

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2015 June 4

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000 01
Reference: World Rivers Day

SUBJECT: WORLD RIVERS DAY 2015

PURPOSE: To seek approval of the program for World Rivers Day 2015 at the Burnaby Village Museum and Council expenditure authorization for advertising, promotion and support of the program.

RECOMMENDATIONS:

1. **THAT** Council approve the program for World Rivers Day 2015 at the Burnaby Village Museum.
2. **THAT** Council authorize expenditures for World Rivers Day 2015 in the amount of \$4,000 for advertising, promotion and programming, as outlined in this report.
3. **THAT** a copy of this report be forwarded to the Burnaby Parks, Recreation and Culture Commission; Mark Angelo, World Rivers Day Chair and Founder and representative of the International River Foundation; and the Outdoor Recreation Council of British Columbia for information purposes.

REPORT**1.0 BACKGROUND**

World Rivers Day and BC Rivers Day events are organized annually on the last Sunday in September to celebrate the environmental, economic, social and cultural values of waterways in our province and around the world. These community events help raise awareness of the many threats and challenges faced by rivers and streams and the importance of environmental sustainability and stewardship. World Rivers Day and BC Rivers Day in 2015 fall on Sunday, September 27.

The first BC Rivers Day was held in 1980 and was created by world renowned river advocate and Burnaby resident, Mark Angelo. Over the years, the event became firmly established in many communities across BC and western Canada. Based on the success of BC Rivers Day, Mark Angelo initiated the establishment of World Rivers Day in 2005, which was launched as part of the United Nations Water for Life Decade. World Rivers Day has its origin in BC Rivers Day and thus, in our province, the events are one in the same. Annual Rivers Day celebrations remain a fixture in many BC communities and on the same day millions of people in over 60 countries now celebrate World Rivers Day with events in their local communities. 2015 marks the 35th anniversary of BC Rivers Day and in 1993, the City of Burnaby was the first municipality in BC to proclaim 'BC Rivers Day'.

2.0 PARTNERSHIPS AND ROLES FOR 2015 EVENT

The World Rivers Day event in Burnaby is organized by a planning committee consisting of staff from Burnaby Village Museum (BVM), the Planning Department, and Mark Angelo. Since 2013, BVM has hosted World Rivers Day, and will do so again for 2015. BVM staff undertake the programming, promotion and marketing for the event.

The BVM is an ideal venue for World Rivers Day. The museum staff's capacity and organizational knowledge for hosting large public events is a significant benefit, as is their growing knowledge of how the themes of World Rivers Day complement the museum's regular programming and the natural asset that is Deer Lake Brook, which bisects the museum grounds. Waterways such as the Fraser River, Brunette River and Burrard Inlet have played important roles in Burnaby's development. Hosting World Rivers Day at the Burnaby Village Museum helps celebrate this history and the City's ongoing efforts to protect its natural heritage, which includes the salmon that return to spawn in Brunette Basin tributaries, such as Deer Lake Brook and nearby Buckingham Creek. While typically closed for the season after Labour Day, the BVM opens its doors specifically to host World Rivers Day. For the event, the museum is staffed to operate as it would for any significant community event. All exhibits and food concessions are open.

3.0 PROPOSED WORLD RIVERS DAY PROGRAM

World Rivers Day is scheduled for the Burnaby Village Museum on Sunday, September 27, 2015 from 11am to 4:30pm. The proposed program for the day aims to build on the successes and lessons learned from the previous two years that the BVM has hosted the event. Key activities for the 2015 event are summarized below:

Activities:

Riparian Planting Demonstration: Evergreen, a locally based environmental organization, will lead a riparian planting demonstration activity on Deer Lake Brook, as it has done in past years. Ecological information about Deer Lake Brook will be displayed on the bridge crossing of this waterway. For 2015, the planning committee is investigating ways to create more opportunities for the public to participate in the planting.

Film Screenings: Short films created by the BCIT Rivers Institute will be shown on a loop at 'Stride Studios', located in the village along the Main Street.

Mapping: The City of Burnaby Planning Department will present their large aerial photo map of the City to show where salmon spawn and will have copies of the 'Waterways of Burnaby' maps available for free to the public.

Children's Parade: The Nylon Zoo, a children's entertainer that allows children to participate in a real parade while dressed in animal costumes, has been invited back and will be located in the field near the carousel.

Entertainment

Children's Musician: Between the opening of the event at 11am and 2pm, the children's musician will perform two sets, with the opening remarks scheduled for between the first and second set. This enables the primary musical act to entertain and draw people to the event in the morning when the museum opens, but also perform in the early afternoon when the event is typically the busiest. For

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2015, the planning committee is investigating adding children's entertainers to the Main Street area, to enliven this area of the site.

All ages musician: A second musician will perform from 2pm to the end of the day.

Exhibitors

Environmental Exhibitors: Ten to fifteen environmental exhibitors will present their information beneath tents along the pedestrian pathways in the main village or on the east side of Deer Lake Brook near the main entrance.

In addition to the activities listed above, there will be time allotted in the day's schedule for official remarks by the Mayor, Council members and Mark Angelo.

New ideas are currently being explored by the planning committee for developing additional activities focused on streams and rivers in Burnaby, the rest of BC and all over the world. Some of these ideas involve using trivia about streams and rivers, such as 'what is the longest river in BC' or 'what is the largest river by volume in the world'. Such trivia may be used in displays or as part of a scavenger hunt. Presenting the word 'river' in different languages and matching the word to its native language is a similar example.

4.0 WORLD RIVERS DAY BUDGET

For 2015, an expenditure of \$4,000 from the Boards, Committees and Commissions operating budget is requested, in keeping with last year's request. The 2014 request was similar to amounts approved between 2010 and 2013, which ranged between \$4,000 to \$5,500.

The proposed budget covers costs for advertising, promotion and programming. In 2014, the advertising and promotion was conducted by BVM staff and consisted of print ads in local papers, outdoor bus shelter ads, creation of berm signs at the museum, overpass banners, placement in the CTV Community Calendar, bookmarks available at local public libraries, sponsored electronic media, and electronic display ads on one mobile version of a regional newspaper. BVM would undertake similar advertising activities for 2015.

Programming proposed for 2015 would include one children's musical entertainer and one "all ages" musical entertainer, three children's entertainers (non-musical), three specialized environmental exhibitors, exhibits from various environmental groups, and materials such as plants for the riparian planting demonstration. There is also a significant cost for other materials to support the event (tents, tables, chairs, etc.) The 2015 programming budget is slightly higher than the 2014 budget to include new programming elements such as children's entertainers on Main Street, and expanded Dear Lake Brook demonstration planting.

The funding available for the 2015 event is estimated at \$12,600, with \$4,000 anticipated from the Boards, Committees and Commissions operating budget, \$2,000 from the Planning Department operating budget, \$5,100 from the BVM operating budget, and \$1,500 from Mark Angelo. Other organizations, such as Evergreen, provide in-kind contributions to World Rivers Day programming. The funding available for 2015 is \$1,500 less than what was available in 2014. The planning committee proposes modestly improving the programming in 2015 by including additional children's entertainers and materials for activities, which is anticipated to add \$1,000 to the budget. Therefore,

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to maintain the level of programming in previous years and enhance the programs and activities for 2015, this Committee could consider recommending additional funding from the Boards, Committees and Commissions operating budget in the amount of \$2,500.

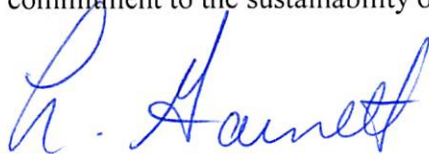
5.0 CONCLUSION

Celebrating World Rivers Day provides a meaningful opportunity for the public to explore and celebrate rivers and waterways. This annual community event has always had special meaning in our community because Burnaby was the first municipality to proclaim BC Rivers Day in 1993. That this year is the 35th Anniversary of BC Rivers Day only adds to the significance.

It is again planned that World Rivers Day in Burnaby be hosted by the Burnaby Village Museum, located in the heart of the Brunette Basin watershed and bisected by Deer Lake Brook, one of Burnaby's most ecologically significant streams. This year's program will focus on environmental information presented in an engaging manner, entertainment for children and families and connecting the public to waterways in Burnaby, BC and around the world.

Approval by Council of an expenditure of \$4,000 is requested for 2015 programs, activities and promotion. The Committee could also consider additional funding in the amount of \$2,500 to maintain and modestly expand the program for this year's event.

Burnaby's continued co-operation with Mark Angelo and the City's community partners is expected to contribute positively to the event's success. Typically one of the high profile Rivers Day events in the province, the celebration of World Rivers Day in Burnaby highlights the City's ongoing commitment to the sustainability of Burnaby's streams, rivers and watersheds.


for: Lou Pelletier, Director
PLANNING AND BUILDING

MS/sla

cc:	City Manager	OIC, RCMP
	Deputy City Managers	Fire Chief
	Director Engineering	Chief Librarian
	Director Finance	President, CUPE Local 23
	Director Parks, Recreation and Cultural Services	City Clerk