

Report to Council



Date: April 25, 2016
File: 1620-15
To: City Manager
From: Mariko Siggers, Event Development Supervisor
Subject: Community Parade Float Theme

Recommendation:

THAT Council receives, for information, the report from the Event Development Supervisor dated April 25, 2016 with respect to the Community Parade Float;

AND THAT Council direct staff to proceed with updating the float with an "Active by Nature" theme as outlined in the report.

Purpose:

To seek Council's approval to proceed with updating the community parade float with an "Active by Nature" theme.

Background:

The City of Kelowna's current parade float was built in 2011. Since that time, it has participated in over 100 parades and traveled over 42,000 kilometers to more than 55 cities. With the number of events that the float has appeared in, it is starting to show significant wear and tear. To keep the float looking fresh and reflective of our vibrant community, an update is required. Floats in other communities are updated with a new look and theme every three years on average to stay current. With this in mind, Council approved a one-time budget request of \$20,000 to refresh the float in 2016.

The purpose of a parade float is to tell a story. It aims to attract interest, generate conversation and showcase some of the attributes and attractions of the destination. It embodies the community's identity and culture. The main audience for a parade is young families therefore an element of fun and playfulness should be prominent.

Staff considered four different concepts for the new float design:

1. Active by Nature
 - Kelowna is a natural four-season playground with epic scenery to enjoy running, hiking, cycling, swimming, snowshoeing and more. It is a premier

outdoor recreation destination in which residents, visitors and athletes can participate in outdoor activities, train and compete. Active routes are identified to showcase the best of Kelowna: agriculture, food, wine, culture, trails, and the lake.

2. Culture

- Kelowna is home to many artists, performers and cultural facilities. Located centrally in the Cultural district are multiple theatres, galleries, public art works, museums as well as unique restaurants and shops. The Cultural District promises experiences that appeal to every age and interest.

3. Ogopogo 2.0

- Expanding on the theme of our current community float, Ogopogo takes centre stage in experiencing all that Kelowna has to offer: recreation, culture, relaxation and of course, Okanagan Lake.

4. Agri-Tourism

- Kelowna is about more than just wine! There are a wide range of activities for people to enjoy including picking fruits and vegetables, riding horses, tasting honey, learning about local wine, herbs, cheese, or shopping at one of several farmer's and crafter's markets.

Staff feel that each option has a good story to tell but recommend that the "Active by Nature" option be pursued. Kelowna *is* Active by Nature. This brand reflects our community identity and also translates well to a parade float. It aligns well with Council's priority to ensure a healthy, safe, active & inclusive community. Early conceptual ideas include a lake to mountain landscape with a variety of outdoor recreation equipment bursting out from it. Some of the featured activities may be cycling, Stand Up Paddleboarding, kayaking and mountain biking. Prominently featured would be the word "KELOWNA." This concept is playful and will quickly promote our region as an outdoor recreational playground.

Staff have identified and been in discussions with a supplier to complete the design and construction of the float. Following Council's endorsement of a concept, the supplier will create conceptual drawings for review and approval by staff. Staff will consult with the Ladies of the Lake Society and Parade Float Coordinator to get feedback on functional aspects for the parade float. Once the design has been finalized, it will take approximately ten to twelve weeks to complete the project. This timeline will allow for the float to appear in a number of community parades in the late summer and fall throughout B.C. and the Pacific Northwest this year and for the next three to five years.

Internal Circulation: Communications Advisor; Cultural Services Manager

Financial/Budgetary Considerations: Council approved a one-time funding request of \$20,000 in the 2016 Provisional Budget for a City of Kelowna Float Refresh.

Considerations not applicable to this report:

Legal/Statutory Authority:

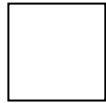
Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:
External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by: M Siggers, Event Development Supervisor

Approved for inclusion



J. Gabriel, Divisional Director, Active Living & Culture

cc: Divisional Director, Active Living and Culture; Communications Advisor
Divisional Director, Communications & Information Services