



STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | www.princegeorge.ca

DATE: June 7, 2019

TO: MAYOR AND COUNCIL

NAME AND TITLE: Rob Whitwham, General Manager, Community Services

SUBJECT: Heatwave – Celebrate Cultures

ATTACHMENT(S): Heatwave Poster

RECOMMENDATION(S):

That Council RECEIVE FOR INFORMATION the report dated June 7, 2019 from the General Manager, Community Services, titled “Heatwave – Celebrate Cultures”.

PURPOSE:

This report will provide Council with the details pertaining to the upcoming 3-day cultural festival, “Heatwave – Celebrate Cultures”.

STRATEGIC PRIORITIES:

“Heatwave – Celebrate Cultures” falls under the “Celebrate Prince George” grant program and addresses Council’s goals to: create clear identity and pride, enhance cultural richness, encourage equity and inclusion and create a more supportive and engaged community. The grant program was initiated to capitalize on the growth in community pride from hosting the 2015 Canada Winter Games and the 100th Anniversary Celebrations.

SUMMARY AND CONCLUSION:

In 2017, the City of Prince George received funding from the Department of Canadian Heritage to put on a series of events to celebrate “Canada 150”. A large component of this program was an 8-day outdoor music festival in Canada Games Plaza in partnership with the Prince George Folkfest Society (PGFFS), called “Heatwave”. This musical series was extremely well received and highly attended.

In June 2018, the Lheidli T’enneh First Nation (LTFN) in partnership with the City, held a 4-day cultural festival to celebrate the opening of the new Lheidli T’enneh Memorial Park Pavilion. The events started on National Indigenous Peoples Day (NIPD) and ended on Saint-Jean Baptiste Day, hosted by Le Cercle des Canadiens Français de Prince George (CCFPG) and the Prince George Metis Community Association (PGMCA). The series of events was well attended and the event was funded by the Department of Canadian Heritage. In July 2018, through funding from the “Celebrate Prince George” grant program, the Immigrant and Multicultural Services Society of Prince George (IMSS) presented their first annual “A Day of Cultures”.

In the fall of 2018, IMSS decided to change the date of their 2019 event to Saturday June 22, 2019 to increase community participation. NIPD is on June 19 and because Saint-Jean Baptiste Day is not a statutory holiday in BC, the CCFPG and PGMCA were planning their celebration for June 23. The Community Partnerships Division saw an opportunity to build on the success of the “Canada 150 Heatwave” program of 2017 and the Pavilion programming and partnerships built in 2018. They brought the four organizations together with PGFFS to see if there was an interest to combine the three pre-existing events together under one umbrella and weave them together with free evening concerts in Canada Games Plaza. All parties were interested and grant funding was pursued. In May, the group received confirmation that their application to the Department of Canadian Heritage in the amount of \$75,000 was approved.

By connecting the pre-existing events and having them woven together under one promotional umbrella, and extending/enhancing these activities to include free, high level music into the evening, each singular event should see increased attendance. The established daytime events already attract thousands of participants. However, as was seen with the original “Heatwave” in 2017, infusing free, high-caliber live entertainment attracts thousands of people to each performance. By combining all these elements, we are sure to expose a much larger cross section of our population to diverse cultures in an open, public, and authentic way, thereby having a positive impact on individuals and the community as a whole.

The goal of this event is to build bridges to promote cultural understanding and celebrate our diversity. In addition to the high level evening concerts, there will be interactive cultural displays and performances, global flavours, children’s activities, games, and more. The entertainment schedule has been confirmed, the poster has been distributed, and the other marketing channels (radio, TV, digital billboards, social media boosts, digital ads) are scheduled to start new week. The Regional Manager of Official Languages and Celebrate Canada from the Department of Canadian Heritage is scheduled to attend the weekend activities. In addition to the Federal grant funding, the City and Tourism Prince George funding of the event to the various groups amounts to \$29,600 from base budgets.

The City of Prince George, through the Community Services Department, along with community partners, will create, support, and execute the 2019 “Heatwave – Celebrate Cultures” on June 21-23. All community members and visitors are encouraged to participate and attend this free family-friendly festival.

RESPECTFULLY SUBMITTED:



Rob Whitwham, General Manager, Community Services

APPROVED:



Kathleen Soltis, City Manager
Meeting date: June 10, 2019



Welcome to the traditional territory of Lheidli T'enneh

Heatwave

2019 Celebrate Cultures

JUNE 21 - 23, 2019 IN PRINCE GEORGE

This FREE, family friendly 3-day cultural festival will be bursting with live music, cultural booths, food, games, and more to celebrate our cultural diversity and inclusivity! Indulge in delicious flavours from around the world as you enjoy local and nationally recognized performers who will be captivating audiences of all ages!

FRI JUNE 21

NATIONAL INDIGENOUS PEOPLES DAY

Lheidli T'enneh Memorial Park
11 AM - 4 PM

Canada Games Plaza
7 PM - 10:30 PM

Vendors, flavours, and free live performances by Saltwater Hank, Rivière Rouge, and Tonye Aganaba Band

SAT JUNE 22

A DAY OF CULTURES

Canada Games Plaza
4 PM - 10:30 PM

Vendors, flavours, and free live performances by Laura Grizzlypaws, Navaz, En Karma, and George Leach

SUN JUNE 23

SAINT-JEAN BAPTISTE DAY

Canada Games Plaza
4 PM - 9:30 PM

Vendors, flavours, and free live performances by Madame Diva & Micah, Kym Gouchie, Shait, and Alex Cuba

For full details head to www.celebratepg.com



Lheidli T'enneh

Supported By **Canada**

Tourism **PRINCE GEORGE**



Le Cercle des Canadiens Français de Prince George

