



TOWN OF AURORA
ADDITIONAL ITEMS
FOR COUNCIL MEETING

Tuesday, April 12, 2016
7 p.m.
Council Chambers

- **Presentation (a) Dan Elliott, Director of Corporate & Financial Services/Treasurer** pg. 1
Re: Preview of two new public educational videos – Tax bills and Budget preparation

- **Item 4 – PRS16-021 – Multicultural Festival** pg. 2

RECOMMENDED:

THAT Report No. PRS16-021 be received; and

THAT Special Events staff proceed with a Multicultural Festival format, known as “Dance in The Park Celebrates Cultural Diversity”.



Legal and Legislative Services
905-727-3123
CSecretariat@aurora.ca
Town of Aurora
100 John West Way, Box 1000
Aurora, ON L4G 6J1

PRESENTATION REQUEST

This Presentation form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

4:30 P.M. ON THE BUSINESS DAY PRIOR TO THE REQUESTED MEETING DATE

COUNCIL/COMMITTEE/ADVISORY COMMITTEE DATE: Council April 12, 2016

SUBJECT: Preview of two new public educational videos

NAME OF SPOKESPERSON: Dan Elliott, Director of Corporate & Financial Services - Treasurer

NAME OF GROUP OR PERSON(S) BEING REPRESENTED (if applicable):

BRIEF SUMMARY OF ISSUE OR PURPOSE OF PRESENTATION: Present a preview of two new public educational videos. The first outlines how your tax bill is calculated, and how it is impacted by reassessment. This video runs 3 minutes 10 seconds. The second video sheds light on how the Town's budget is prepared, and what it includes. This second video lasts 4 minutes 20 seconds. In the coming weeks, these videos will be finalized and published to the Town website for public consumption. A communications plan will be followed to enhance awareness.

PLEASE COMPLETE THE FOLLOWING:

Have you been in contact with a Town staff or Council member regarding your matter of interest?

Yes **No** **IF YES, WITH WHOM? CAO, Clerk** **DATE April 11, 2016**

I acknowledge that the Procedural By-law permits ten (10) minutes for Presentations.



TOWN OF AURORA
COUNCIL REPORT

No. PRS16-021

SUBJECT: *Multicultural Festival*

FROM: *Allan D. Downey, Director Parks and Recreation Services*

DATE: *April 12, 2016*

RECOMMENDATIONS

THAT Report No. PRS16-021 be received; and

THAT Special Events staff proceed with a Multicultural Festival format, known as "Dance in The Park Celebrates Cultural Diversity".

PURPOSE OF THE REPORT

To report back to Council with a status update regarding the progress made to date on the multicultural festival currently planned to be held in Aurora in June 2016.

BACKGROUND

A Notice of Motion Presented by Councillor Kim at the March 10, 2015 Council Meeting Re: Multicultural Festival, was adopted by Council and states that:

WHEREAS the Town of Aurora was recently ranked the best place to live in York Region and one of the top 25 places to live in Canada; and

WHEREAS Aurora is striving to be one of the healthiest communities in Canada; and

WHEREAS Aurora is quickly becoming a multicultural town; and

WHEREAS new homes in the 2C lands in the north-east section of Town are quickly selling out and bringing in up to 12,000 people from diverse backgrounds; and

WHEREAS it is critical that we welcome and engage new residents and share with them the rich culture and history of Aurora, along with its spirit of volunteerism in which Aurora was built; and

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WHEREAS Aurora has validated its enjoyment and appreciation of history, culture, and food by the successful events sponsored by the Aurora Cultural Centre, Aurora Historical Society, and the Town of Aurora events such as: Ribfest, Aurora Chamber Street Festival, Magna Wild Wild West Hoedown, and Jazz Festival, which have been roaring successes; and

WHEREAS supporting food, culture, and diversity in itself supports Aurora's Strategic Plan objectives of "Supporting an exceptional quality of life for all," which in turn attracts people and businesses; and

WHEREAS the Town of Richmond Hill has held the highly successful multicultural festival "Tastes of the Hill" for the past eight (8) years and counting; celebrating the rich cultural diversity of its community via the many international foods, arts and crafts, sports and entertainment showcased at the event; and generating funds for local charities; and

WHEREAS understanding our neighbours' food and culture is an excellent way to get to know one another and bring the community closer together.

NOW THEREFORE BE IT HEREBY RESOLVED THAT staff be directed to investigate and report back to Council on the potential for Aurora to hold a multicultural festival similar to those of other York Region Municipalities with a timeline of an inaugural event to be held sometime in 2016.

CARRIED

A further Notice of Motion was subsequently presented by Councillor Kim at the November 23, 2015 General Committee meeting re: Multicultural Festival that states:

THAT the 2016 budget be amended to set aside \$20,000 for the implementation of a Community Multicultural Event, to be funded from the Council Discretionary Reserve Fund.

CARRIED

COMMENTS

Further to this direction, staff invested significant time and resources in researching similar festivals in York Region and in consulting with regional cultural entertainment providers and event organizers. Staff focused heavily on the "Taste of the Hill" special event, hosted by the Town of Richmond Hill, when developing the current event format for Aurora's Multicultural Festival.

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Staff are committed to organizing an outstanding festival with the intention of appealing to the entire Aurora community as well as providing an outstanding culturally-based event experience that residents to attend and participate in within their own community.

In December of 2015, staff explored many options for event locations and a variety of dates within the festival season. Some of the key factors that were taken into account included;

- Existing event loyalty;
- Event marketability;
- Event sustainability; and
- Providing social significance that the attendees could identify with.

One option that was explored was the use of the Magna Hoedown tent on Sunday, September 18, 2016; however, the challenges of building an event base from scratch was not as fiscally manageable as it would be if this festival was tied in with an existing event. It was noted that the location of the Magna Hoedown tent is in close proximity to the new housing developments known as 2B and 2C, but staff learned through research that many of these residents were already travelling into the GTA for events of this nature, therefore driving to any other location within Aurora should not be a challenge.

The Hoedown Tent would definitely ensure that the event would not be rained out as had occurred during the celebration of Aurora's 150th birthday. The use of the tent would also enable us to benefit from the infrastructure already in place to support the Hoedown such as tables, chairs, portable washrooms, staging; however, there would be a lack of piggyback promotion related to our town events as well as other multicultural events within the Region and additional costs related to marketing and starting this event from scratch.

Another option explored was holding the event indoors in the Stronach Aurora Recreation Complex (SARC) when the ice would be out, following the Aurora Chamber of Commerce Home Show. Unfortunately, the timing was too tight. Additional weekends throughout the summer were equally considered, but no solid trajectory for success was evident, given the key factors that were used in evaluating these options.

Staff agreed that the best opportunity was to transition the Dance in the Park hosted by the Rotary Club of Aurora, held in the Aurora Town Park on June 30, into the ***"Dance in the Park Celebrates Cultural Diversity"***.

Celebrating Canada Day is one of the most significant holidays to be celebrated not only for long time Canadians but there is also an emotional tie with new Canadians. This is evident at the Canada Day Parade when the new Canadian citizens walk the parade route.

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The Town of Aurora is known as “Canada’s Birthday Town” and those celebrations have always started on Canada Day Eve at the “Dance in the Park” which has become a community tradition. The research that staff conducted regarding multicultural festivals vividly indicated that the best approach to designing a stand-alone Multicultural event is to start with an existing event and to infuse cultural offerings into the programming. The existing loyalty from the current attendees creates a solid framework to build from. The focus can be solely on the entertainment and the engagement of community organizations as they participate in the event and gain valuable exposure.

Once the festival has been established, the most important factor is the quality of programming. Staff, were fortunate to secure the services of Ranji Singh, from The Ranji Singh Foundation. Mr. Singh currently organizes the Town of Newmarket’s South Asian Showcase, which will be offered July 9 & 10, 2016 and is also organizing the Township of East Gwillimbury’s Multicultural Festival which is being offered on July 3, 2016. The Town of Aurora will be leading this trio of multicultural festivals by launching this event on June 30, 2016. Town of Newmarket, Township of East Gwillimbury and the Town of Aurora’s multicultural festivals will be dominating this area of York Region. The benefits for the Town of Aurora to participate within this multicultural circuit are invaluable and will provide the strongest start for this inaugural festival.

To date staff and Mr. Singh have finalized the entertainment line-up and the marketing plan, including an already scheduled media photo opportunity. The key elements of this event include but not limited to:

- live entertainment, featuring cross over bands
- live dancers performing with an emphasis on Korean, Chinese and Russian cultures
- participation of local organization groups, including performing arts and sport organizations
- food vendors providing a wide range of diverse palate options
- henna and interactive activities
- youth will be engaged by designing the décor of Town Park building upon Chinese patio lanterns as a concept

Staff are concerned that not continuing with this event as planned may damage the Town of Aurora’s credibility with this Provider.

The next most important factor is the ability to market the event. Aurora’s Canada Day Festivities which includes Dance in the Park is the single most marketed event within the Special Events portfolio. Canada Day festivities are highly marketable and are faithfully covered by all media outlets. By hosting Aurora’s multicultural festival within the Canada Day festivities garners more exposure than if hosted at any other time of year, as this event is already included in the existing Canada Day marketing plan.

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Additionally, this enables more of the funds allotted for this event to be used to specifically market promotions to the residents of the 2B and 2C lands. Niche marketing plans such as a “door knocker” translated in six languages (Korean, Chinese, Croatian, Russian, Farsi and French) have been included in the marketing strategy to promote this festival in these specific areas of Aurora. This makes fiscal sense and will enable the remaining event funding to secure the best entertainment and to directly target this specific area of Aurora.

Successful community based cultural events bring people together in many ways that express their ideas, tradition and values. **“Dance in the Park Celebrates Cultural Diversity”** will be a successful multicultural festival that will be presented with credibility and community trust.

LINK TO STRATEGIC PLAN

The Multicultural Festival supports the Strategic Plan goal of supporting an exceptional quality of life for all, through its accomplishment in celebrating and promoting our culture in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

ALTERNATIVE(S) TO THE RECOMMENDATIONS

1. Council may explore offering this event with the Magna Hoedown Tent on Sunday, September 18, 2016 and break the existing agreement with The Ranjji Singh Foundation, and reimburse for expenses related to entertainment cancellations.
2. Council may explore offering this event in the Magna Hoedown Tent on Sunday, September 18, 2016 and renegotiate a new Agreement with The Ranjji Singh Foundation.
3. Council can continue with the existing **“Dance in the Park Celebrates Cultural Diversity”** for 2016 and explore the Magna Hoedown Tent for 2017.
4. Further options as required.

FINANCIAL IMPLICATIONS

Funding in the amount of \$20,000 has been provided through the 2016 Operating Budget process. For the **“Dance in The Park Celebrates Cultural Diversity”** the projected expenses, but not limited to include:

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Entertainment Contracts	\$10,000
Equipment Rentals	\$ 4,000
Marketing	\$ 4,500
Children's Activities	\$ 1,000
Operating Materials	<u>\$ 500</u>
	\$20,000

Any existing contracts for live entertainment secured by Mr. Singh that would be cancelled may be entitled to cancellation and/or reimbursement fees. The industry standard for the cancellation of live entertainment is up to 25% of the value of the contract. Mr. Singh would be entitled to cancellation fees.

CONCLUSIONS

The ***"Dance in the Park Celebrates Cultural Diversity"*** is advanced in the event planning stages (including the entertainers that have already been obtained).

The existing event layout has been designed for success, community engagement and sustainability.

ATTACHMENTS

Attachment #1 - The Agreement between the Town of Aurora and the Ranji Singh Foundation

Attachment #2 - The Town of Newmarket, Township of East Gwillimbury and the Town of Aurora "Celebrating Cultural Diversity" postcard which is currently in production

PRE-SUBMISSION REVIEW

CAO review only.

Prepared by: Shelley Ware, Recreation Supervisor Special Events Ext 4762



Allan D. Downey
Director Parks and Recreation Services



Doug Nadrozny
Chief Administrative Officer

Attachment 1



Mailing Address
817 Norwick Road
Newmarket, Ontario
L3X 1K8

February 5, 2016

Shelley Ware
Recreation Supervisor, Special Events
Town of Aurora

Dear Shelley,

Further to our meetings with you, the Ranji Singh Foundation (RSF) is honoured to be asked to partner with the Town to celebrate cultural diversity on June 30th at the Aurora Town Park. Understanding that the spirit of the partnership is for both parties to collaborate towards the success of this event, following is our proposal:

RSF agrees to provide to best of their ability the following:

- Program the stage from 6:00 p.m. to 11:00 p.m. (proposed below), and engage and pay artists
- Provide the henna artist, and a stage manager to co-ordinate the artists on and off the stage
- To work in collaboration with the Town of Aurora regarding the emcee duties, which are to be shared.
- To provide the Town of Aurora with the sound requirements a minimum of 4 weeks before the event.
- Promote the event and Town's logo on RSF's marketing for the Caribbean & South Asian Showcase (CASAS) to be held July 9/10.
 - Will disclose all sponsors associated with this event; if there are any concerns, RSF will modify materials to exclude conflicting sponsors.
- Secure 2 to 3 food vendors/trucks providing a cultural menu, if the Town of Aurora has not secured any food vendors by April 1, 2016. For example a jerk chicken food vendor.
- To assist the Town of Aurora to investigate local cultural organizations that can participate at the event.
- RSF to provide the Town of Aurora with insurance co-insuring the Town of Aurora, WSIB coverage/waiver and AODA coverage. If WSIB and/or AODA are not available, a town provided waiver will be signed.
- Consultations, as needed, towards the celebration

The Town of Aurora agrees to provide to the best of their ability the following:

- The Aurora Town Park band shell, including one change room
- The sound engineer and sound requirements based on RSF's technical needs provided a minimum of 4 weeks before the event
- A town tent for the henna artist, as well as tables and chairs based on the artists' needs
- Two face painters to provide free face painting for the children
- A crafting station, free for all children to participate in
- A first aid station and established emergency service protocols
- If the Town of Aurora does not secure any food vendors by April 1, 2016, the presence of RSF's food vendors/truck will be at no cost to RSF
- To provide all on site cultural organizations with tables and chairs as required.



Mailing Address
817 Norwick Road
Newmarket, Ontario
L3X 1K8

- Attend to all required Town's permits
- The necessary amount of portable toilets, garbage cans, picnic tables and bleachers
- Parks staff on site during the event to service the toilets, garbage cans and any related issues that may arise
- Event staff to be on site for set up, duration and tear down
- Will coordinate all of the beer garden logistics with the Rotary Club of Aurora for this event element
- To include the CASAS logo on applicable marketing materials,
 - Which includes 22,000 copies of the program delivered to each resident through the Auran.
 - To ensure that post cards are available in time for the Aurora Street Sale
- Not engage artists provided by RSF other than through RSF, for a period of two years
- Pay to RSF, a Presenter and Presentation fee of \$10,000.00 + HST by cheque payable to Ranji Singh Foundation and payable \$5,000 + HST within 45 days of acceptance of this proposal and \$5,000 + HST payable on the day of event. In event of cancellation due to inclement weather, the full fee is payable as all work will be done and artists' commitment secured.

Proposed Program:

6:00 pm	DJ
7:00	Caribbean Singer
7.30	Opening Ceremony - O Canada + Dignitaries
7.35	Bollywood Performances
8.00	Crossover Band *
8.45	Steel Drum Performance
	Russian / Turkish / Middle Eastern Performance
	Chinese / Korean Performance
	South Asian Drumming Performance
	Dominica Fashion Show & Dance
9.45	Crossover Band
10.30	DJ
10.50	Closing Remarks & DJ to Close

Program is subject to modification based on availability of artists, and based on availability with a greater emphasis on the Chinese and Russian cultures

* plays a variety of genres - mainstream, South Asian, Chutney, Calypso, Reggae, Soca

RSF, a charitable non-profit, works towards its vision of Caring Neighbourhoods Enriched Through Celebrations of Cultural Diversity in Communities.

The Town of Aurora recognizes the significance of this partnership with the Ranji Singh Foundation and will make every effort to inform the RSF of any potential conflicts as soon as they become known. The Town of Aurora also agrees to negotiate in good faith with all parties to come up with a reasonable solution to any conflicts as they arise.



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Newmarket, Ontario
L3X 1K8

Please feel free to call me (416-801-6756) if needed. I look forward to working together.

This proposal is valid until March 15th, 2016.

Agreed,

Agreed,

Ranji Singh
President – RSF
Date: 2016-03-08

NAME (PRINT): Allan Downey
TITLE: Director, Parks and Recreation
DATE: March 8, 2016.

Attachment 2

FREE ADMISSION
Accepting non-perishable food items for the Newmarket Food Pantry.

CASH BAR
WORKSHOPS
KIDS ACTIVITIES
PERFORMANCES
FOOD AND FASHION

CARIBBEAN & SOUTH ASIAN showcase {CASAS}

celebrates cultural diversity

MAGNA CENTRE
800 MULOCK DRIVE, NEWMARKET

SATURDAY JULY 9, 2016
noon to 11 p.m.

SUNDAY JULY 10, 2016
noon to 7 p.m.

Ontario Trillium Foundation

Fondation Trillium de l'Ontario

289-803-1670
www.ranjisinghfoundation.org



**DANCE IN THE PARK
CELEBRATES CULTURAL DIVERSITY**

**THURSDAY, JUNE 30, 2016
6 p.m. to 11 p.m.**

**Aurora Town Park
49 Wells Street**

www.aurora.ca/canadaday
905-726-4762



FREE ADMISSION

**Presented by Ranji Singh Foundation
and Caribbean & South Asian Showcase**



**MUSIC IN THE PARK
CELEBRATING COMMUNITY**

**SUNDAY, JULY 3, 2016
4 p.m. to 6 p.m.**

**CRICKET WORKSHOPS
1 p.m. to 4 p.m.**

**Harvest Hills Park
145 Harvest Hills Blvd**

www.eastgwillimbury.ca

