
CITY OF KELOWNA

MEMORANDUM

Date: June 3, 2002
File No.: 0330-20
To: City Manager
From: Acting Cultural Services Manager
Subject: 2005 Centennial Advance Planning Team

RECOMMENDATION:

THAT Council appoint the following individuals to a Centennial Advance Planning Team for Kelowna's 2005 centennial anniversary year for celebrations, events, and marketing;

1. Wayne Wilson
2. Norbert Gelowitz
3. Gavin Perry
4. Bonnie Bates-Gibbs
5. Colin Elliott
6. Jennifer Charles
7. Brad Bennett
8. Tom Smithwick
9. David Graham
10. Andrew Bruce
11. Reid Oddleifson

AND THAT this Team create an comprehensive plan for the 2005 Centennial year to include themes, marketing strategies, sponsorships, timeline, budgets, festivals, events as well as connections to other community events, groups and Kelowna's heritage;

AND THAT Council authorize \$6,000 from the 100th Birthday Celebration budget to provide support for the Team;

AND FURTHER THAT the 2005 Centennial Advance Planning Team provide a report to City Council on this comprehensive plan by October 28, 2002.

DISCUSSION:

On May 5, 2005, the City of Kelowna will celebrate 100 years as an incorporated municipality. There are a number of significant opportunities and potential benefits to the City in commemoration of this important anniversary:

- To enhance Kelowna's community identity,
- To establish a higher national/international profile,
- To enhance Kelowna's tourism marketing position,
- To create significant legacy(s),

- To establish new partnerships with community and businesses,
- To create community celebrations, and
- To recognize other historical achievements.

In order to provide for comprehensive planning, a team of community minded individuals needs to be established to create an overall plan for the entire year. This Centennial Advance Planning team will be responsible to;

- Create a vision for the entire Centennial year,
- Outline the mandate and objectives,
- Create an organizational structure,
- Seek support for this vision,
- Define resources and timeframe,
- Identify networking opportunities, and
- Report back to Council in October 2002.

It is intended that this Centennial Advance Planning team will select their Chairperson during the first meeting.

Once the City and our community have a comprehensive plan of activities for our Centennial year, we can establish an implementation and operating group.

JWR Oddleifson
Acting Cultural Services Manager

P/c Director of Parks and Leisure Services
 Current Planning Manager
 Financial Planning Manager