

THE CORPORATION OF THE DISTRICT OF BURNABY

October 15, 1965

HIS WORSHIP THE REVEREND
AND MEMBERS OF THE COUNCIL:

Gentlemen:

REPORT OF THE CENTENNIAL COMMITTEE

The Centennial Committee has been increasingly active in the past few weeks and reports as follows:

1. CENTENNIAL PROJECT.

A meeting with representatives of Associated Engineering Limited, the Parks and Recreation Commission and Municipal staff was held to enquire into the feasibility and cost of the Burnaby Lake project, as required by Council. It is anticipated that sufficient information concerning feasibility will be available by January, 1967 and a further report will be submitted at that time.

2. REPORT of the Centennial Committee to Council regarding choice of Project.

At the request of Council the Committee gave consideration to the distribution of the Report, dated September 7, 1965 which outlined the Committee's selection of the Burnaby Lake Project. As a result it was decided to circulate the report to the proponents of the eleven projects.

3. PROFESSIONAL SURVEY.

The Centennial Committee have been constantly aware that the selection and completion of the Centennial project only forms a part of their responsibilities and that the actual celebrations for 1966 and 1967 require very careful consideration and planning to make them the success which the Committee is determined they shall be. As the Council will appreciate, one of the most difficult basic problems is to avoid the possibility of any sense of anti-climax in 1967 after the celebrations to mark the Union of the Colonies in 1966. The Committee feels that enthusiasm from voluntary workers and from the public for whom the celebrations are aimed, is not easily sustained over such a long period and this adds an additional hazard to those which are inherent when celebrations of this nature are planned; it's not an easy task to successfully stage one set of celebrations and to stage two successfully is that much more difficult.

With this in mind the Committee decided to look into the merits of professional assistance. At the present time there is a sum of nearly \$45,000.00 which has been allocated by the Provincial Government for administration and celebration expenses, and this will be increased by other revenues such as the sale of souvenirs, etc. The Committee are concerned that this money should be used in the most advantageous way, using efficient and tried business methods to get the best possible return.

John B. Rogers Producing Company are an American company, who are also incorporated in Canada. They have been in business for 61 years and specialize in acting as consultants in the staging of community celebrations. The basic service they offer is in the form of a survey of an area, when they interview representatives of business, service and community organizations and based on their findings they recommend

- (1) whether there is reason, based on their experience and the interest found in the community, to expect the celebrations to be successful and, if so,
- (2) a programme of events
- (3) an outline budget

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The main service offered by the Rogers Company follows receipt and acceptance of the survey report. At that time they hope to be engaged as consultants and advisors for the celebrations. The technique they employ is aimed at community participation, and they try to get as many local residents as possible actively engaged in the preparation and staging of the celebrations. To achieve this they prepare a Master Plan leading to the climax of the celebrations which deals with all the organizational aspects, such as flow charts of organization (i.e. the sort of committees to set up, and the encouragement of people into positions in the organization, according to abilities and interests, budgets and phase to phase timing). They usually aim at having a Pageant Spectacular as the week-long climax, and the company provides the script based on local history, costumes, (up to 1000 local people can take part) lighting, backdrops, direction and production. In addition they would plan other events for the day-time. Until two months or so before the climax of the celebrations the Company would advise and offer direction but at that time at least one member of the Company would be in Burnaby full time, and another would be responsible for staging the Pageant.

The Committee have very carefully considered the benefit to them of a professional survey, and unanimously feel that it would be worthwhile. They have checked the John Rogers Company as far as possible and are satisfied that they are adequately equipped and capable of conducting such a survey. Council will appreciate that it is not always easy to assess the worth and capability of a company offering rather out-of-the-ordinary services but fortunately the Committee have the knowledge that the City of Victoria employed this firm for their Centennial celebrations in 1962 and were very satisfied with the job they did. Probably the best proof of this is that Victoria City Council have engaged the Company to conduct a survey for their forthcoming Centennial celebrations.

The Committee therefore recommends that the John B. Rogers Producing Company be engaged at a cost not exceeding \$2,180.00 to conduct a survey as outlined above for the celebrations of 1966 and 1967.

If the Council agrees to the foregoing recommendation there is no liability or obligation of course to engage the Company to actually assist in the celebrations, and further consideration would be given to this at the appropriate time.

Enquiries were made of the Company's representative concerning the cost of the second phase of the services offered by them, but he advised that it was not possible to make an estimate until after the completion of the survey.

Respectfully submitted,

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

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