

COUNCIL – MARCH 17, 2003

CHANGE OF VENUE FOR CANADA DAY CELEBRATIONS

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends:

1. That the change of venue for the 2003 Canada Day celebrations to “The Sports Village” at 2600 Rutherford Road be approved, and;
2. That Staff initiate the planning and promotion of the one-day event at the new site.

Purpose

The purpose of this report is to receive approval to change the venue for the 2003 Canada Day celebrations to “The Sports Village” as the previous site at the Maple Community Centre is unavailable due to a scheduled construction project.

Background - Analysis and Options

The Maple Community Centre and District Park has been the site of the City’s Canada Day celebrations for the past ten years, however, this site is unavailable for the 2003 event due to planned construction and renovation work. The Canada Day Celebration is an established event in the community of Maple, and Staff has researched the suitability of a nearby site in order to retain the traditional audience of approximately 5,000 visitors.

The Sports Village at 2600 Rutherford Road has the facilities and support services necessary for the successful staging of the Canada Day celebrations. This facility is operated under a management contract arrangement with the City. The two baseball diamonds behind the facility are City property and are available for City use. Management at The Sports Village is supportive of staging a “co-operative” event with the City, all within the City’s event budget. The facilities at The Sports Village will be provided at no cost to the City, as the event provides the opportunity to showcase the facility to potential users.

The use of The Sports Village provides facilities and attractions not available at the Maple Community Centre site, including:

- Use of at least 1 of 4 year-round ice rinks for recreational skating;
- Extreme sports facility (skateboard and BMX bikes) and performances by sports demo teams; and
- Permanent food concessions.

In addition, the site has available parking and outdoor space to accommodate other Canada Day activities and attractions.

Traditionally, the Canada Day event attracts families with young children. This audience can be expanded by using The Sports Village site to attract young people interested in extreme sports, skating, and other teenage activities. In addition, the proximity of seniors housing provides the opportunity to cater to seniors by including suitable activities such as musical performances.

The expanded activities and larger target audience should improve opportunities for sponsorship support. The Staff event committee will move forward with developing this year’s theme and promoting the event to potential sponsors once the change of venue is approved.

Conclusion

The Sports Village offers state-of-the-art facilities and support services required to stage a successful Canada Day event.

Attachments

N/A

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Respectfully submitted,

Frank Miele, Commissioner
Economic/Technology Development and Communications