

**REPORT**  
**1999 MARCH 08**

CITY OF BURNABY  
EXECUTIVE COMMITTEE OF COUNCIL

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

**RE: YEAR 2000 BURNABY**

RECOMMENDATION:

1. THAT Council approve the attached document outlining a Millennium celebration program for the City.

REPORT

The Executive Committee of Council, at its meeting held on 1999 March 01, reviewed and endorsed the attached document outlining a course of action for Burnaby in planning and co-ordinating projects and events for the City and the community for the Year 2000.

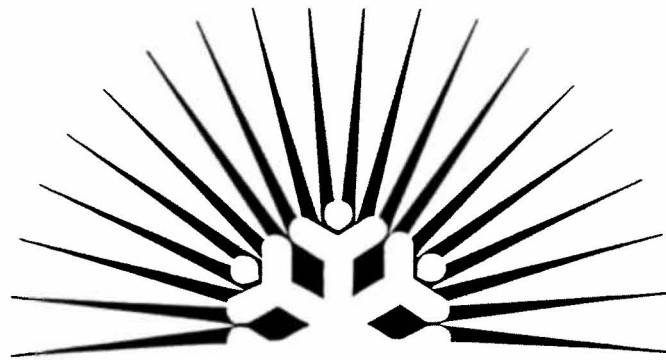
Respectfully submitted,

D.R. Corrigan,  
Chair

: COPY - CITY MANAGER
- DEP.MGR.-CORP. SERV./
- DIRECTOR ENGINEERING
- DIRECTOR FINANCE
- DIR. PLNG. & BLDG.
- DIR. PARKS, REC. & CULT. SERV.

D.G. Evans,  
Member

C. Redman,  
Member



# YEAR 2000 BURNABY

## YEAR 2000 BURNABY

### A City of Burnaby Millennium Celebration Program Proposal

#### 1. INTRODUCTION:

The nation, the provinces and territories, and many cities and towns throughout the country are planning special events and projects to celebrate the Year 2000, as are community groups, schools, businesses, individuals and families.

It is an opportunity to stimulate an awareness of the past and of the future and to help the whole community come together in entertaining as well as meaningful ways.

The City of Burnaby has reviewed approaches to the celebration of the Year 2000 through an interdepartmental staff committee and has made presentations to representatives of City Council on capital projects, City celebrations, and community support.

The purpose of this document is to propose a course of action for Burnaby in planning and coordinating projects and events for the City and the community for the Year 2000.

**2. THEME:**

The Year 2000 is an **opportunity** to create a **vision** of the future; to do something **unique** that would not likely occur in any other year; and to encourage the **celebration** of a variety of **values** important in our **community**.

The governments of Canada and British Columbia have launched programs to financially assist individuals and groups in marking the millennium. Many of the themes they are advancing are:

- **celebrate achievement;**
- **encourage exploration;**
- **exchange ideas;**
- **support a sustainable environment;**
- **bring youth together;**
- **stimulate interest in community;**
- **advance Canadian innovation;**
- **through artistic and cultural expression, demonstrate our way of life, our heritage and our aspirations;**
- **encourage projects with lasting benefits to the community;**
- **promote intercultural understanding, multiculturalism and First Nations people;**
- **build new links between communities;**
- **celebrate public safety.**

Related to these themes and considering the unique nature of Burnaby, the following "Year 2000 Burnaby" theme statement is proposed:

***"WE CAN ALL HELP MAKE BURNABY A BETTER PLACE IN THE YEAR 2000:***

- \* By celebrating our history and our vision of the future;***
- \* By building bridges between our neighbourhoods and amongst our neighbours;***
- \* By honouring our seniors and encouraging our youth;***
- \* By creatively recognizing we are achievers and we are changing."***

**3. PROJECTS AND PROGRAMS:**

There are three basic components to the 2000 IN BURNABY celebration proposal:

**3.1 CITY OF BURNABY MILLENNIUM CAPITAL PROJECT:**

Presently there is a discussion of a possible capital project for Burnaby with potential support available from Millennium Project Funds of the Government of Canada and British Columbia.

**3.2: CITY CELEBRATIONS:**

***3.2.1: BURNABY MILLENNIUM HOMECOMING: 2000 JULY:***

Enhance the annual Burnaby Discovery Days event with:

- a special homecoming theme encouraging family reunions, team, staff and school reunions, etc.;
- welcome a visiting delegation of artists and performers from the sister city of Kushiro, and send an exchange tour to Kushiro;
- host a Millennium Blues Festival;
- set up an "Art in the Park" event; install a major work of public art in the park.

***3.2.2: BURNABY MILLENNIUM BANNER PROGRAM:***

Create a City-wide banner and signage program for Hastings, Edmonds, Deer Lake Avenue and Canada Way as well as City gates.

- use a theme logo;
- make banners, buttons, pins, balloons, t-shirts, stickers, poster blanks, signs, etc. available for City staff/facilities/vehicles/sites, and other community uses.

**3.3: COMMUNITY SUPPORT PROGRAM:**

***3.3.1: REGISTRY OF COMMUNITY INITIATIVES:***

Establish a coordinating function in the Manager's Office.

- solicit response from businesses, non-profit groups, schools, teams, individuals, etc., as to how they are planning to celebrate the Year 2000, through ads in local newspapers.

**3.3.2: PROMOTION OF ALL COMMUNITY EVENTS AND PROJECTS:**

Publish in local papers and all City circulars a calendar of confirmed Millennium projects and events twice between 1999 October and 2000 July.

Make available the poster blanks, t-shirts, souvenirs, stickers, etc. to the community. A small quantity could be offered in free kits, but the bulk would be available for sale.

**3.3.3: BE A FINANCIAL PARTNER IN SELECTED COMMUNITY PROJECTS:**

Establish a fund to offer grants (through the grants committee) to selected projects such as:

- The Youth Train/Conference: a project that will bring representative youth from each province by train to Burnaby for a conference on youth issues;
- A sampling of major sporting tournaments;
- An international ceramics symposium; a regional art exhibit of community artists.

**3.3.4: CREATE AN INCENTIVE TO DO THINGS IN INCREMENTS OF "2000":**

Promote the idea of "2000" of anything as a target for community projects: tree planting, pennies for charity, free admissions, etc.

- Consider matching grants of \$2000 for selected community projects;
- Sell sponsorships in projects and events at \$2000 each.

#### **4. ADMINISTRATION:**

The existing City interdepartmental staff committee would continue to provide overall coordination of projects and programs.

Options for the administration of specific task areas include:

##### **4.1: REGISTRY: Deputy Manager's Office**

- publish ads in 2 local papers;
- receive responses from ads/answer inquiries;
- establish register;

##### **4.2: CALENDAR OF COMMUNITY ACTIVITIES: Communications Office, Parks, Recreation and Cultural Services**

- create the calendar;
- print and distribute twice as scheduled;
- put data on City webpage & other city publications;

##### **4.3: DISCOVERY DAYS: Special Events Staff/Cultural Services/PRCS**

- manage expanded Ddays event;
- coordinate Kushiro Exchange;
- coproduce Blues Festival;
- with Visual Arts Burnaby staff, coordinate Art in The Park;
- facilitate ceramics symposium;

##### **4.4: GRANTS: Grants Committee of Council**

##### **4.5: PROMOTION AND SOUVENIR MATERIALS: Parks, Recreation and Cultural Services staff/Recreation Services/Deputy Manager's Office**

- manage production and distribution of materials for City use;
- coordinate kits for community groups;
- manage sale of materials for resale;

##### **4.6: CAPITAL PROJECT: Major Civic Building Project Coordinating Committee**



### 5. BUDGET ESTIMATES:

Many elements within this proposal would be eligible for assistance from the Governments of Canada and British Columbia, and various agencies. Sponsors and donors would come forward to help with both capital projects and events.

Preliminary estimates show the costs of each element:

<b>5.1: DISPLAY ADS FOR REGISTRY:</b>	<b>\$ 5,000</b>
(two one page, two half page, two quarter page ads in each of two local papers)	
<b>5.2: CALENDAR:</b>	<b>\$ 8,000</b>
(designed, printed twice in local papers, extra run for city-wide distribution at retailers, recreation centres, ect.)	
<b>5.3: DISCOVERY DAYS ENHANCEMENTS:</b>	<b>\$ 90,000</b>
(Kushiro Exchange hosting costs; Blues Festival coproduction with private producer; expanded site support; fireworks, etc.)	
<b>5.4: GRANTS:</b>	<b>\$ 50,000</b>
(Key event support: ie. Youth Train; small grants up to \$2,000)	
<b>5.5: PROMOTION/SOUVENIRS:</b>	<b>\$ 90,000</b>
(Some recoverable through sales)	
<b>5.6: MISCELLANEOUS</b>	<b>\$ 7,000</b>
	<hr/>
<b>SUB TOTAL:</b>	<b>\$250,000</b>
Events/Promotion/Community Support:	

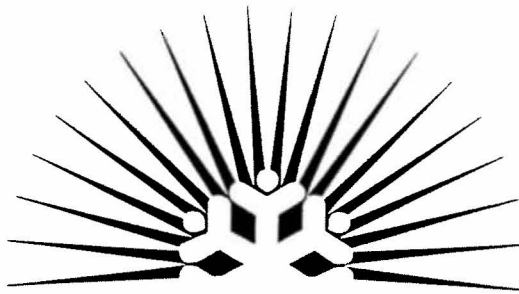




**6.1 CONCLUSION:**

With the direction of Council, and the response to the registry, a clearer indication of the volume of planned activity in Burnaby will help set priorities. This proposal will be refined as information comes available for future presentations.

Since the Year 2000 is only 10 months away, it is recommended that the direction be determined as soon as possible, so planning can begin.



## YEAR 2000 BURNABY

# YOU AND YOUR BRIGHT IDEAS

The Year 2000 is an opportunity to create a vision of the future, to do something unique that would not likely occur in any other year; and to encourage the celebration of important community values. Celebrate our history and our future vision, build bridges between our neighbourhoods and amongst our neighbours; honour our seniors and encourage our youth; creatively recognize that we are achievers and we are changing.

The City of Burnaby plans to compile and publish a registry of upcoming community events in the year 2000. We invite you to complete and forward the following form:

<b><u>"2000 BURNABY"</u></b>		
<b>WE'D LIKE TO HEAR YOUR BRIGHT IDEAS</b>		
<i>Registration Form</i>		
Group/Business/Individual: _____	Contact Person: _____	Phone:(h) _____ (w) _____
	Alternate Person: _____	Phone:(h) _____ (w) _____
Mailing Address: _____	Burnaby, BC	Postal Code: _____
<b>Proposed Year 2000 Community Project</b> <i>(one page attachment in 2000 words or less if required)</i>		
Please describe project and what makes it unique: _____ _____		
Event/Project Date/s: _____	Venue/s: _____	Projected Budget: _____
Is project planning in progress? Yes _____ No _____ If yes, at what stage: _____		
Number or people on project committee or involved in project: _____		
<i>Please return this form to the City of Burnaby Manager's Office by May 1, 1999</i>		
<i>Mail: 4949 Canada Way, Burnaby, BC, V5G 1M2 Fax: 294-7733 For Information, please call 291-7101</i>		