
CITY OF KELOWNA

MEMORANDUM

DATE: December 5, 2005
FILE NO: 4940-20
TO: City Manager
FROM: Development Manager
Recreation, Parks & Cultural Services
SUBJECT: UBCM Grant – Community Health Promotion Fund

RECOMMENDATION:

THAT City Council authorize a grant application to the UBCM for the Community Health Promotion Fund – Pilot Project in the amount of \$35,000;

AND THAT City Council support the *KickStart Kelowna Community Wide Passport to Activity* program.

Background:

The UBCM announced the Community Health Promotion Fund – Pilot project in 2005, and invited municipalities to submit an Expression of Interest. The City of Kelowna did submit this expression of interest on September 30, 2005.

On October 31, 2005, Council approved the Kelowna Active Communities Strategic Plan in order to achieve an increase of physical activity by Kelowna citizens of 20% by 2010, which included the Passport to Activity program.

On November 18, 2005 the City received notice from the UBCM that the *KickStart Kelowna Community Wide Passport to Activity* has been approved-in-principle for 2006, and further invited Kelowna to submit a complete application with additional information on the pilot project.

The application requires authorization from Kelowna City Council committing support for the application and for the program.

Discussion:

The ***Community Wide Passport to Activity*** will assist to motivate the citizens of Kelowna and provide a unique technique to initiate and record physical activity. It fits in beautifully with: "Everyone Active Everyday!" – the British Columbia Recreation & Parks Association (BCRPA) Active Communities theme and provincial tagline. The Passport is aimed at all ages, all levels of income and all ethnic backgrounds and is intended to remove many

barriers to getting active and improving health! There will be a web-based version, aimed at the total community, as well as a printed booklet version aimed at school aged children in grades 4 – 7, which is the age group approved for the provincial “Action Schools” program.

Recreation, Parks and Cultural Services has already begun the strategic process by bringing together key community stakeholders to form the KickStart Kelowna Network. The Passport project includes enhancing existing partnerships and creating new ones to work together on this community wide initiative with:

1. School District #23 and all private schools with Grades 4-7,
2. Interior Health Authority,
3. Not For Profit and community agencies,
4. Private and commercial businesses,
5. The BCRPA,
6. Local Media

“Community Wide Passport to Activity” Budget:

Media, Marketing and Community Awareness	\$15,000
Community Events (Kick-off, celebrations)	\$ 3,000
Production of the “Passport to Activity”	\$ 5,000
Distributing the passport through key community partners	\$ 3,000
Partnership Relations	\$ 2,000
Certificates, recognition and prizes	\$ 2,000
Administration and recording of results	\$ 5,000
Additional staff support	\$10,000

Sub Total **\$45,000**

Revenue Sources: Sponsorships.

(\$10,000)

Grant Total **\$35,000**

The full budget for KickStart Kelowna – Active Communities Initiative is included in the 2006 Financial Plan. Staff are continuing to complete all the details for the application, finalize partnership arrangements, and gather letters of support from the community for this program. The deadline for the final application submission is December 30, 2005.

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Development Manager, Recreation Parks and Cultural Services

Pc Director of Recreation Parks and Cultural Services
Financial Planning Manager

