

With the establishment of an Innovation Fund, one time innovative projects can be funded to advance key agendas in the city. Accessing the City of Vancouver Innovation is at Council discretion; however, the following guidelines have been established to optimize the use of the fund:

- Aligns with Council Agenda (Housing, Public Safety, Economy, Environment) • Demonstrates clear outcomes
- Matching requirements - target leverage of 3:1 (minimum 1:1) 3rd party investment (cash and in-kind) to City funding
- Size of CoV contribution should enable a broad range of programs to be supported by fund (Guideline - maximum project size of \$250,000 recommended).
- Projects which are one-time innovative opportunities; maximum commitment for expenditure of funds - up to 2 years
- Supports transformation and innovation in meeting City goals; shines a spotlight on Vancouver

**Table 1** following indicated how the six Quick Start Recommendations align with the guidelines for the Innovation Fund to support broader civic strategies and illustrates innovation and transformation.



TABLE 1 - Innovation Fund Alignment

City Priorities	Project Alignment	Outcomes
City of Reconciliation Goals	<ul style="list-style-type: none"> <li>• Promote Aboriginal Peoples Arts, Culture, Awareness and Understanding</li> <li>• Strengthen local First Nations and Urban Aboriginal Relations</li> <li>• Incorporate First Nations and urban Aboriginal perspectives</li> </ul>	<ul style="list-style-type: none"> <li>• Profile raised of Indigenous artists &amp; orgs</li> <li>• Amplify impact of investment with government, foundation, agency, and financial institution partners</li> <li>• Indigenous communities inform civic cultural strategy</li> <li>• Relationships continue to be strengthened with First Nations and urban Indigenous communities</li> </ul>
2013 – 2018 Culture Plan Strategic Directions	<ul style="list-style-type: none"> <li>• Support the breadth of diversity and artistic expression</li> <li>• Promote local arts and culture</li> <li>• Improve arts access for new and under-served communities</li> </ul>	<ul style="list-style-type: none"> <li>• Safe spaces and high-profile venues and stages used to present First Nation and Indigenous-led activities</li> <li>• Collaboration fostered between diverse artists and communities</li> <li>• Canada 150+ spirit of partnerships continued</li> </ul>
Vancouver’s Healthy City Strategy (expressing ourselves)	<ul style="list-style-type: none"> <li>• Increasing public participation and engagement in arts and culture</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging 20,000 attendees in Vancouver and up to 1M viewers in national broadcast in 2018</li> <li>• UAPAC members, elders, youth and diverse communities engaged</li> <li>• Indigenous people hired</li> </ul>
<b>Investment leverage</b>		
Leverages 1:1 third party investment (2 year maximum)  \$350,000 one-time opportunity levers \$365,000 external support		<ul style="list-style-type: none"> <li>• \$130K Foundations/agencies</li> <li>• \$155K Public Sector</li> <li>• \$ 50K Partnerships w/ Indigenous orgs</li> <li>• \$30K Earned income</li> <li>• \$365K Total</li> </ul>
<b>Innovative Opportunity</b>		
Demonstrates clear outcomes and transformation towards City of Vancouver goals. In the spirit of Canada 150+, presents Vancouver as a national model for cities taking action on Reconciliation		<ul style="list-style-type: none"> <li>• Vancouver presented nationally as a City of Reconciliation that reflects and recognizes Indigenous peoples and cultures.</li> <li>• Canada 150+ legacy and spirit of reconciliation carried forward</li> <li>• Operationalized the support of Indigenous-led projects</li> </ul>