
CITY OF KELOWNA

MEMORANDUM

Date: September 25, 2007
File No.: 1853-20
To: City Manager
From: Development Manager, Recreation Parks and Cultural Services
Subject: Festival Celebration for the Grand Opening of the Bennett Bridge

RECOMMENDATION:

THAT Council delegate the responsibility to the Festivals Kelowna Society to provide the leadership and coordination to plan for a festival/celebration for the official grand opening of the William R. Bennett Bridge in 2008;

AND THAT Festivals Kelowna Society report back to Council with a financial plan and program outline for the festival/celebration prior to January 30, 2008;

THAT Council authorize the use of the existing funding in the City budget toward this William R. Bennett Bridge festival/celebration official grand opening;

AND FURTHER THAT Festivals Kelowna Society be requested to propose the use of these funds for 2009 and beyond for future community festivals.

BACKGROUND:

In September of 2006 Council requested Festivals Kelowna to propose the most effective use of funds previously allocated to Regatta for future community festivals.

Following Council's request, Festivals Kelowna has recently passed a resolution that states;

THAT the Festivals Kelowna Board supports the proposal to commit funds previously allocated to the Regatta for 2007 and 2008 towards a community festival and celebration in recognition of the grand opening of the William R. Bennett Bridge in 2008,
AND THAT Festivals Kelowna agrees to provide leadership to coordinate the celebrations and festival for the bridge opening,
AND THAT Festivals Kelowna use funds from the City towards facilitation and partial funding of this festival celebration.

Through its Product Development Committee, Festivals Kelowna has had a number of meetings and discussions about the use of the former Regatta funds towards a community wide festival celebration. Care was taken to ensure that a new festival of some type was planned, and that the funds not be distributed to existing festivals and events under Festivals Kelowna mandate.

The opening of the new William R. Bennett Bridge is a tremendous opportunity for a festival/celebration. There is considerable community and provincial interest in the new bridge, and a cause worthy of a significant celebration. Initial discussions with the Bridge Project Director for Province have begun, as have discussions with the local Spirit of BC Committee, notably the BC 150 Committee, responsible to highlighting the Province of BC 150 Year Anniversary. The City funding of \$40,000 over two years has significant potential to provide leverage for community contributions and sponsorship in order to generate additional resources for a multi-faceted celebration.

Should Council approve this recommendation, Festivals Kelowna will proceed with the first phase to develop a financial plan and program outline which will include but is not limited to;

- Scheduling and duration,
 - Communicate through Provincial Public Affairs, the Premier's Office, and the Bridge Project Director to determine potential dates and timeframes,
- Staffing and administrative resources,
- Planning committee members,
- Partnerships and sponsorships,
- Revenues and expenses,
- Water based activities,
- City Park based activities,
- Protocols, ceremonies, receptions, and
- Displays and entertainment.

As a result of the planning work as described above, Festivals Kelowna will be able to define the scale and scope of the celebration/festival, as well as the resources necessary in order to proceed. They will report back to Council prior to January 30, 2008.

There will also be considerable focus on techniques to establish these short term efforts towards a more long term festival celebration. Festivals Kelowna will report back to Council prior to the end of 2008 to propose the use of these funds for 2009 and beyond for future community festivals.

INTERNAL CIRCULATION TO:

Director of Recreation Parks and Cultural Services
Financial Planning Manager
Cultural Services Manager
Sport and Recreation Manager

FINANCIAL/BUDGETARY CONSIDERATIONS:

The City's financial plan currently has \$20,000 in each of 2007 and 2008 for Festivals Kelowna in the base budget. The City held back these funds until such time as there is a Council approved use of the funds. Should Council approve this recommendation, a portion of these funds will be utilized in developing the financial plan and program outline as noted above.

Considerations that were not applicable to this report:

Legal/statutory authority:

Legal/statutory procedural requirements:

Personnel implications:


Technical requirements:

External agency/public comments:

Alternate recommendation:

Existing policy:

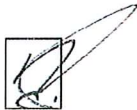
Submitted by:



JWR Oddleifson

Development Manager, Recreation Parks and Cultural Services

Approved for Inclusion:



c: Director of Recreation Parks and Cultural Services
 Financial Planning Manager
 Cultural Services Manager
 Festivals Kelowna Society