

Memo



Date: May 6, 2010

File: 1310-30

To: City Manager

From: Terry Barton, Manager, Parks & Public Places, Infrastructure Planning

Subject: Kelowna Parade Float

Report Prepared by: Kristine Bouw, Planner, Architecture Planner,
Infrastructure Planning

Recommendation:

THAT Council receive for information this report dated May 6, 2010 from the Manager of Parks & Public Places.

Purpose:

On December 17, 2009 at the Special Meeting of Council (Budget Deliberations) staff were directed to report back to Council with the new plans for the float.

Background:

A budget of \$50,000 was approved in the 2010 Capital budget for the design and construction of a new parade float. The parade float travels throughout the region promoting Kelowna to communities in British Columbia, Alberta and the northern United States. It typically participates in over 20 parades annually and has been consistently successful in winning awards in many of its appearances.

The current parade float was constructed in 2000 and is in need of major repairs to the chassis. The float itself has broken down during a number of major events and during one occasion had to be towed through a parade due to failure of the drive mechanism. The float is long due for a complete redesign as the overall structure (ogopogo character, waves and animations) are worn and deteriorating.

Process: Staff have been working with the Ladies of the Lake Society and Float Ambassador, Clarence Johnson in the design of the new parade float.

Ogopogo was identified as the theme for the following reasons;

- The City has a long and positive history of using the ogopogo on the parade float (Attachment 1)
- Ogopogo is a popular and iconic image for the City, and
- Ogopogo appeals to all ages, and in particular evokes interest from children

Design: Jeff Chiba Stearns, a professional animator originally from Kelowna was engaged to develop the ogopogo character, based on the original story and to capture the legend of the sea creature as the Spirit of the Lake. The brief for the design was to develop a fresh new approach for ogopogo (Attachment 2).

The new image of ogopogo has been incorporated into a float design that includes the natural scenic beauty of Kelowna, including the mountains, beaches and orchards that surround our community.

The float will include 4 signs, one on each side. The front sign will read “Kelowna, British Columbia, Canada”, the side signs will read “Spirit of the Lake, Kelowna, BC” and the sign in the back will read “Canada’s Year Round Playground”.

Construction: Staff received proposals and cost estimates from 3 parade float companies. Gary Turner Display Ltd was successful in their ability to deliver the float specifications on budget and to meet the sustainability objectives identified in the brief. The proposal included a more sustainable approach through the use of an electric chassis to replace the older drive mechanism and to reuse portions of the existing float including the base structures, sound systems, lighting and animation mechanisms.

The float will be complete by the last half of July 2010.

Internal Circulation:

M. Johansen, Manager of Building Services, Real Estate & Building Services
R. Forbes, Manager of Property Management, Real Estate & Building Services

Financial/Budgetary Considerations:

The cost estimate for the construction of the new float is as follows:

1.0	Self propelled electric parade float chassis	\$17,200.00
2.0	Parade Float Fold Downs	\$ 1,800.00
3.0	Float Design and Decoration (all props, signage, animation, lighting)	\$28,000.00
4.0	Contingency	<u>\$ 3,000.00</u>
	TOTAL	\$50,000.00

External Agency/Public Comments:

On 15 April 2010, an Open House was held at the Kelowna Library in order to receive feedback from the public on the redesign of the float and the ogopogo character development. There was support for the new float design and additional elements representing our community that have been added to the design.

The Ladies of the Lake Society and Kelowna’s Float Ambassador have prepared letters of support for the design process and concept development (Attachment 3 and Attachment 4).

Considerations not applicable to this report:

Legal/Statutory Authority:

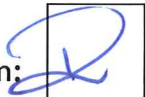
Legal/Statutory Procedural Requirements:

Existing Policy:
Personnel Implications:
Community & Media Relations Comments:
Alternate Recommendation:

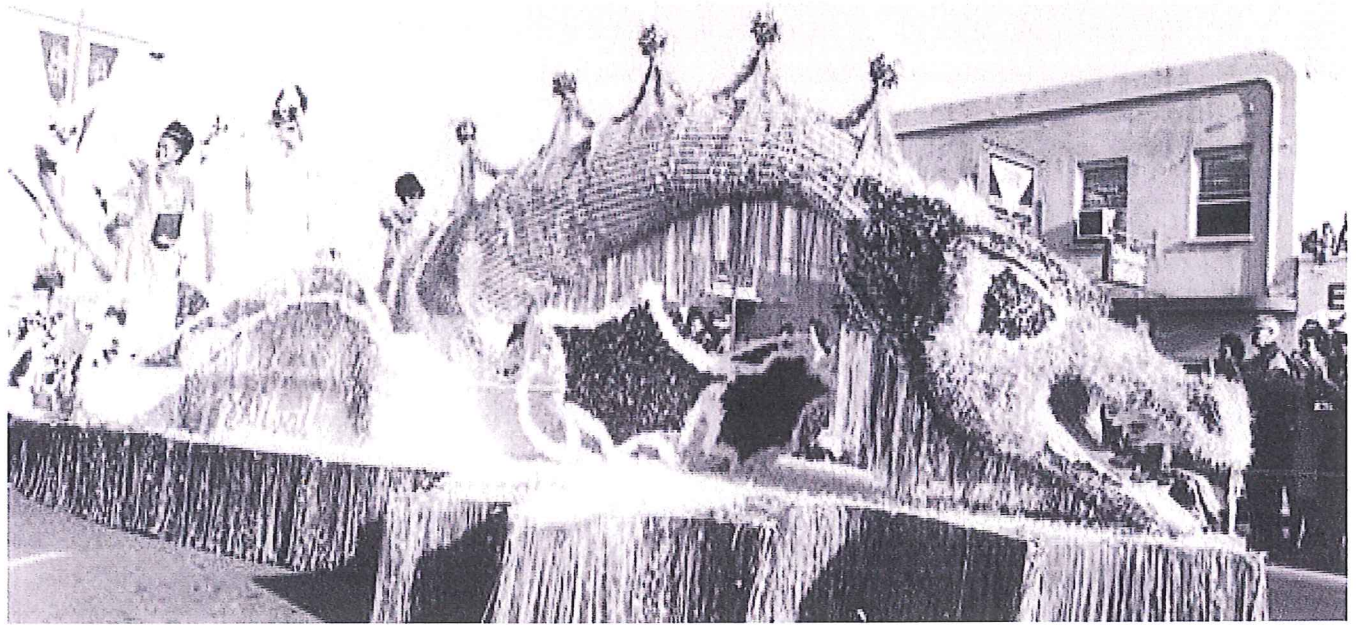
Submitted by:



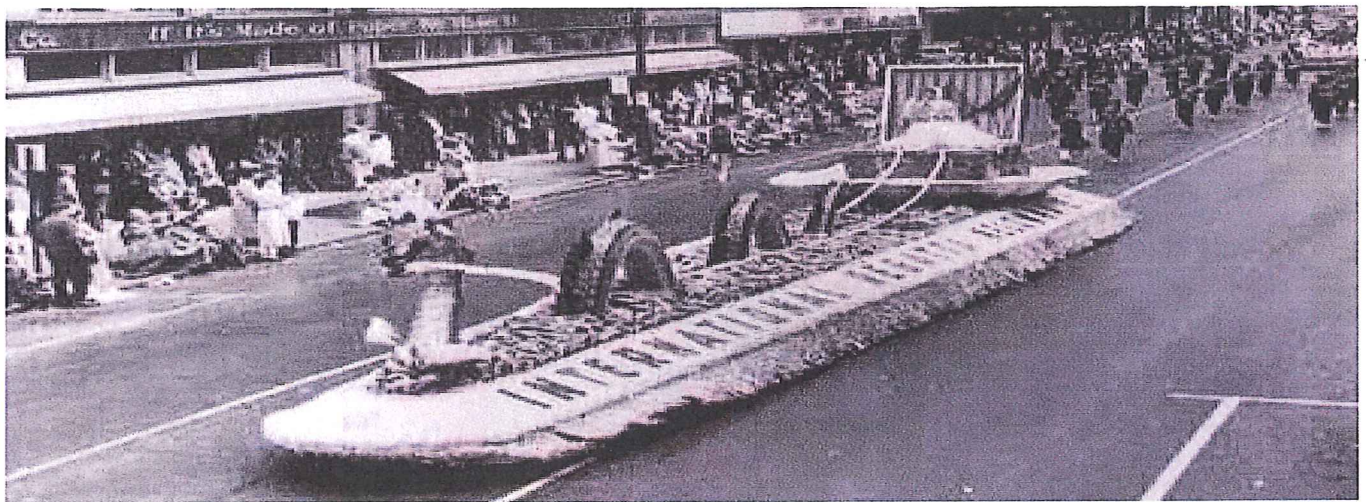
T. Barton, Manager, Parks & Public Places, Infrastructure Planning

Approved for inclusion:  R. Cleveland, Director, Infrastructure Planning

CC: D. Gilchrist, Director, Real Estate & Building Services
C. Stephens, Director, Community & Media Relations
R. Cleveland, Director, Infrastructure Planning
K. Grayston, Director, Financial Services



1967 Parade Float



1957 City of Kelowna Parade Float



1957 Parade Float

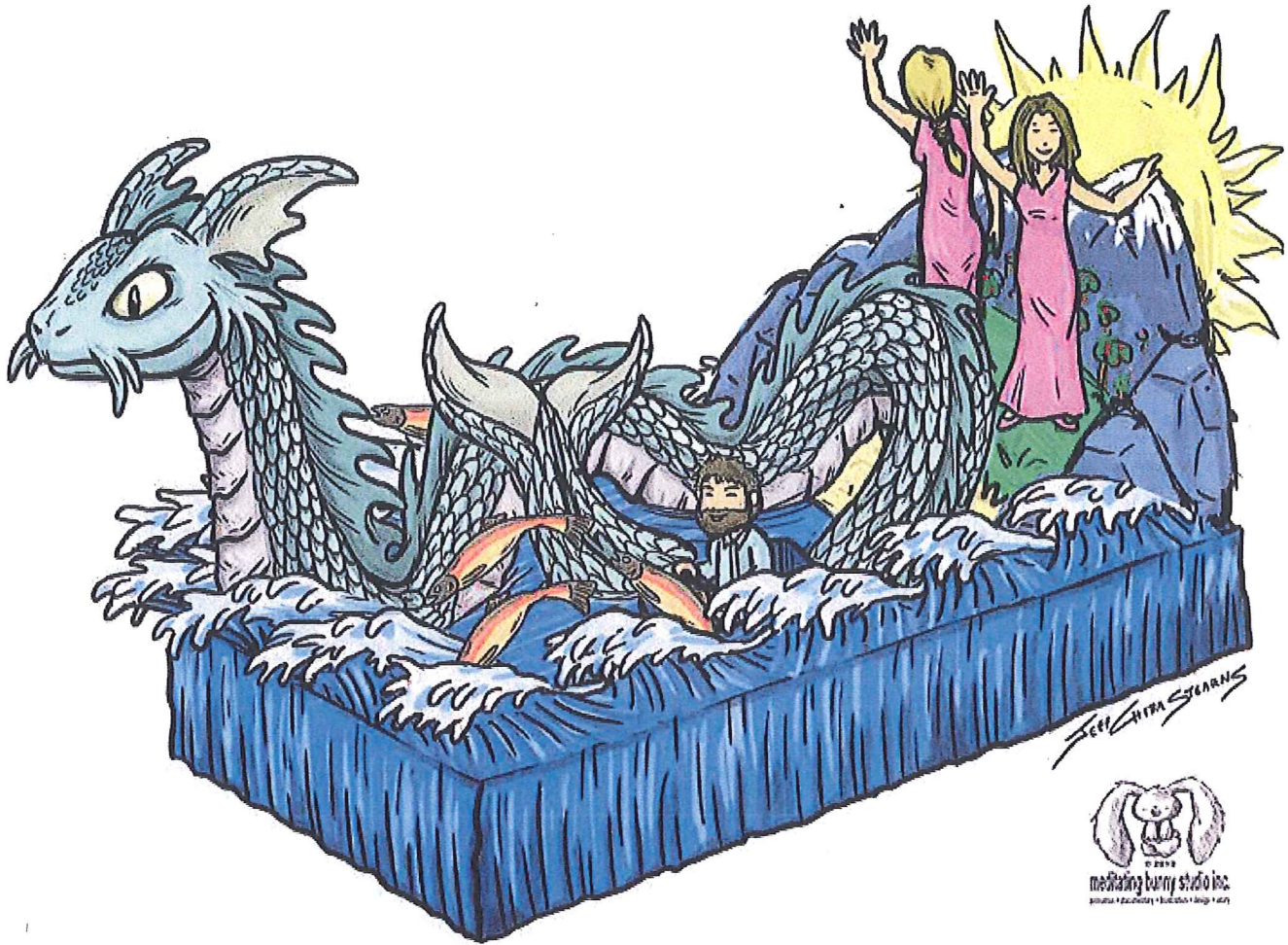


1958 Ladies of the Lake Float

KELOWNA PARADE FLOAT


Attachment 1: Ogopogo, A History in Kelowna

ALL IMAGES SOURCED FROM THE KELOWNA PUBLIC ARCHIVES



KELOWNA PARADE FLOAT

Attachment 2: Parade Float, Concept Sketch



Miss Kelowna "Lady Of The Lake" Society

May 10, 2010

To the City of Kelowna,

I recently had the pleasure of being involved in two planning sessions regarding the new float design for the City of Kelowna. Denise Nielson (Chaperone for the Kelowna Ambassadors) also attended a meeting and she was at the info session at the Kelowna Library as well.

The Society members viewed the preliminary sketches provided by the animator and we agree that the float will provide ample space for the ambassadors and the safety features necessary.

We hope that the Council members will approve to move forward with this design.

Respectfully,



*Cindy Fenton
President, Miss Kelowna Lady of the Lake Society*

Kelowna, British Columbia



Clarence Johnson
#316 – 3160 Casorso Road
Kelowna, BC, V1W 3L7

11 May 2010

City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

To: City Council & Staff

Re: New Parade Float Concept

I had mentioned to City Council and staff in 2008 / 2009 about the need to have a new float chassis and design built for the "Spirit of Kelowna" Parade Float. With the approval of City Council in December 2009 to proceed with the building of the new float, city staff have been able to proceed forward with this. I have been involved with the process from the beginning with some of the planning and the open house in April. Terry Barton and Kristine Bouw from the Infrastructure Planning Department have been doing a lot of hard work to get to this part of the process.

I am writing to you to give my **formal approval** to moving forward with the new float design concept currently presented. I do look forward to having City Council's approval so that we can move ahead with the next step which is the construction of the float. This float is a very important part of promoting Kelowna to the rest of BC, Alberta and Washington State.

Submitted by;



Clarence Johnson
Float Ambassador
City of Kelowna Parade Float