

CITY OF BURNABY

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: BC RIVERS DAY 2004**

RECOMMENDATIONS:

1. **THAT** Council approve the proposed approach to B.C. Rivers Day as outlined in this report and authorize staff to pursue corporate sponsorship for the *Explore the Foreshore* event.
2. **THAT** a copy of this report be forwarded to the Parks and Recreation Commission and to Jennifer Grenz, Projects Coordinator, Outdoor Recreation Council of British Columbia, 334 - 1367 West Broadway, Vancouver, B.C. V6H 4A9.

REPORT

The Environment Committee, at its meeting held on 2004 February 10, received and adopted the *attached* report seeking approval to initiate planning for the 25<sup>th</sup> anniversary of B.C. Rivers Day in Burnaby. The Committee proposed an expanded *Explore the Foreshore* event. Other planned events include the proclamation of B.C. Rivers Day, the Great Canadian Shoreline Cleanup, the annual cleanup by Burnaby Mountain Secondary School, and various cleanups by stewardship groups in their respective watersheds.

Respectfully submitted,

Councillor D. Johnston  
Chair

Councillor P. Calendino  
Vice Chair

Councillor C. Redman  
Member

COPY: CITY MANAGER  
DIRECTOR PLANNING AND BUILDING  
DIRECTOR PARKS, RECR. & CULT. SERVICES  
DIRECTOR ENGINEERING  
DIRECTOR FINANCE  
PRESIDENT, CUPE Local 23

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

2004 February 05

**FROM:** DIRECTOR PLANNING AND BUILDING

OUR FILE: 11.801

**SUBJECT:** B.C. RIVERS DAY 2004

**PURPOSE:** To request Council approval for the proposed approach to B.C. Rivers Day in Burnaby.

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**RECOMMENDATIONS:**

1. **THAT** the Committee recommend that Council approve the proposed approach to B.C. Rivers Day as outlined in this report and authorize staff to pursue corporate sponsorship for the *Explore the Foreshore* event.
2. **THAT** a copy of this report be forwarded to the Parks and Recreation Commission and to Jennifer Grenz, Projects Coordinator, Outdoor Recreation Council of British Columbia, 334-1367 West Broadway, Vancouver, B.C. V6H 4A9.

**R E P O R T**

**1.0 BACKGROUND**

B.C. Rivers Day is an annual event sponsored by the Outdoor Recreation Council of British Columbia which occurs on the last Sunday in September. B.C. Rivers Day celebrates British Columbia's spectacular natural, cultural and heritage value of rivers. Throughout the province, citizens, local community and environmental groups, government agencies and educational institutions organize river-related events and invite members of the public to participate in appreciating, protecting and enhancing B.C. waterways.

The City of Burnaby became the first municipality in the province to proclaim and participate in B.C. Rivers Day in 1993. Subsequently, some 50 municipalities have proclaimed B.C. Rivers Day in their communities with more than 40,000 people participating in various events annually. Since that time, the City, in partnership with BCIT, local environmental groups and the community, has coordinated a variety of public events including the *Explore the Foreshore* event at Burnaby's Fraser Foreshore Park, interpretive walks, creek clean-ups, riparian plantings and the development of environmental media including posters, brochures and murals for B.C. Rivers Day. These efforts have been extremely successful and well received.

2004 September 26 marks the 25<sup>th</sup> anniversary of B.C. Rivers Day. Given the potential prominence of this year's B.C. Rivers Day events, planning for the event needs to begin at this time. The purpose of this report is to seek the Committee and Council's concurrence to initiate planning for the 25<sup>th</sup> anniversary of B.C. Rivers Day, with a desire to expand the scope and profile of the *Explore the Foreshore* event.

## 2.0 PROPOSED APPROACH

As was the case in previous years, the City, in conjunction with BCIT, would sponsor the *Explore the Foreshore* event. The *Explore the Foreshore* event first occurred in 2001. Since that time the event has grown with additional displays, activities and entertainment, including:

- displays by local environmental groups and agencies;
- games, arts and crafts by the City's Parks and Recreation Department, the Vancouver Aquarium, SFU's "Let's Talk Science" program, Burnaby Potter's Guild, Burnaby Mountain Secondary School and BCIT;
- interpretive walks in Mandarin as well as English;
- children's entertainers and slide shows;
- the REMAX hot air balloon, which offers free rides to the public;
- hands-on exploration of watersheds and fish;
- Trees For Life 10K Fun Run (which happens on-site immediately prior to the B.C. Rivers Day activities); and
- a free salmon barbeque.

This event program has worked very well with some 2,000 people attending the event last year. It is proposed that the 2004 program follow the format of previous years, with the addition of a late afternoon/evening component the previous day as a special celebration of the 25<sup>th</sup> anniversary of B.C. Rivers Day. This additional component could feature environmental-theme lanterns, local performers and a First Nations demonstration of traditional food preparation.

Corporate sponsorship has been secured in the past for the *Explore the Foreshore* event, and there is a desire to pursue this again. The free salmon barbeque, for example, has always been provided with the generous support of local businesses. The proposed event program would necessitate additional expenditures such as lantern-making workshops and staging. With Council's concurrence, staff will pursue the possibility of corporate sponsorship. It should be noted that BCIT is prepared to commit considerably more resources and funding to support the proposed expanded event program.

In addition to the *Explore the Foreshore* event, a number of events have regularly occurred in previous years, including the proclamation of B.C. Rivers Day, the Great Canadian Shoreline Cleanup (coordinated by the Vancouver Aquarium), the annual cleanup by Burnaby Mountain Secondary School, and various cleanups and other works by stewardship groups in their respective watersheds. It is proposed that staff continue to assist with these events, working closely with CUPE Local 23 to provide resources such as dumpsters and staff assistance at various event locations.

### 3.0 CONCLUSION

In its 25<sup>th</sup> year, B.C. Rivers Day has become the largest event of its kind in Canada. Burnaby was the first municipality to proclaim B.C. Rivers Day in 1993, and has held several events each year in cooperation with community groups, CUPE Local 23, local businesses and agencies. In light of the 25<sup>th</sup> anniversary of B.C. Rivers Day, there is a desire to expand the scope and profile of the *Explore the Foreshore* event at Burnaby's Fraser Foreshore Park, which the City has sponsored in conjunction with BCIT since the event's inception in 2001.

With the concurrence of the Committee and Council, staff would initiate planning for B.C. Rivers Day in concert with community partners and pursue corporate sponsorship for various components of the *Explore the Foreshore* event. Given the Committee's meeting schedule over the summer, a further report would be provided directly to Council closer to the event date with a finalized list of events.



J.S. Belhouse, Director  
PLANNING AND BUILDING

KSF/JK

- cc: City Manager
- Director Parks, Recreation and Cultural Services
- Director Engineering
- Director Finance
- President, CUPE Local 23