



REPORT OF COUNCIL-IN-COMMITTEE

For City Council – December 13, 2021

Additional Item

From: Office of the City Clerk
Date: Monday, December 13, 2021
Title: Winterlude Ice Carving Championship MOA

Description:

Council-in-Committee, at its session held on December 13, 2021 considered an administration report from the Tourism Coordinator which requested Council approve and authorize an agreement between the Minister of Canadian and Heritage and the City of Fredericton with respect to the City’s participation in the Winterlude National Ice-Carving Championship.

The 2022 National Ice Carving Championship will take place on the weekend of Feb 5-6, 2022 and Heritage Canada has provided a MOA between the City of Fredericton and Heritage Canada in which the Minister agrees to contribute an amount not exceeding \$45,000 towards the organization and marketing of the National Ice-Carving Championship. The City of Fredericton, through the Tourism Division will coordinate and execute the local NB event and agree to organize and promote the Winterlude National Ice-Carving Championship in our community.

As Fredericton Tourism continues to develop and grow FROSTival, this opportunity presented a unique addition to our 2022 FROSTival offerings. As part of the recovery and reopening efforts, Canadian Heritage is developing partnerships with host organizations (cities, tourism associations) across the country to organize and manage the 2022 National Ice-Carving Championship in their communities. An international ice-carving competition has always been a big part of the Winterlude festival but this year because of the Covid situation, it was decided to hold the competition virtually, and include cities across Canada. Teams of 2 carvers representing provinces and territories will have 20 hours to carve 15 blocks of ice under the thematic Olympic and Paralympic Spirit.

The NB team competing in the national competition is Swamp Bear (Joel Palmer) and Richard Chiasson, ice carvers Fredericton Tourism have worked with previously to present tourism events.

Canadians will be able to view the masterpieces created by sculptors representing their provinces and vote for their favorite from February 11 to 21 on the Winterlude National Ice-Carving Championship’s webpage.

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Fredericton Tourism will collaborate on a national marketing campaign to entice people to vote for their favorite sculpture.

The Committee directed that the following resolution be forwarded to City Council for consideration:

BE IT RESOLVED that the Council of the City of Fredericton hereby approves and authorizes the agreement between Her Majesty in Right of Canada, as represented by the Minister of Canadian Heritage, and the City of Fredericton (“Agreement”) with respect to the City of Fredericton’s participation in the Winterlude National Ice-Carving Championship taking place in February 2022; and, BE IT FURTHER RESOLVED THAT the Council of the City of Fredericton hereby authorizes and directs the Mayor and the City Clerk to execute said Agreement on behalf of the local government and any such further legal documents as required to facilitate this resolution.