

Memo



Date: April 15, 2010
File: 0155-01
To: City Manager
From: Ron Westlake, Regional Services Director
Subject: Get to Know International Unconference funding request

Report Prepared by: Jerry Dombowsky, Regional Programs Manager

Recommendation:

THAT Council receive, for information, the April 15, 2010 proposal from the Return of the Peregrine Falcon Society with respect to their request for funding assistance for the Get to Know International Unconference and the Wild Festival for Youth advertising venture;

AND THAT Council authorizes the Mayor, on behalf of Council, to write a letter to the Peregrine Falcon Society advising them their request cannot be supported based on the rationale of the earlier decision of Cultural Services to not fund the program; and based on the magnitude of the request.

Background:

The Return of the Peregrine Falcon Society submitted a request for funding of the Get to Know Unconference and Wild Festival for Youth from the City's Community Festivals, Events and Projects (CFEP) Grant program. They were unsuccessful in receiving this as this as it was deemed that the festival was not a match with the City's program objectives to support events and projects which are focused on arts, culture and heritage.

Subsequently, the Society approached the City to sponsor advertising on a City Transit bus (a bus wrap) with artwork to be produced by a renowned wildlife artist. In the applicants words,

"(The project) artwork of a Kokanee salmon will draw attention to transit in Kelowna and to the city' upcoming and ongoing sustainability initiatives. Launching the piece during the Canadian Wildlife Federation's "Rivers to Oceans Week" in Canada will also draw attention to the city's focus on water related issues."

The request for funding is in the amount of \$7,350.00 of which \$5,000.00 is to cover the artist's fee. The project has been modified from a full bus wrap to the upper rear portion of a Double Decker bus (Sky Tail). A sample of this type of ad placement is included below.

The City's Communication and Marketing group have advised that bus media is not recommended for time sensitive topics like World Ocean's Day or Rivers to Oceans Week, as the duration of an ad is typically 4 months or more. With respect to promoting transit and the City's ongoing commitment to sustainability, it is staff's opinion that a better use of limited funds may be to create a more direct connection to the City's sustainability programs or objectives e.g., promotion of upcoming Rapid Bus initiative, Anti-idling campaign, etc.

Summary:

Given that it is staff's opinion that the applicant's request does not meet Cultural, Environmental or Transit related objectives in a way that makes a close connection, that time sensitive promotions are not a good match for bus ad media, and that the costs given the scale and benefits to the City is of question in light of other priorities - funding approval of this request is not recommended.

Internal Circulation:

General Manager, Community Sustainability
General Manager, Community Services

Existing Policy:

n/a

Considerations not applicable to this report:

- Legal/Statutory Authority
- Legal/statutory Procedural Requirements
- Financial/Budgetary Considerations
- Personnel Implications
- Technical Requirements
- External Agency/Public Comments
- Communications Considerations
- Alternate Recommendation

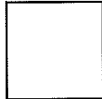
Submitted by:



Ron Westlake, Director
Regional Services

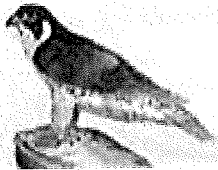
cc: Cultural Services Manager, Recreation & Cultural Services

Approved for inclusion:



Jim Paterson, GM, Community Sustainability





RETURN OF THE PEREGRINE FALCON

901-1708 Dolphin Ave.
Kelowna, BC
V1Y 9S4

Proposal for Funding: Kelowna Transit Advertising Opportunity

Introduction

This proposal from the Kelowna-based Return of the Peregrine Falcon Society requests financial assistance from Kelowna City Council to create and install artwork on the back of a double-decker Kelowna Regional Transit bus. The artwork will be done by world-renowned marine artist Wyland, who will be in Kelowna from June 6 – 9, 2010 to attend the first annual Get to Know International Unconference and the Wild Festival for Youth. The Unconference and Wild Festival are organized by the Return of the Peregrine Society and the Get to Know Program, with the intent to encourage youth to connect with nature and ultimately develop a sound conservation ethic.

The attendance of Robert Bateman and Wyland at these events represents an opportunity for extensive media and PR. Wyland is the world's foremost marine life artist and a very dynamic environmental speaker. His artwork of a Kokanee salmon will draw attention to transit in Kelowna and to the city's upcoming and ongoing sustainability initiatives. Launching the piece during the Canadian Wildlife Federation's "Rivers to Oceans Week" in Canada will also draw attention to the city's focus on water related issues.

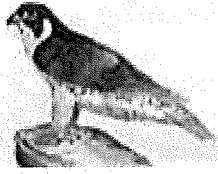
In order to take full advantage of this unique opportunity, the Get to Know Program requires the support and assistance of the City of Kelowna Council to cover the cost of ad space for a "SkyTail" on a double-decker bus, artist's fee and production expenses related to installing Wyland's artwork.

Budget/Costs related to proposal

Rental of Advertising Space		
Double Decker "SkyTail"		
\$500.00 per 4 week period x 4 month period (June, July, August, September)		\$ 2000.00
Production Costs		
Double Decker "SkyTail"		
4 month+		\$ 350.00
Artist Fee		\$ 5000.00
	TOTAL	\$ 7350.00

Background

To address the critical problem of our collective alienation from nature, internationally renowned wildlife artist and naturalist Robert Bateman launched the "Get to Know" Program in Canada in 2000. Based on Bateman's philosophy that "caring for the planet begins with getting to know our neighbours of other species," Get to Know is committed to finding new ways to motivate young people to go outdoors and "get to know" their wild neighbours. Our vision is to inspire and empower the next generation of passionate environmental stewards by advancing environmental literacy, and enhance their commitment to actively making greener, more sustainable choices in their daily lives. Over the past decade, the program has partnered with over 50 leading environmental organizations across Canada to encourage youth to reconnect with nature and "get to know".



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Robert Bateman believes that the Get to Know message is just as relevant to American youth as it is to Canadian youth, and that is why the program expanded into the United States in 2009. In a short time, the program has been enthusiastically received by American youth and organizations such as the US Forest Service, US Fish & Wildlife Service, Children & Nature Network, and the National Wildlife Federation.

From June 7 to 9, delegates from government, non-profit organizations, corporations, and other VIPs will gather in Kelowna to develop a strategy to foster the next generation of environmental stewards through an enhanced connection to nature. The Unconference will be hosted by the Get to Know Society, and will be held at Okanagan College. Prominent speakers will include artist Robert Bateman and marine artist Wyland, both committed to getting young people across the continent more aware of their neighbors of other species. Delegates already registered include: Wade Luzny, Executive Vice President of the Canadian Wildlife Federation; Gloria Manning, Deputy Chief of the US Forest Service; Mayor Cam Jackson from the City of Burlington; Dr. Gord Court, Alberta Provincial Wildlife Status Biologist; and James Bartram, Stewardship Education Program Lead from Parks Canada.

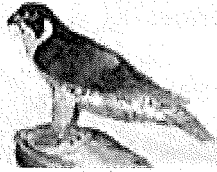
Delegates and VIPs will also have the opportunity to explore and engage with the local community, through various activities such as tours of local wineries, birdwatching tours and cycle tours of the Kettle Valley Railway.

Unconference delegates will also engage with local schoolchildren at the 2010 Wild Festival for Youth, sponsored by the Nature Trust of BC. This annual all-day event, taking place on June 8th at Okanagan College, is one of Canada's leading environmental festivals, and is the only festival of its kind that is specific to the involvement of youth. Over the past twelve years the Wild Festival for Youth has enriched the lives of thousands of students throughout the Okanagan; this year it will provide 250 young people from local schools an environmental education experience through first-hand outdoor engagement with nature.

Benefits of the Project to the City of Kelowna

The benefits to the City of Kelowna associated with Wyland's artwork include:

- The presence of high-profile officials and celebrities such as Wyland and Robert Bateman provides the opportunity for enhanced media exposure for the City of Kelowna, highlighting its commitment to a sustainable future. Local outlets Shaw, CKOV and the *Daily Courier*, for example, have already agreed to promote and cover the Unconference and Wild Festival;
- A high-profile launch event, which will include Wyland, members of the City Council, and leaders of key nature-based organizations, including the president of the Canadian Wildlife Federation and the sustainability education director for Parks Canada. The last such event with Wyland, hosted by the Get to Know Program, received over \$20,000 of in-kind media coverage;
- As an internationally-renowned artist, Wyland's artwork will act as an extension of the City of Kelowna's Community Public Art program, providing additional exposure for the program. Wyland has undertaken similar projects across the world, most notably in his efforts to paint 100 "Whaling Walls" – murals that depict ocean life – in high-profile locations such as Vancouver, Beijing and Long Beach, California;
- The focus of the artwork will be wildlife native to the Okanagan Valley, which will help promote to the many visitors present in the summer months the numerous opportunities for outdoor exploration in the area;



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- The artwork will raise awareness of the Kelowna Public Transit system, through enhanced exposure and a more visible bus fleet;
- The artwork will promote the value of a green bus fleet, and its contribution to the broader vision of "Smart Growth," both of which highlight the City of Kelowna's commitment to sustainability.

Conclusion

The provision of financial support for the unique opportunity outlined in this proposal represents a unique opportunity for the City of Kelowna to highlight its commitment to local efforts to promote sustainable living. The proposed artwork by world-renowned artist Wyland will provide increased exposure to fundamental Kelowna initiatives, such as "Smart Growth" planning, green transit options, and beautification through community public art. As a local non-profit organization, the Return of the Peregrine Falcon Society gratefully acknowledges the support of the City of Kelowna for the Wild Festival for Youth for the past twelve years. We hope you will choose to support this unique initiative which we believe will draw media attention from throughout the valley, the province, and the country.

Sincerely,

Mary-Jo Schnepf
Board Member
Return of the Peregrine Falcon Society

From: Jaime Nowell [mailto:jnowell@gettoknow.ca]
Sent: April 14, 2010 4:26 PM
To: Sharon Shepherd; Jerry Dombowsky
Cc: Ron Mattiussi; Stephen Fleming; Mary Krupa-Clark; Greg Dochuk
Subject: RE: Get to Know International Unconference

Dear Mayor Shepherd and Members of Kelowna City Council,

I would like to draw your attention to the attached proposal, regarding a request for financial support to create and install artwork from renowned marine-life artist Wyland on the back of a double-decker Kelowna Regional Transit bus. Wyland will be in Kelowna with iconic wildlife artist Robert Bateman at the Wild Festival for Youth on June 8th, during Canada's Rivers to Oceans week. The president of the Canadian Wildlife Federation, the organization which coordinates Rivers to Oceans week will also be in attendance. We have discussed this opportunity with members of the City staff and Mayor Shepherd, and as per their instructions, have drawn up a proposal outlining the opportunity, the costs of the project and the benefits to the City of Kelowna.

This artwork represents a unique opportunity for the City of Kelowna to highlight its commitment to promote sustainable living, and in particular, the preservation of aquatic environments. I thank you for considering this proposal, and I am available to provide additional feedback and answer any questions should you require it.

Kind regards,

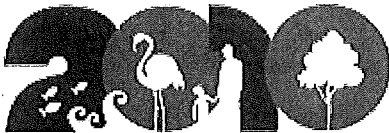
Jaime Nowell
School Program Coordinator



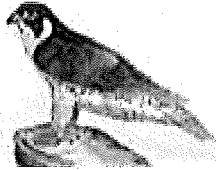
Robert Bateman Get to Know Program
Get to know your wild neighbours!

www.gettoknow.ca
ph. +1.250.980.3969
fax. +1.250.861.7090

Become a fan of Get to Know on Facebook at [Facebook.com/GetToKnow](https://www.facebook.com/GetToKnow)



Celebrating 2010 International Year of Biodiversity



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Budget/Costs related to proposal

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Double Decker "SkyTail"

\$500.00 per 4 week period x 4 month period (June, July, August, September) \$ 2000.00

Production Costs

Double Decker "SkyTail"

4 month+ \$ 350.00

Artist Fee

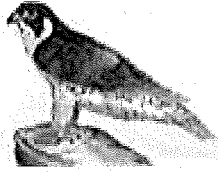
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TOTAL

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Background

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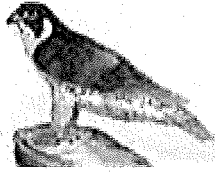
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Sincerely,

A handwritten signature in black ink that reads "Mary-Jo Schnepf". The signature is written in a cursive, flowing style.

Mary-Jo Schnepf
Board Member
Return of the Peregrine Falcon Society

From: Olga Efimova [mailto:oeffimova@gettoknow.ca]
Sent: April 5, 2010 1:16 PM
To: Sharon Shepherd
Subject: Registration Reminder: Get to Know International Unconference

Dear Mayor Shepherd,

We hope you have found the link to the Unconference registration guide in the e-mail which we sent last Friday.

Because you are an important partner and friend of the Get to Know Program, we would like to invite you to be one of the first to register. At this time, approximately 70 spaces remain; however, we are planning to open registration to a wider circle of partners on **April 12th (Monday)**. We encourage you to reserve your spot as soon as possible by filling in the online registration form (the link can be found on p. 2 of the registration guide, which is located at <http://www.gettoknow.ca/events/unconference/unconference-reg-guide.pdf>)

Please don't hesitate to contact us if you have any questions. Thank you, and we hope to see you in Kelowna on June 7-9.

Best Regards,

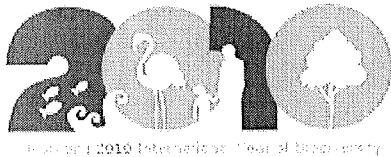
Olga Efimova

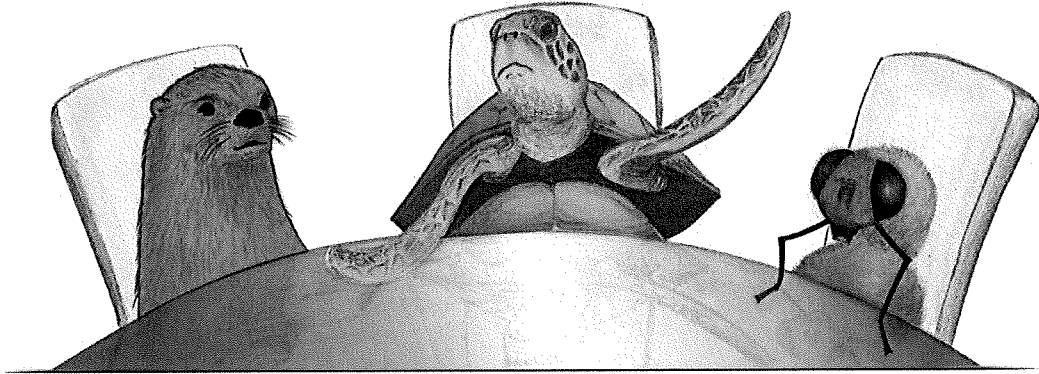


Robert Bateman Program
Get to know your wild neighbours!

[www.get know.ca](http://www.getknow.ca)
ph. +1.250.980.3462
fax. +1.250.861.7090

Become a fan of Get to Know on Facebook at [Facebook.com/GetToKnow](https://www.facebook.com/GetToKnow)





2010 Get to Know International Unconference

June 7-9
Kelowna, British Columbia
Canada

Registration Guide





Dear Delegate,

Thank you for your interest in attending the first Get to Know International Unconference.

The Unconference will be a first-of-its kind event that we hope will begin a whole new type of dialogue, one which will be inclusive, effective, enlightening and focused. Delegates will include high level leaders and innovators in three major sectors: NGO's, private sector and government. We at Get to Know believe that the onus is on green leaders to set an example of how to cooperate and find innovative, pragmatic, interdisciplinary solutions. The issues facing our planet require very high levels of cooperation in this area not only between these sectors but between countries.

Our three main purposes will be...

Celebrate... World Ocean's Day and Rivers to Oceans Week with the world's most famous marine artist; the 10th Anniversary of the Get to Know Program in Canada; the new very successful international launch in to the United States; and Mr. Bateman's 80th birthday.

Connect... with each other and find innovative approaches.

Create... an action plan to move forward which will emerge from the Unconference Smart dialogue sessions.

We encourage you to book your space early as only 100 delegates will be able to participate.

We hope to see you at the Unconference!

Best Regards,

Mary Krupa-Clark
Director, Robert Bateman Get to Know Program

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HOW TO REGISTER

You can register for the Get to Know International Unconference online at <https://www.regonline.ca/2010-get-to-know-unconference>

UNCONFERENCE AGENDA

JUNE 7TH, MONDAY

- 11:00 AM – On-site registration starts at Manteo Resort (beside Lakeshore Inn)
1:00-5:00 PM – Welcome Activity.¹ Choose from:
- Bike Tour of the Myra Canyon Trestles
 - Wine Tour of three Kelowna area wineries
 - Birdwatching Tour with naturalist Dick Cannings
- 7:00-9:30 PM – VIP reception with Robert Bateman at Manteo Resort, hosted by the Nature Trust of BC

JUNE 8TH, TUESDAY – WORLD OCEANS DAY

- 10:00-11:30 AM – Plenary session
11:30 AM – Barbeque lunch
12:00 PM – Address by Robert Bateman and Wyland
1:00-2:30 PM – Dialogue session
2:30-2:45 PM – Coffee break
2:45-4:30 PM – Dialogue session
6:15-9:15 PM – VIP organic banquet at Summerhill Pyramid Winery

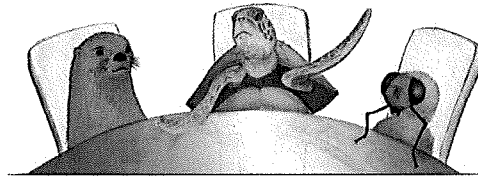
JUNE 9TH, WEDNESDAY

- 9:00-10:30 AM – Dialogue session
10:30-10:45 AM – Coffee break
10:45 AM-12:00 PM – Dialogue session
12:00PM – Lunch
1:00-2:30 PM – Plenary session
2:30 PM – Close

DIALOGUE VENUE

The Unconference dialogue sessions will take place in the Centre for Learning on the Okanagan College campus, a new, smart, green building that embodies the spirit of the Unconference. Some of the dialogue sessions will take place in the special Centre for Dialogue room, which is a unique space specially designed to facilitate dialogue.

¹ Details on welcome activities are on page 3.



WELCOME ACTIVITIES

On June 7, each delegate can participate in one of the following welcome activities:

BIRDWATCHING:

Join renowned Okanagan naturalist Dick Cannings and Get to Know Society President Dr. Gord Court as you “get to know” the feathered inhabitants of the Okanagan Valley in a relaxed, social environment. It’s a “bring your own binoculars” event.

CYCLING TOUR:

This guided tour is organized by Monashee Adventure Tours, and hosted by Mary Jo Schnepf of the Get to Know Society. Enjoy a leisurely, relatively flat 20km (max.) bike ride through the beautiful Myra Canyon, and discover its 18 historic trestles and 2 tunnels. Bicycles and helmets will be provided (we will require information on your height).

WINE TOUR:

Discover why the Okanagan Valley is famous around the world for its wine, as you embark on a guided tour of three local wineries. This trip will include wine tastings, a facility tour of one of the wineries and time to browse the gift shops. This event is hosted by Mary Krupa-Clark, Director of the Get to Know Program. You must be at least 19 years of age to participate (you may be required to show ID).

ACCOMMODATION AND TRAVEL

RESERVING ACCOMMODATION:

We have secured a block of rooms at the Lakeshore Inn, located at 3756 Lakeshore Road, Kelowna. The rates for garden-side and lake-side rooms are \$119 and \$139, respectively. You can access these special rates by quoting the following secret phrase: “Robert Bateman Get to Know Program, Accommodation Block.” Once you have registered for the unconference, you will be able to reserve your room by calling 1-877-657-5253. The rooms are available on a first come, first served basis.

KELOWNA INTERNATIONAL AIRPORT (YLW):

For travel from outside British Columbia, flying to Kelowna is generally the best option; airlines which have regular flights to Kelowna include Air Canada, WestJet and Horizon Air (Alaska Airlines).



FEE SCHEDULE

Fees for the unconference are as follows. Please choose only one type of welcome activity per delegate; however, you are welcome to bring a guest along with you for the welcome activity (activity fees are per person). The registration fee covers the meals which are included in the Unconference Agenda (see page 2); other meals are the responsibility of the delegate.

	Adult Delegate:	Youth Delegate*:
Registration (before May 1):	\$185	\$125
Registration (after May 1):	\$250	\$125
Welcome activity (June 7):		
Birdwatching	add \$10 per person	free
Cycling tour	add \$75 per person	add \$50 per person
Wine tour	add \$100 per person	add \$75 per person <i>(must be 19 or older)</i>
VIP Organic Banquet (June 8)	<i>Included in conference registration; additional guests are \$75 each.</i>	

All prices are in Canadian dollars. Please note that additional GST (5%) applies to Canadian delegates.

** Youth delegates are those aged 20 and under, or Get to Know Contest alumni aged 22 and under.*

PAYMENT POLICIES

We must receive the payment within 10 business days of the submission of your online registration form. Your registration is not final until we receive the fee. We encourage delegates to register early; space is limited to 100 delegates.

PAYMENT OPTIONS

Credit Card:

To pay by Visa or Master Card, phone toll-free 1-866-780-KNOW (5669) and ask for Kai Tang.

PayPal (Credit Card / Bank Transfer):

You can pay online with PayPal at <http://www.gettoknow.ca/events/unconference/payment.php>

Cheque:

Please make cheques out to "Get to Know Society" and mail them to:

Get to Know Society
c/o 901 – 1708 Dolphin Ave.
Kelowna, BC V1Y 9S4

If you have any questions regarding the Unconference, please contact Olga Efimova at ofimova@gettoknow.ca or (250) 980-3462.