

THE CORPORATION OF THE DISTRICT OF BURNABY

January 12, 1966

His Worship, the Reeve and
Members of the Council.

Gentlemen:

REPORT OF THE BURNABY CENTENNIAL COMMITTEE.

In October 1965, Council approved a recommendation made by the Centennial Committee to engage the John B. Rogers Producing Co. Ltd. to conduct a survey of the Municipality with a view to recommending:

- (1) Whether there is reason, based on the Company's experience and the interest found in the Municipality, to expect celebrations to commemorate 1966 and 1967 to be successful and, if so;
- (2) a programme of events
- (3) an outline budget

The field survey took place in November and the results have now been presented to the Centennial Committee in the form of a Proposal. A copy of the Proposal is attached for the information of Members of the Council.

Your Committee have, of course, given very serious consideration to this Proposal. It is felt that the overall concept of organizing celebrations in the manner suggested is sound and the Committee reaffirm the belief which they earlier expressed to Council that local participation is the only way to ensure success. The Committee feel that the suggested methods put forward by the Rogers Co. meet this criteria.

Of paramount importance to any venture of this nature is the financial structure. The Council will have noticed that the Proposal is based on a deficit budget and the Committee holds that this is a sound approach as there is no object in expressing false optimism regarding a "break-even" budget. It's a reality which Council will undoubtedly recognize that celebrations cannot be had for nothing. With this fact in mind it is essential that there should be a maximum utilization of funds so that by a ploughing-in of proceeds from certain aspects of the celebrations the whole will receive the financial backing necessary to ensure success. Based on their experience, the Company is confident that the income revealed in the Proposal can be raised and the Committee share this view. Looked at in this light, the Committee feel fairly sanguine at the possibility of getting a minimum of almost two dollars worth of celebrations for every dollar invested.

Much of the Proposal is naturally only in the form of tentative suggestions, i.e., the programme of events, which will need to be looked at in further detail but once again the format appears sound to the Committee.

The first of the terms of reference asked whether there was reason to expect the celebrations to be successful and it was with considerable interest that the Committee noted the remarks on Page 3 of the Proposal concerning the B. C. Centennial in 1966. Whilst all members are very mindful of the significance of this year to our Province, there must be reluctant agreement to some extent with the Rogers Company's remarks concerning the difficulties of a two year programme. For this reason the Committee believes

that although some celebrations must be arranged for this year, the really big effort should be aimed for 1967.

The Committee, having agreed on the soundness of the structure, the deficit budget, the concept of a climactic period leading to ten performances of the spectacular, and the emphasis on 1967, then gave consideration to the usefulness of professional assistance. The Company representative, Mr. Rice, has explained the sort of organization which will be required in Burnaby and the Committee have soon the detailed Plans of Action prepared by the Company to guide the various committees. These copyrighted plans suggest budgets, target dates, personnel, objectives and ways and means, etc. and are a blueprint of the organization. The services are more particularly defined in the Proposal. The Committee also considered the worth of the consultant service set out on Page 12 of the report, especially with regard to the advice and guidance the Company could offer for the 1966 celebrations. As a result, they recommend by a majority decision the acceptance of the John B. Rogers Producing Company's proposal in the total sum of \$49,440.

For the information of Council it is pointed out that the dissenting member of the Committee in this decision did so on the grounds of cost and not as an objection to the proposal per se.

In conclusion, the Committee would emphasize that they fully appreciate that no matter what method of organizing the celebrations is used there is an immense amount of work ahead if they are to be worthy commemoratives of the occasions. The time for the planning is now, and they respectfully suggest that many of the pitfalls and dangers will be substantially reduced if the expertise of the Rogers Co. is available to them.

Respectfully submitted,

C. J. Frederickson,
Chairman,
BURNABY CENTENNIAL COMMITTEE.

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