

COMMITTEE OF THE WHOLE - JUNE 14, 2011

2011 CONCERTS IN THE PARK AND CANADA DAY CELEBRATION

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

- 1) That the schedule of dates, park locations and talent for the upcoming Concerts in the Park series be received; and
- 2) That the activities, stage schedule and headline performers for the Canada Day Celebration be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

The Concerts in the Park program and Canada Day Celebration are funded through the approved 2011 Events Operating Budget and through corporate sponsorship secured through the "Vaughan Celebrates" sponsorship program.

Communications Plan

Concerts in the Park and Canada Day Celebration activities are promoted through a brochure publication that is mailed to more than 92,000 residents and businesses in Vaughan. Other marketing collateral includes 150 posters per event which are printed and circulated to all community centres, libraries and separate schools in the City. Note: The York District School Board does not circulate the posters.

In addition, the events are promoted in the Recreation guide, on the City's website, through the City Page online, as well as Twitter and Facebook. Events are also promoted on mobile signs across the City and in local branches of TD, the presenting sponsor.

Other promotional vehicles include ad placements in local newspapers and publications and appearances on television and radio. All such promotion is secured through in-kind sponsorships.

Purpose

The purpose of this report is to present an overview of the confirmed schedule of dates, locations and talent performing at the upcoming Concerts in the Park program and to announce the headlining performers and itinerary of activities to be showcased at the City's Canada Day Celebration.

Background - Analysis and Options

CONCERTS IN THE PARK

The City of Vaughan presents its 17th annual free series of professional summer Concerts in the Park brought to you by *TD*, the Presenting Sponsor and *Tim Hortons*, the Event Sponsor. The line-up of concert talent includes three tribute performances and two local artists from the Vaughan community. The five concerts are held on Tuesday evenings and begin at 7:30 p.m. in parks located in each of the five Wards in the City. The schedule is as follows:

TUESDAY, JUNE 21, 2011

North Thornhill Community Centre (outdoor amphitheatre)
300 Pleasant Ridge Avenue, Thornhill

*Featuring **SHANIA TWIN - The ultimate tribute to Shania Twain.***

TUESDAY, JULY 5, 2011

York Hill District Park
501 Clark Avenue West, Thornhill

*Featuring **UPTOWN - A crowd pleasing, high-energy band delivering the best of R&B, Soul and Dance.***

TUESDAY, JULY 19, 2011

Sonoma Heights Community Park
100 Sunset Ridge, Woodbridge

*Featuring **THE STARS OF POP - Tributes to Lady Gaga & Katy Perry. The next best thing to the real thing!***

TUESDAY, July 26, 2011

Mackenzie Glen District Park
220 Cranston Park Avenue, Maple

*Featuring **NEW JERSEY NIGHTS - The Story of Frankie Valli & The Four Seasons.***

TUESDAY, AUGUST 9, 2011

Chancellor District Park
430 Chancellor Drive, Woodbridge

*Featuring **GLORY DAYS - A Bruce Springsteen Experience.***

CANADA DAY

The City will celebrate Canada's 144th birthday at the City's Canada Day event on Friday, July 1, 2011 at Mackenzie Glen District Park in Maple from 3 to 8 p.m.

This annual event, presented by *TD*, will feature live headline concerts, an Inflatable zone sponsored by *Tim Hortons* and a family barbecue. Other activities will include face painting, arts and crafts, pizza-making workshop, water park, playground and much more. A variety of great food will also be available for sale.

Canada Day Concert Stage schedule will include:

- 4:00 p.m. Dia – Rising young star from Vaughan performing hit singles and original music
- 4:45 p.m. Official Welcome with Mayor and Members of Council
- 5:00 p.m. Danny Fernandes – Singer, songwriter and dance sensation

6:30 p.m. Stereos – High-energy band performing a unique blend of R&B, Punk, Pop and Hip-Hop

All event activities at Canada Day are entirely free of charge except for the purchase of food.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Preserve our Heritage and Support Diversity, Arts and Culture.

The Events portfolio also supports the Economic Development Strategy and the Creative Together Cultural Plan for the City of Vaughan.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

Concerts in the Park and Canada Day Celebration provide an opportunity for residents, families and neighbours to come together to celebrate the spirit of community. These events engage community participation and provide residents with first-class entertainment and exciting activities all free of charge. Concerts in the Park and Canada Day events celebrate national pride and civic pride and promote positive community relations.

Community events personalize the City administration through the participation of the Mayor, Councillors and the City Manager, and offer an opportunity for direct interaction with local citizens.

Attachments

N/A

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Respectfully submitted,

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