

CANADA 150

Presentation to Council

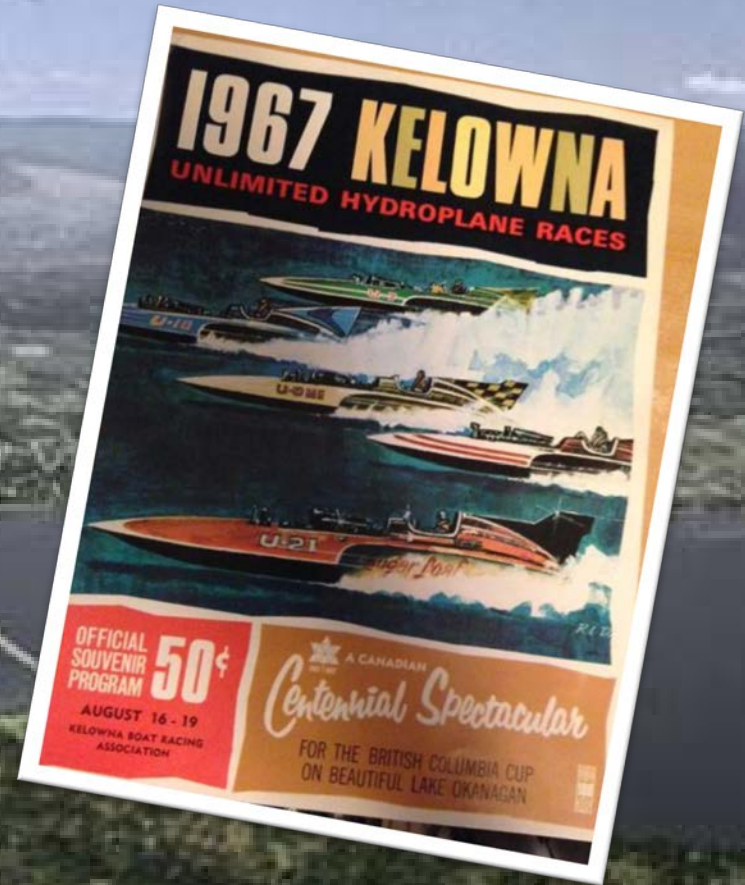
Canada's 150th:
How will you celebrate?



1867 | 2017

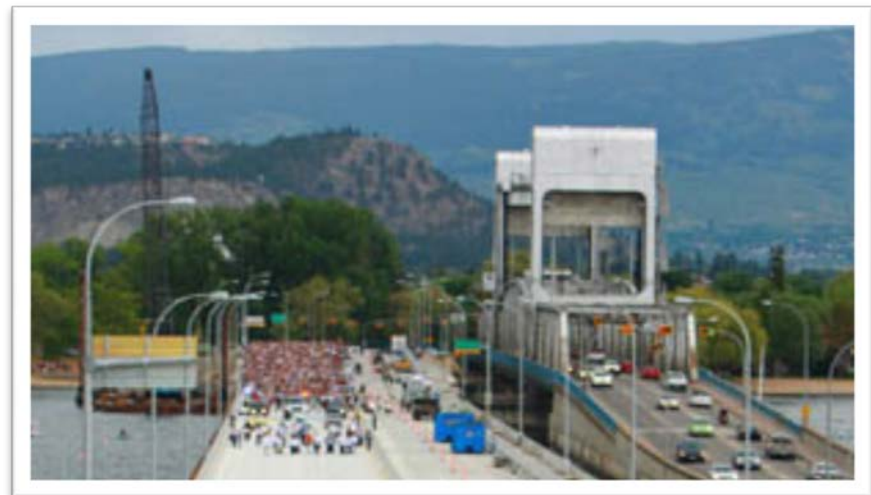
BACKGROUND

1967 – Canada's Centennial



COMMUNITY CELEBRATIONS & EVENTS

- ▶ 2000 Millennium Celebration
- ▶ 2005 – Kelowna's 100th birthday
- ▶ 2008 BC Summer Games
- ▶ 2008 Bridge opening
- ▶ 2010 Torch Relay
- ▶ 2010 Breakout West Music Awards
- ▶ 2011 International Children's Games



RESEARCH AND ENGAGEMENT

- ▶ 2015 Objectives
 - ▶ Initiate the local conversation
 - ▶ Plant the seed
 - ▶ Establish priorities
 - ▶ Set implementation plan



STAKEHOLDER FEEDBACK

- Accelerate Okanagan
- Central Okanagan Foundation
- Downtown Kelowna Association
- Historian group
- Okanagan College
- Okanagan Mission Community Hall
- Okanagan Young Professionals
- Pacific Sport
- Regional District of the Central Okanagan
- Tedx Kelowna
- UBC O – Students Society
- Uptown Rutland Business Association
- West Bank First Nations
- Presence at community events



Official survey respondents: 100+
Canada 150 'sticky note' ideas: 200+

Canada's 150th: How will you celebrate?



COMMON THEMES

- Embrace, preserve and celebrate the natural assets of Kelowna including the lake, trails, landscape and four season recreational opportunities
- Celebrate cultural diversity and freedom
- Empower our youth to shape the community they desire
- Honor the history of our region and the prominent people and events that connect us
- Lay the groundwork for innovation that will strengthen our community
- Recognize and celebrate the rich history and knowledge of Indigenous nations who continue to be an integral part of our community

PROGRAM COMPONENTS

- Sesquicentennial Grants
- Incentive Grants
- Enhanced community celebrations
- Engagement initiatives



What gifts will you give?



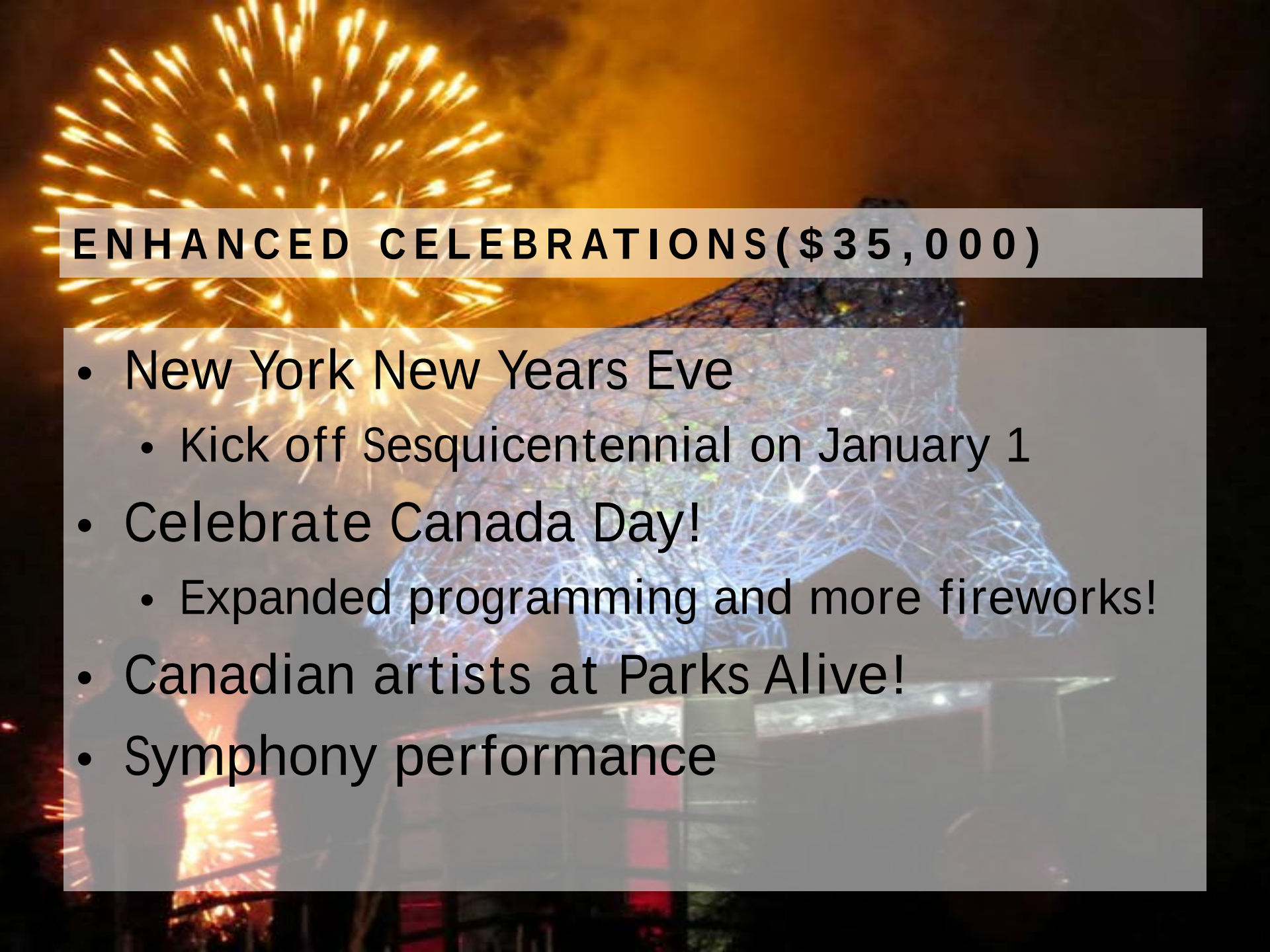
SESQUICENTENNIAL GRANTS (\$60,000)

- Matching grants \$5,000 to \$15,000
- Broad community scope and legacy
- Two intake dates: Sep 2016 & Jan 2017
- All projects completed by Dec 31, 2107

INCENTIVE GRANTS(\$35,000)

- ▶ Enhance existing grants with a C150 theme
 - ▶ Sport Grants
 - ▶ Neighbourhood Grants
 - ▶ Event Grants
 - ▶ Arts/Culture/Heritage





ENHANCED CELEBRATIONS(\$35,000)

- New York New Years Eve
 - Kick off Sesquicentennial on January 1
- Celebrate Canada Day!
 - Expanded programming and more fireworks!
- Canadian artists at Parks Alive!
- Symphony performance

ENGAGEMENT INITIATIVES (\$20,000)

- “What gift will you give?”
 - 150 (or more) pledges
- 150 volunteer hours challenge
- Hub for community C150 events/initiatives



INDICATORS OF SUCCESS

25% of residents take part in at least one C150 activity

Five legacies can be attributed to C150

150 champions give a gift to the community

150 volunteers donate 150 hours



QUESTIONS

