



Date: April 14, 2000

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: Host City for 2002 Communities in Bloom Awards Ceremony

RECOMMENDATION

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| <p>A. THAT the Board support a bid to host the 2002 Communities in Bloom Awards Ceremony in Vancouver.</p> <p>B. THAT the Board request City Council support the bid by providing a \$20,000 grant from the Standing Committee on Economic Development.</p> |
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POLICY

Council support for grant requests for conferences is limited to “events that senior City staff, in their professional capacity, are directly involved in, and where the topic is particularly relevant to the business of the City”.

BACKGROUND

Communities in Bloom is a Canadian organization that promotes the opportunity for communities across Canada to compete in a challenge of beautification and community pride, and to be recognized for that effort. The program began in 1995 with 29 competitors and has grown in size to more than 80 competitors participating in 1999. Last year the City of Vancouver was the proud winner of the National Award in the category of cities with a population of 300,000 or more.

DISCUSSION

As a national winner we have the opportunity to submit an application to host the 2002 Communities in Bloom Awards Ceremony. The 3 day Symposium is held yearly, and the responsibility of the host community includes:

- co-ordinate events / activities
- promote event / co-ordinate local media
- provide volunteers
- reception/ exhibit area
- entertainment and Audio / Visual equipment

We estimate that the event will require 200 staff hours, and cost approximately \$20,000. We will endeavour to recover all cost by fund-raising and corporate sponsorship.

This opportunity to share our beautiful city, learn from colleagues across Canada and develop partnerships to promote our mission are just a few of the benefits, that the City would gain from hosting this ceremony. Should we proceed, a proposal will be submitted to the Organizing Committee by May 31, 2000.

SUMMARY

The Park Board will provide the leadership for this venture. A co-ordinated effort between the Vancouver Park Board, City of Vancouver and other lower mainland municipalities will ensure this national event is a success. Sharing the role of hosting this event with other departments such as Engineering and Community Services will help build stronger working relationships between staff and the community.

Prepared by:

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BM:csi