

# Memo



**Date:** November 24, 2009  
**File:** 0420-20  
**To:** City Manager  
**From:** Reid Oddleifson, Partnership Development and Research Manager  
**Subject:** Olympic Torch Relay Celebration – January 25, 2010

---

## Recommendation:

THAT Council receives the report on the Olympic Torch Relay Community Celebration as presented by the Partnership Development Manager dated November 24, 2009.

## Background:

In July 2008, Council authorized an Agreement with VANOC for the City to participate in the Olympic Torch Relay (OTR) and become an overnight stop on the Olympic Torch Relay Route. Council further delegated the Partnership Development Manager to be the City's authorized representative and to establish an OTR Community Celebration Task Force as defined in the above noted Agreement. Council also requested a progress report prior to the Celebration Event.

In November 2008, the OTR route and schedule was announced by VANOC with the Kelowna overnight stop on Monday, January 25, 2010. Following that announcement, a Community Celebration Task Force was established comprised of a cross section of representatives, skills and knowledge from our community:

<u>NAME</u>	<u>AFFILIATION</u>	<u>COMMITTEE</u>
Reid Oddleifson	Strategic Initiatives	Chair
Lance Kayfish	Corporate Services	Vice Chair
Gayle Voyer	Event Coordinator, Total Events	Event Contract Coordinator
Tara Montgomery	Okanagan Nations Alliance	Aboriginal Connections
Ted Sophonow	Civic Operations	Celebration Site
Karen Borring-Olsen	RBC (Royal Bank of Canada)	Community Connections
Pat Lumsden	RBC (Royal Bank of Canada)	Community Connections
Carolyn Schatz	RBC (Royal Bank of Canada)	Secretary
Jim McPherson	Coca-Cola	Finance Committee
Paul Ferguson	Coca-Cola	Finance Committee
Timothy Lynch	Enquiro	Media & Marketing
Jim Gabriel	Recreation & Culture	Program & Ceremonies
Renata Mills	Festivals Kelowna	Program & Ceremonies
Sgt. Ann Morrison	RCMP	RCMP & Security
Doug Nicholas	Pacific Sport	Sport Connection
Roly Harvey	SD #23 (Retired Administrator)	School Connections
Bill Downie	Kelowna Community Resources	Volunteers

In addition, representatives from the French Cultural Centre have been invited to provide input throughout the process and will be present on site with a special display.

A handwritten signature in the bottom right corner of the page.

This is a special opportunity to showcase Kelowna to the world. This Olympic Torch Run is the longest running event in Olympic History, and will be followed steadily by the local, provincial and national media. Stepping up to the challenge by creating a spectacular event will bring Kelowna to the forefront of the Olympic Torch Relay tour and will showcase our beautiful city as well as the passion of its citizens.

Kelowna is the jewel of the Okanagan. With this event being the only **evening** event in the Okanagan - people not directly living in Kelowna will travel to the City to experience a high quality event.

Some key points are;

- The purpose of the Kelowna Community Celebration Task Force is to plan and host the Community Celebrations, and to provide advice and develop strategies to VANOC to maximize community involvement in the OTR at the local level,
- The Task Force has organized the celebration and related events to focus on the community goals of the 2010 Olympics of engaging youth, aboriginal participation and promotion of sustainable living,
- 2010 Winter Olympics are February 12-28, and the Paralympics are March 12-21,
- Kelowna Community Celebration Task Force and VANOC have confirmed City Park as the Celebration Site for the Olympic Torch Relay Community Celebration event,
- The actual route of the Olympic Torch while in Kelowna will not be announced until a week prior to the event,
- Kelowna is recognized as "an Olympic City for the Day",
- Kelowna is one of 100 overnight stops with large Community Celebrations in Canada,
- The Olympic Torch will arrive in Kelowna on the evening of January 25<sup>th</sup> and depart the morning of January 26<sup>th</sup>, 2010, starting from City Hall,
- The January 25, 2010 evening Community Celebration will run from 5:00 - 9:00 PM and expected to draw 15,000 - 20,000 people,
- Community participation highlights a Kelowna resident, Olympian Scott Frandsen, selected to carry the Olympic Torch for the final 300 meters and light the official Community Caldron during the Community Celebrations in City Park,
- Additional ceremony and media focus is planned for the following morning on January 26, 2010 at 7:00 AM as the OTR leaves Kelowna,
- Community benefits to include sports activities, school program and community participation in the days leading up to the Olympic Torch Relay with the Celebration Site recognized as the culmination of all the Celebrations,
- DKA members will participate in OTR theme storefront window displays and further promotional opportunities,
- Sport Fit – 10 schools will participate in this provincial program for the 3 weeks leading up to the Celebration, January 8 to 22. Each school will receive a presentation on the Torch Relay with handouts and 'make your own' Olympic Torch templates,
- 150 volunteers have been recruited to assist in many capacities to enhance the events and provide community service,

- Security will be primarily the responsibility of VANOC, coordinating with local law enforcement for the rolling road closures along the route. Kelowna is responsible for security at the Celebration Site in City Park,
- A Kelowna Sport Video has been created highlighting local sport development and achievements to be presented during the "Run of Show" at the Celebration,
- There will be Food and Beverage Vendors consistent with Council's Healthy Food and Beverage Policy on site,
- 10,000 "Glow Candles" will be distributed with new City logo, and the "Kelowna Believes" slogan,
- Kid Sport will handle the 'by donation' candles on site. Sport Fit will provide staff and 3 – 10 X 10 tents on site to handle this component,
- 10,000 Canadian mini flags to hand out to the public,
- Replica torch has been purchased as a keepsake for the City of Kelowna,
- Red Mitten promotions; 1000 Red Mittens have been purchased and a list of events in December and January is currently being finalized whereby the Red Mittens will be utilized to promote the arrival of the Olympic Torch. Event locations include; Big White, Schools, UBCO, OK COLLEGE, Sporting Events, and the Jim Stuart Park Skating Rink,
- 200 Posters are currently in production. Poster backdrop is the lady holding the flame and will be distributed throughout the community,
- 3 Street banners across Ellis St., Water St. and Pandosy St. will be in place 2 weeks leading up to the event; 50 light pole Olympic Torch banners will be strategically placed throughout the downtown area,
- The winter Recreation Activity and Program Guide highlights the OTR and Community Celebration, and a web site has been created.

## INTERNAL CIRCULATION TO:

Director of Recreation and Cultural Services, Director of Financial Services.

## FINANCIAL AND BUDGETARY CONSIDERATIONS:

The Community Celebration Task Force has established some key areas of focus to maximize the benefits to our City for the days leading up to the Olympic Torch Relay as well as the Celebration event:

Funding will be required for activities including;

EXPENSES	
Coordination contract expenses	\$ 16,500
Celebration Site preparation and operations	\$ 12,800
Aboriginal, School & Sport Connection/Participation	\$ 17,500
Volunteers/Recognition	\$ 3,900
Safety/Security/RCMP	\$ 4,570
Media/Marketing	\$ 4,230
Program /Ceremonies	
Equipment Rentals	\$ 11,580
Entertainment/Performers	\$ 11,000
Promotional 'Giveaways'	\$ 16,500
Beautification program banners	\$ 5,920
<b>Total Expenses</b>	<b>\$104,500</b>

FUNDING SOURCES	
City of Kelowna	\$48,000
Province of BC	\$40,000
Federal Government	\$15,000
Value in kind	\$1,500
<b>Total Revenues</b>	<b>\$104,500</b>

This will confirm that grant funding from the provincial government for \$40,000 and the federal government for \$15,000 has been received by the City. The City contribution is funded from the Festivals and Community Celebrations Reserve Account as previously approved by Council. Sponsorship may not be pursued since VANOC has very strict rules and regulations about sponsors, of which they have total control; opportunities are very limited.

Considerations that were not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

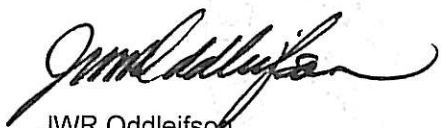
Technical Requirements:

External Agency/Public Comments:

Communication Considerations:

Alternate Recommendations:

Submitted by:



JWR Oddleifson  
Partnership Development and Research Manager

Approved for Inclusion:



cc: Director of Recreation and Cultural Services  
Director of Financial Services

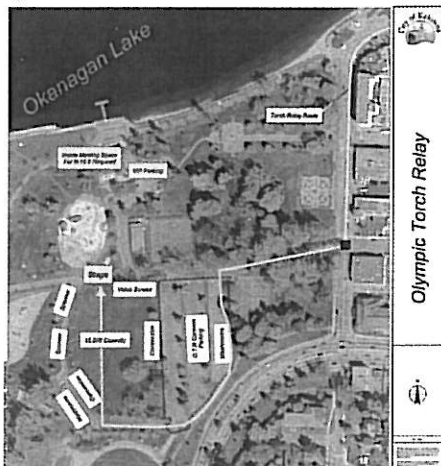
Attachment

# Welcome to Kelowna's Celebration for the 2010 Olympic Torch Relay

January 25, 2010



## Olympic Torch Relay Celebration Site City Park, Kelowna



## OLYMPIC TORCH RELAY MAKING KELOWNA HISTORY

- ▶ Marks a historical occasion and showcases Kelowna as one of 100 overnight stops in the Torch Relay Route throughout Canada.
- ▶ Brings the Olympic Spirit to Kelowna by involving First Nations, Sports Teams, Schools, Youth and Families from our community to participate.
- ▶ Encourages positive modeling to our youth by showcasing excellence, teamwork and leadership in our community through the OTR.



## OLYMPIC TORCH RELAY MAKING KELOWNA HISTORY



- ▶ 15,000 - 20,000 people gathered in City Park in the Spirit of the 2010 Winter Olympics to watch the Torch Relay Celebration in our community.
- ▶ Torch lined with 60 Auxiliary RCMP Members from our community welcoming the our local Torch Bearer.
- ▶ Final Kelowna Olympic Torch Bearer - Olympian Scott Frandsen, lights the Community Caldron on the stage at City Park on the evening of January 25<sup>th</sup>, 2010

## THE EXCITEMENT IS BUILDING...

### ABORIGINAL CONNECTION:

- ▶ Celebrating the Aboriginal Connection across the province and exposing the community to First Nations Heritage through Traditional Dance and representation during the celebration.



### SPORT CONNECTION COMMITTEE:

- ▶ Engaging sports team to participate in pre Torch Relay Events and activities leading up the Celebration Site activities in City Park.
- ▶ Creating demonstration Olympic Sport Activity Stations in City Park for participation and spectators to build excitement for the Olympics.

## THE EXCITEMENT CONTINUES:

### PROGRAM & CEREMONIES:

- ▶ Create your personal message to Canadian Olympic Athletes
- ▶ See the Storefront Window Displays in Downtown Kelowna
- ▶ Celebrate the torch bearers with your "Glow Candle" torch or Olympic Keepsake Flags.
- ▶ Sing Happy Birthday to Mayor Shepherd
- ▶ Partnering with local organizations such as; Sports Teams, Big White Ski Resort, Downtown Kelowna Association, Uptown Rutland Business Association, Neighborhood Associations, Youth Groups, Girl Guides, Churches and Schools to Engage in the opportunity to participate in the Torch Relay in Kelowna.
- ▶ Encourage businesses throughout the City and along Hwy 97 to welcome the Olympic Torch Relay on their storefront reader boards and signage.

## PROGRAM & CEREMONIES:

- ▶ Sport Fit - 10 schools involving > 5,000 students will participate in this provincial program for the 3 weeks leading up to the Celebration,
- ▶ Each school will receive a presentation on the Torch Relay with handouts and 'make your own' Olympic Torch templates,
- ▶ A Kelowna Sport Video has been created highlighting local sport development and achievements to be presented during the "Run of Show" at the Celebration,



## PROGRAM & CEREMONIES:

- ▶ There will be Food and Beverage Vendors consistent with Council's Healthy Food and Beverage Policy on site
- ▶ 10,000 "Glow Candles" will be provided with new City logo, and the "Kelowna Believes" slogan,
- ▶ Kid Sport will handle the 'by donation' "Glow Candles" on site. Sport Fit is bringing their staff and 3 - 10 X 10 tents on site,
- ▶ 10,000 Canadian mini flags distributed to the public throughout the Community Celebration,





## PROGRAM & CEREMONIES:

- ▶ Replica torch has been purchased for the City of Kelowna as a keepsake,
- ▶ 200 Posters are currently in production. Poster backdrop is the lady holding the flame and will be distributed throughout the community,
- ▶ 3 Street banners across Ellis St., Water St. and Pandosy St. will be in place 3 weeks leading up to the event; 50 light pole Olympic Torch banners will be strategically placed throughout the downtown area.
- ▶ A web site has been created



The screenshot shows the City of Kelowna website with a navigation bar (City Hall, Residents, Business, Visitors, Search) and a main content area titled "Kelowna welcomes the Olympic Torch Relay". The page includes a sidebar with links to various city services, a main text block with details about the relay event (Monday, January 26, 2010, Day 18), a "Get Involved" section, a "Red Mittens" campaign, and a "Press Releases" section with dates and headlines.

## PROGRAM & CEREMONIES:

- ▶ Red Mitten promotions; 1000 Red Mittens have been purchased and a list of events in December and January is currently being finalized whereby the Red Mittens will be utilized to promote the arrival of the Olympic Torch and Community Celebration event.
- ▶ Event locations include; Big White, Schools, UBCO, OK COLLEGE, Sporting Events, and the Stuart Park Skating Rink opening event.
- ▶ 5 Back Lit Ice Sculptures will line the driveway into City Park - the final stretch of the Kelowna Relay Route



## SCHOOL CONNECTIONS:

- ▶ Plan a Theme or Unit around the Olympics and the tradition of the Torch
- ▶ Have a mini Olympic Sports Day at your school
- ▶ Hold a Torch Relay in which every student runs a lap with a "Torch"
- ▶ Hold an Assembly in which the Olympic Ideals are highlighted and celebrated.
- ▶ Give an Olympic flavor to the content of your subject or program. Art, Music, Science, Mathematics, or the Humanities can all be related to the Olympics.

## COMMUNITY CELEBRATION MILESTONES



- October 2009      100 Day Countdown to 2010 Winter Olympics
- November 2009    Final preparations for Celebration Site
- December 2009    Marketing and Media Awareness Campaign
- January 1-24, 2010 Countdown to OTR Pre event Media Torch Launch and Mini Relay
- January 25, 2010   Olympic Torch Relay Arrives in Kelowna, 6:00 PM
- January 26, 2010   Olympic Torch Relay departs Kelowna, 7:00 AM

EXPENSES	
Administration	\$ 16,500
Celebration Site preparation and operations	\$ 12,800
Aboriginal, School & Sport Connection/Participation	\$ 17,500
Volunteers/Recognition	\$ 3,900
Safety/Security/RCMP	\$ 4,570
Media/Marketing	\$ 4,230
Program /Ceremonies	
Equipment Rentals	\$ 11,580
Entertainment/Performers	\$ 11,000
Promotional 'Giveaways'	\$ 16,500
Beautification program banners	\$ 5,920
<b>Total Expenses</b>	<b>\$104,500</b>
FUNDING SOURCES	
City of Kelowna	\$48,000
Province of BC	\$40,000
Federal Government	\$15,000
Value in kind	\$1,500
<b>Total Revenues</b>	<b>\$104,500</b>

## STREET BANNERS



- ▶ Create interest and excitement by offering up locations on Hwy. 97 and Downtown Kelowna
- ▶ Banner sponsorship targeted at \$200 at organizations, individuals, businesses
- ▶ Banners installed several weeks before the 2010 Winter Olympics and remaining up throughout the Paralympics.



*The Countdown is on...  
Only 56 Days until the Olympic  
Torch Relay arrives in Kelowna!*

