

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING AGENDA-**

Agenda for the **Committee of the Whole** of Council of the Village of Pemberton to be held Tuesday, December 15, 2009 at 11:00 am (or immediately following the Committee of the Whole – Finance) in Council Chambers, 1350 Aster Street. This is meeting No. 031

Time	Item of Business	Page No.
11:00 a.m.	1. CALL TO ORDER	
	2. APPROVAL OF AGENDA	
	Recommendation: THAT the agenda be approved as presented.	
	3. Greenhouse Gas Emissions – Official Community Plan Targets	2
	Discussion	
	4. Diversity in the Corridor – proposed event	7
	Discussion	
	5. BC Street – Participation by Pemberton	8
	Discussion	
	6. Policing Priorities	27
	Discussion	
	7. ADJOURNMENT	

Date: December 15, 2009

From: Caroline Lamont, Manager of Development Services

Subject: Greenhouse Gas Emissions
Official Community Plan Targets

PURPOSE

This report provides Council the background information in the consideration of developing greenhouse gas emission targets in accordance with the *Local Government (Green Communities) Statutes Amendment Act* and the *British Columbia Climate Action Charter*. The report also requests Council's input on what target directions they would like to pursue in the OCP Update.

BACKGROUND

In 2007 the *British Columbia Climate Action Charter* was signed whereby there was agreement between the Province and the Union of BC Municipalities to commit to a goal of being carbon neutral by 2012. As of September 2009, 176 local governments have become signatories to the agreement including the Village of Pemberton (June 3, 2008). The greenhouse gas emissions reduction targeted through the Charter consider **corporate** operations.

In addition to sharing a common understanding of the negative impacts of greenhouse gases (GHG) on climate change, the parties to the agreement agreed to their role of addressing the issue. Further by signing the agreement, local municipalities agreed to reduce their GHG emissions by:

- Being carbon neutral in respect of their operations by 2012;
- Measuring and reporting on their community's GHG emissions profile; and
- Creating complete, compact, more energy efficient rural and urban communities.

The Village's Strategic Plan includes a reference to address their Charter commitments. The Charter is attached as Appendix "A".

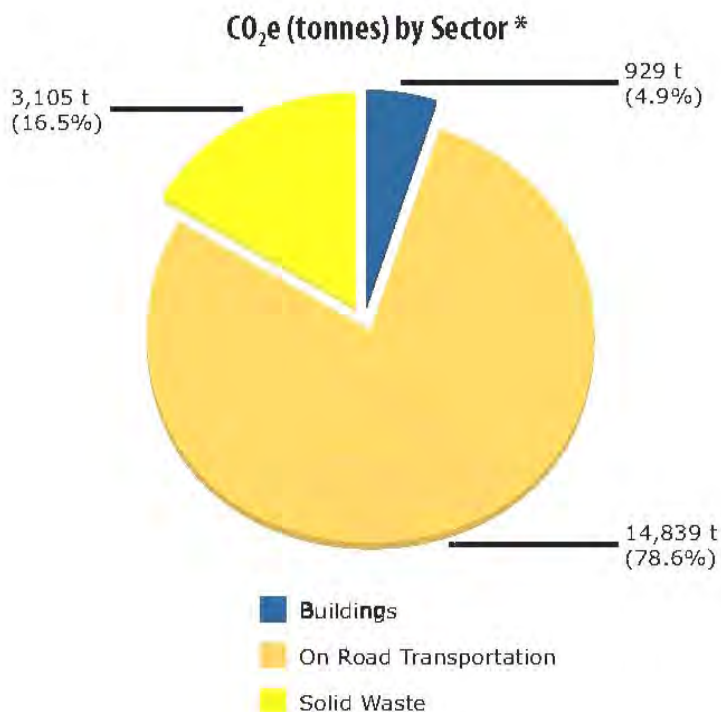
In 2008, the Provincial Government introduced the related *Local Government (Green Communities) Statutes Amendment Act* to support local governments in reducing greenhouse gas emissions, conserving energy and working towards creating greener, more sustainable communities. The subject legislative amendments provided an expanded framework for local governments to decreasing emissions through the application of the following tools: requiring targets, expanding parking management powers, enhancing the development permit review process, and waiving or reducing development cost charges.

This report specifically outlines the requirements for setting targets, policies and actions related to greenhouse gas emissions in the Official Community Plan (OCP). The remaining mechanisms related to parking requirements and development permits will be addressed in the forthcoming Zoning Bylaw Update. The Village is also undertaking a review of the Development Cost Charge Bylaw which will explore the potential of introducing the other initiatives. Appendix

“B” provides a copy of *Local Government (Green Communities) Statutes Amendment Act*. In review of documentation recently prepared by other communities and provincial partnering agencies (i.e. Union of BC Municipalities and Community Energy Association) communities are setting OCP targets, policies and actions together with energy planning and emissions planning for the municipal operations. This report considers **only** the requirement of setting greenhouse emission targets, policies and actions in the updated Official Community Plan. The greenhouse gas emissions reduction targeted through Bill 27 are legislated and target the reduction of **community-wide** (rather than the Charter focused municipal operations) emissions though planning (incorporated in OCP by May 31, 2010).

PEMBERTON'S GHG EMISSION STATUS

To ensure that the policies and actions to move towards decreasing GHG emissions are appropriate, it is important to have an inventory of the Village's energy consumption and emissions. Further, the inventory also contributes to benchmarking future monitoring and measuring programs. As mentioned in the background section of this report, the **community** emissions are those occurring by residents and businesses in the community which the municipality cannot directly control, but may be able to influence through planning and program activities. The following provides a description of the Village's Community Energy and Emissions Inventory (CEEI):



Observations:

- GHG emissions are measured by CO₂e (equivalent carbon dioxide) which describe climate change impacts given the type and amount of greenhouse gases.
- The inventory indicates that for the most part buildings in the community are heated by electricity which emit only .6% GHG emissions/GJ being only 4.9% of the total CO₂e for the community
- On-road transportation emits the most CO₂e - being 78.6% of the community's emissions.
- Waste in place methodology estimates landfill gas production for all the waste tipped at the landfill/transfer station.
- The most significant gains in reducing GHGs within the community will be through reducing local reliance on the automobile.

SETTING PEMBERTON'S TARGETS

Types of Targets - The provincial government has indicated that the term “targets” can be interpreted by local governments differently and at many levels of quantitative and qualitative detail. The intent is to set such directions as a goal to strive for which in turn requires the community's to be committed to act. A presentation on the issue of GHG targets indicates that there are two forms to consider:

1. Visionary/Aspirational (Top Down) – These are high level goals (both in the short in long term) that are typically chosen to meet or exceed senior government directions. Such a target can be effective in making a statement about the importance to the community of taking positive action towards climate change. It should be bold and aggressive¹.
2. Pragmatic (Bottom Up) – These targets are based on an assessment of reductions that can more likely be achieved and may be in the form of policies or processes (and can be incorporated within the OCP). In most cases these targets will be more conservative, and require further analysis to substantiate that they can be realistic achieved within the resources of the community.

Possible examples include:

- 75% of all residences shall be within 1000 metres of the downtown core.
- Provide that 30% of all commuting trails be illuminated by 2011.
- Ensure a net gain of open spaces.
- Install no idling signs throughout downtown.

Targets, Policies and Actions – The draft OCP Update will need to recognize the targets and be reflected in the implementing policies and actions. To date the OCP contains a Sustainability Framework, Community Planning Directions and Community Planning Policies. The growth management directions, land use designations and action items are yet to be finalized (subject to January 2010 community meetings). The following table identifies those existing statements that relate to reducing Pemberton's GHG emissions:

¹ Community Energy and Emissions Planning, Community Energy Association September 2008.

Sustainability Framework	Planning Directions	Community Planning Policies
<p>Our community is habitat. We are in a relationship with the natural world and will strive to protect and enhance the environment that sustains and nourishes us.</p> <p>Our community chooses to tread lightly. We reduce the consumption on non-renewable resources as part of our accountability to future residents of this village and valley.</p>	<p>Growth is managed with community priorities. Infrastructure accommodates the needs of Village and new growth areas.</p>	<p>Growth in Pemberton shall be managed as to:</p> <ul style="list-style-type: none"> › Make efficient use of land that is deemed appropriate for development through embracing applicable Smart Growth principles²; › Respect and protect significant natural features and ecosystems; › Create a complete community whereby the downtown is surrounded by unique, vibrant neighbourhoods; › Maintain Downtown Pemberton as the dominant commercial node, as well as a cultural and social focal point;
	<p>A range of transportation options are promoted and accommodated.</p>	<p>Transportation initiatives in for Pemberton shall:</p> <ul style="list-style-type: none"> › Provide increased opportunities for four-season travel by means other than the private automobile; › Embrace the directions of the Pemberton and Area C Trail Master Plan; › Increase trail and road connectivity efficiencies between the Village and the surrounding region; › Encourage transportation systems that utilize renewable energy sources and have minimal impact on air quality; › Establish traffic patterns that move automobiles efficiently while ensuring the safety of pedestrians and cyclists; › Provide safe, efficient and effective transportation connections between the Village and the surrounding employment and population centres (notably Mount Currie/ Xit'olacw, and Whistler); › Ensure that the transit service meets the needs of the work force, local residents, persons with disabilities, seniors and visitors;; › Continually work towards universal access throughout the community.
	<p>The natural environment is preserved and protected.</p>	<p>To protect the natural environment, the Village shall:</p> <ul style="list-style-type: none"> › Support the establishment of an extensive network of green spaces that include such areas as natural habitat, riparian areas, environmentally sensitive areas, water sheds and wildlife corridors. › Foster the conservation and efficient use of energy and other resources in buildings, vehicles and infrastructure; › Develop strategies to reduce greenhouse gas emissions in accordance with municipal targets; › Protect the natural ecosystem from disruptive invasive species; › Continue to identify and development innovative <i>best practices</i> for air quality management.

² Smart Growth Principles refer to: <http://www.smartgrowth.bc.ca/Default.aspx?tabid=133>

Greenhouse Gas Emissions

Official Community Plan Targets

Report to Committee of the Whole – December 15, 2009

DISCUSSION

Before formally establishing targets, Council should discuss how they best believe they should address the directives of the Community Charter and Bill 27. As mentioned, consideration of how the Strategic Plan, Budget and OCP all have to potential to assist Pemberton towards meeting the Village's commitment to reducing GHGs by 33% by 2012. Other BC communities have incorporated GHG planning into energy plans as well as OCP policies.

Once the overarching strategy for emission planning and reduction has been established by the Village, Council will want to focus their policies and actions whereby there is the most opportunity to reduce GHGs. In review of the 2007 CEEI the community can best reduce their emission by decreasing the use of:

- passenger cars, light trucks, vans and SUV's (54% of total); and
- commercial vehicles and tractor trailer trucks (23%)

As the targets should relate to the scope of the OCP and what it can reasonably achieve through policies and actions, particularly land use patterns, transportation options and employment opportunities that can reduce automobile use.

BUDGET IMPACT/ STRATEGIC PLAN

The expense to develop emission reduction targets is part of the OCP Update. The cost of the implementation of the target directions will be incorporated into the OCP action plan. The Strategic Plan recognizes the need for compliance with the Village's Climate Charter commitments.

COUNCIL CONSIDERATION

The purpose of the workshop is to identify whether they would like to pursue within the OCP the following:

1. Target directions for reduction of GHG emissions:
 - reduce GHG emissions by at least 33% below 2007 levels;
 - other visionary targets that the Village would like to establish.
2. Discussion of any additional policies that should be incorporated into the OCP that will directly move the Village towards reducing GHG emissions. In particular initiatives that will reduce automobile use whether it be for household, recreation, employment or delivery trips.
3. Discussion of actions that should be incorporated into the OCP that will directly move the Village towards reducing GHG emissions. In particular initiatives that will reduce automobile use whether it be for household, recreation, employment or delivery trips.

“Diversity of the Corridor”

- Proposed Date: February 23 event.
- Proposed Venue: **Whistler Public Library**
- Number of invitees: **500 standing or 400 sitting** (cocktail tables)
- Potential costs: **entertainment, decorating, maybe AV**

One Page Planner

The Whistler Canada Olympic House is the Province’s key hosting venue in Whistler during the 2010 Games. Its location makes it ideal for hosting and showcasing the economic opportunities that the communities within the corridor offer. The “Diversity of the Corridor” event that the Province will co-host with Squamish and Pemberton will capitalize on these opportunities.

The proposed details are as follows:

- Date: Tuesday, February 23, 2010
- Topics: Four areas of diversity will include:
- Outdoor Recreation
 - Tourism
 - Education
 - Agriculture
- Role of Mayors: Partnering with the Province, the District of Squamish and Village of Pemberton will contribute the following to the event:
- Event hosts - opening remarks and presentations/speech
 - Event coordinator to provide:
 - List of invitees
 - Contact with invitees, either through mail or email
 - RSVP follow-up
 - Provision of final numbers for catering
 - Input into programming
 - Contact with Venue Manager for establishment of operational requirements
- Costs: The rental of the facility and catering costs will be provided by the Province.

*Note: Participants at the PartnershipsBC meeting, tentatively scheduled for Friday, February 12, 2010.

From: Tracey Rozsypalek [mailto:tracey.rozsypalek@tourismpembertonbc.com]
Sent: December 4, 2009 6:41 AM
To: Lori Pilon
Subject: Olympic Opportunity for Pemberton

Lori,

I wanted to inform you of an opportunity for Pemberton to take part in the City of Richmond's 17 day Olympic celebration event called O Zone. Details of the event are attached for your review. As part of the celebration site there will be a BC Street which will highlight participating communities and regions and what they have to offer.

Expected number of visitors and locals are 15,000 per day through the entire 17 days the O Zone celebration site.

Vancouver, Coast and Mountains; our regional tourism partner, has approached each community within our region to gauge interest in participating cooperatively in an interactive display on BC Street. In a conference call held on Tuesday, Kevan Ridgway, President & CEO of Vancouver Coast and Mountains, stated that monies have been put aside over the past few years for an event of this nature. At this point communities such as; Abbotsford, White Rock, Delta, Sunshine Coast, Powell River, Langley, Mission, Chilliwack, Lytton, Mission have each expressed an interest in participating.

The cost of each participating community will be \$5,000 - \$6,000. Of course, some larger communities will be in a position to offer more funds. The funds will be pooled together to provide an interactive, fun and informative display. Some display ideas were brought up during our conference call, but nothing concrete has been determined yet.

If the majority of communities within our region are keen to participate, Vancouver Coast and Mountains will then move forward and submit an event form request to the City of Richmond. Unfortunately, the conference call held on Tuesday was each community's first introduction to the event and VC&M would like a confirmation of participation by next week. VC&M has organized a face to face meeting to be held next Tuesday, where they have asked all interested communities to attend.

Before Tourism Pemberton is able to commit to moving forward, we wanted to approach the Village of Pemberton to see if Tourism Pemberton would have your financial support in order to participate. Knowing that a confirmed answer is highly unlikely on this short notice, I however would appreciate the Village of Pemberton's initial thoughts on this opportunity before the scheduled VC&M's Tuesday meeting. Tourism Pemberton's concerns which would have to be addressed, are:

- - Accommodation for staff members (there has been some suggestions of RV parking on site for accommodation, but this has not been confirmed to date);
- - Will Pemberton be overshadowed by the larger communities in our region, who more than likely will contribute more funding to the display;
- - Staffing;
- - As the closest community to Whistler and with the media kits Tourism Pemberton has diligently been working on, will Pemberton receive enough exposure without having to put out a few thousand dollars towards BC Street and;
- - Timing as to putting together a real 'wow' display.

I look forward to hearing from you regarding the above.

Warm regards,

Tracey Rozsypalek

Chairperson, Tourism Pemberton

Below is a copy of Vancouver Coast and Mountains initial contact with Tourism Pemberton:

Good Afternoon Community Partners,

As some of you are likely aware, there was possibly an opportunity for the region and communities to have a presence at Robson Square for the Olympics. It is now confirmed that the opportunity to have a BC Street at Robson Square will not be available.

I guess when one door closes another one opens so here it is...VCM recently became aware of another opportunity and you may have received communication regarding this directly from your municipality. The City of Richmond is providing an opportunity for communities/regions to participate as part of BC Street in the Ozone Live Site that Richmond is hosting during the games. I will provide some brief details below but please see attached information, which is the original letter and information that was sent to the municipalities on October 8th, 2009.

The Ozone which is a 60 acre free family fun live site is expected to see on average between 10-15,000 people throughout the 17 days. The Ozone activities will include BC Street, ice carving competition, Street Entertainment, Holland

Heineken House, giant screens that will broadcast the Olympics, athlete appearances and well known local, national and international main stage performances.

This opportunity will provide exposure for the region and participating communities through an interactive display. BC Street will be open from February 12th - February 28, Monday - Friday 3pm - 11pm and Saturday & Sunday 12pm - 11pm. It will be located within a 15 minute walk to the Olympic Oval and a 10 minute walk to the skytrain.

Before VCM proceeds further and commits to this opportunity a conference call has been scheduled on December 1st to discuss your interest and brainstorm ideas surrounding BC Street. As part of the call, I will go through additional details surrounding BC Street from an information session I attended last Friday.

Please let me know if you will be joining in on the call.

From: Tracey Rozsypalek [mailto:tracey.rozsypalek@tourismpembertonbc.com]
Sent: December 8, 2009 12:15 PM
To: Lori Pilon
Subject: BC Street

Lori,

Please find two proposals attached regarding BC Street; one for media relations and the other for the exterior and interior design concept. The design concept provided or Orca came in higher than expected; therefore Orca has been asked to revisit the proposal leaving the exterior as is, but scaling down on the interior decor.

In order to give you the latest information regarding BC Street and Tourism Pemberton's potential participation within it, here are some notes from a conference call held this morning between Vancouver Coast & Mountains, City of Richmond representatives and the communities who are interested in participating.

BC Street will be a covered area and within that covered area there will be 6 participating regions; for a total of 17 participating communities. Our participating region; Vancouver Coast & Mountains, currently has 9 interested communities including; Lillooet, Sunshine Coast, Pemberton, Surrey, Langley, Harrison, Squamish, Abbotsford and White Rock. During the conference call this morning, each community; with the exception of White Rock and Pemberton, committed to participating with a financial commitment of \$5,000 - 6,000 per community. White Rock currently can only commit to \$2,000 at this time. Vancouver Coast & Mountains will be adding another \$20,000 - \$30,000 for a total budget of \$70,000 - \$80,000.

Due to this morning's commitment from the 8 communities; Vancouver Coast & Mountains will be moving forward and requesting a 20'x60' space to house the region's interactive display. They will also be seeking a project manager to pull everything together.

There will be a Vancouver Coast & Mountains staff member at all times. Staffing will be equally shared between the regions. Staffing will be scheduled in 3 - 5 day increments, which helps to take the burden off of distant communities such as Pemberton having to staff and find accommodation for the entire 17 days. However, our community will still be showcased for the entire 17 days.

Another conference call is scheduled for next week; at which time a definite commitment will have to be made.

If you have any questions please don't hesitate to contact me.

Regards,
Tracey Rozsypalek
Tourism Pemberton
604-894-5707

To: Annette Antoniak
Economic Development Officer
RDOS Area 'D'

November 30, 2009

Dear Annette,

It was a pleasure to sit in on the conference call regarding BC Street at the Richmond Ozone. In discussing the project with my team, we are excited about the program and believe there are a number of opportunities to generate positive earned media coverage for the various participating communities, as well as BC Street as a whole.

Media Relations Goals:

- Generate positive earned media coverage of the communities participating in BC Street at the Richmond Ozone by domestic and international media.
- Generate positive earned media coverage of BC Street by domestic and international media .
- Highlight the distinct and dynamic communities throughout British Columbia by showcasing the participating communities in BC Street.
- Highlight through local media outreach the positive investment each member community participating in BC Street.

Beginning work immediately to develop a list of potential stories within the participating communities, LBMG would work with the project team to achieve the media relations goals. As part of our deliverables we would assemble and/or develop the required collateral materials such as media backgrounders. Our total proposed budget for this project including research, media relations strategy; collateral material development; communications coordination; media outreach and fulfillment during Games time would be \$30,000. Please see the following background information about our firm. Please contact either myself or my Vice President, Jeremy Dunn, at any time if you require further information or have any questions about the material presented.

Sincerely,



Laura Ballance
Laura Ballance Media Group
604.871.4451

Who We Are:

LBMG, a privately held company based in Vancouver, Canada, is a strategic communications firm providing core public relations and marketing communications services for government organizations as well as national and international public, private and not-for-profit companies.

We are committed to delivering the highest level of client service through creative thinking, strategic planning and looking through the lens of experience.

We offer many of the same services traditional PR agencies offer, we just offer them differently. We are proactive story generators. Today, finding a story that speaks to the media as well as the public requires a new level of engagement. At LBMG we are part of the PR renaissance that is putting the 'public' back into public relations. Too many companies get caught up in the hype, spin, buzzwords, and spam, and forget what PR is supposed to be about – aggressive, proactive, earned media relations with real and consistent results.

LBMG offers all the essential elements of a PR campaign: message development and positioning strategy, media and analyst relations, news programs, contributed articles, editorial calendar development, media monitoring research, results analysis, and, of course, expert counsel and guidance.

We have built our reputation on grassroots marketing, media relations and communications. Whether we are creating strategy, engaging media in direct, aggressive, earned media campaigns, preparing media materials such as abstracts and by-lined articles, planning and executing press conferences, public announcements and celebrations, our team is committed to meeting the individual needs of each client. Our abilities to increase overall public and media awareness for our clients speak directly to our successful strategic and tactical expertise, and our solid creative approach.

We have a track record of identifying hidden or overlooked media and marketing opportunities, and developing historical strong-holds to better capitalize on our clients' long-term benefits.

We are committed to, and operate from, a deep understanding of the media, who provide our strongest references.

Our Clients

We believe our client roster, which includes demonstrated national and international media relations campaigns for organizations such as the 2010 Winter Games Secretariat, Tire Stewardship of British Columbia, United Nations World Urban Forum (WUF3); the Forest Products Association of Canada (FPAC); The GLOBE Foundation of Canada (North America's most influential business-of-the-environment organization and event); the Global Forest and Paper Summit; The annual Union of British Columbia Municipalities Convention, the Vancouver International Auto Show, the Vancouver International Boat Show, the Vancouver Motorcycle Show, EECO Environment and Energy Conference in Toronto, Disney On Ice; the Pacific National Exhibition; the Vancouver Women's Show, the Snowbird and Earlybird RV Show's all showcase our skill-set as one of the most knowledgeable and proactive active media generation firms in the country, with a proven track record of positive results across all media disciplines.

LBMG is also working extensively during 2009 as the lead agency in promoting the forest industry and green building, working with the Vancouver Economic Develop Commission to profile Vancouver's growing economy, and working with the 2010 Winter Games Secretariat as the lead agency in building and operating the British Columbia International Media Centre (www.bcmediacentre.ca).

Unique Qualifications

Our team of key personnel is made up of some of the most experienced, respected and proficient professionals in their respective fields in Canada. We are ready to provide services immediately and offer the strategic vision required to develop tangible planning, relationships and opportunities in the areas of key messaging, opportunistic media relations, website development, strategic planning, critical document review and assessment.

We have the proven ability and a track record of working independently or with client supervision, working to budget, and delivering results.

Our team of specialists offers a powerful combination of cross-discipline proficiencies including:

- Strategic Public Relations Planning
- Product Launch
- Media Relations Strategy and Execution
- Writing Editorial Briefs and By-Lined Articles
- Producing customized video opinion pieces
- Strategic analysis and deployment of new media
- Social media activation
- Media Planning
- Message and Q & A Development
- Event Marketing & Management
- Targeted Media Database and Media List Management
- News Monitoring and Reporting
- Strategic Advice and Counsel
- Collateral Material Assessment & Development
- Website Assessment & Development

For each of our clients we prepare a suite of collateral material to be used by media, key stakeholders, spokespeople, government agencies and the general public via outreach tools such as websites, newsletters, stakeholder backgrounders, and community mailings.

For the media we routinely prepare and coordinate the distribution of local, national and international press materials including: press releases, by-lined articles (for utilization by major media, specialty and industry publications), editorial briefs, pitch decks, video press releases, video b-roll for story support, backgrounders, fast facts sheets, tip sheets, media calendars, media alerts, daily advisories and promotional items.

In 2010 LBMG will unveil its single largest project to date with the **British Columbia International Media Centre** opening February 1st. Of the many unique features being built, LBMG has led the design team on the portal which will service all media www.bcmediacentre.ca. The site incorporates social media, video, and time-machine technology to get information accurately and immediately to media. Our group is also working with BC's wireless industry and new media BC to develop prototype wireless applications to bring media service mobile for the first time ever.

For the **Cloverdale Rodeo & Country Fair**, LBMG employed Twitter to instantly transmit results to followers through the social media portal. This development makes Cloverdale the first professional rodeo in the world to use social media to communicate.

For clients such as the **GLOBE Foundation**, LBMG generated materials such as an environmentally sustainable paperless press kit, distributed entirely on USB drives, containing bi-lined articles for industry publications, regionally targeted press materials, press releases, backgrounders, story pitches, and selected still photography images, and for this client we were successful in gaining coverage in Canada, Belgium, France, the United States, England and China.

For the **Fair at the PNE**, LBMG has become known nationally for its regional outreach media program. Based on the premise of customized, regionalized media pitching, our team, which includes an in-house photography department, works to identify people from across BC enjoying the Fair. We take their picture, pair that with a custom cut-line with an additional background press release and send it directly to the person's local community newspaper. This program, developed at the PNE has become an award winning industry model in Canada. In 2007, of BC's 160 community newspapers, 78 ran at least one image and cut-line and/or story supplied by the PNE Media Centre. In some cases the papers compiled and utilized an entire page of PNE images and customized cut-line information, generating hundreds of thousands of dollars in earned media coverage provincially.

For the **Forest Products Association of Canada**, LBMG develops on-going media engagement materials. In our role, we constantly update strategic messaging and related materials for regional, national and international media outreach. Given the incredible scope of Canada's forest industry (the largest manufacturing sector in Canada), its powerful local impact on hundreds of communities across the country, and its role as the world's leading timber producing nation, LBMG is responsible for an ever-evolving suite of key messages that need to be customized for local, regional, national, international and industry media consumption and dissemination. LBMG develops a highly strategized annual media program that considers all levels of domestic and international media, and engages an opportunistic media relations program around a number of pre-determined events, both in Canada and internationally. Additionally, as part of our opportunistic media program, we engage in daily media monitoring and analysis as the catalyst for issuing statements, backgrounders, press releases and one-to-one media outreach based on current events and media response.

For the **Forest Investment Innovation's (FII)** involvement with the 2008 London Festival of Architecture, our work on this project included the development of an extensive communications plan and media relations strategy as well as implementing key programs including the development of all media collateral and an aggressive global media outreach. LBMG acted as the lead PR consultant on the project, directly handling all media outreach and collateral development.

BC Street . Perspective



BC Street . The Brand



Vancouver
Island



Thompson
Okanagan



Vancouver,
Coast & Mountains



Kootenay
Rockies



Cariboo
Chilcotin Coast



Northern BC



ORCA CREATIVE GROUP INC.

BC Street . Regions

<http://www.hellobc.com/en-CA/RegionsCities/BritishColumbia.htm>



Vancouver Island

Invest Comox Valley
City of Nanaimo
District of Tofino
District of Sooke
City of Campbell River

Thompson Okanagan

District of Clearwater
South Okanagan Similkameen Region
Kamloops Tourism
Thompson Okanagan Tourism

Vancouver, Coast & Mountains

Vancouver, Coast & Mountains Tourism Region
Chilliwack Economic Partners Corporation
Tourism Abbotsford

Kootenay Rockies

Village of Salmo
Columbia Power Corporation
Kootenay Rockies Tourism

Cariboo Chilcotin Coast

Cariboo Regional District

Northern BC

Tourism Dawson Creek
Northern BC Tourism
Bella Coola Valley Tourism

BC Street . Regions

<http://www.hellobc.com/en-CA/RegionsCities/BritishColumbia.htm>

Vancouver Island

1. Invest Comox Valley
2. City of Nanaimo
3. District of Tofino
4. District of Sooke
5. City of Campbell River

Thompson Okanagan

1. District of Clearwater
2. South Okanagan Similkameen Region
3. Kamloops Tourism
4. Thompson Okanagan Tourism

Vancouver, Coast & Mountains

1. Vancouver, Coast & Mountains Tourism Region
2. Chilliwack Economic Partners Corporation
3. Tourism Abbotsford

Kootenay Rockies

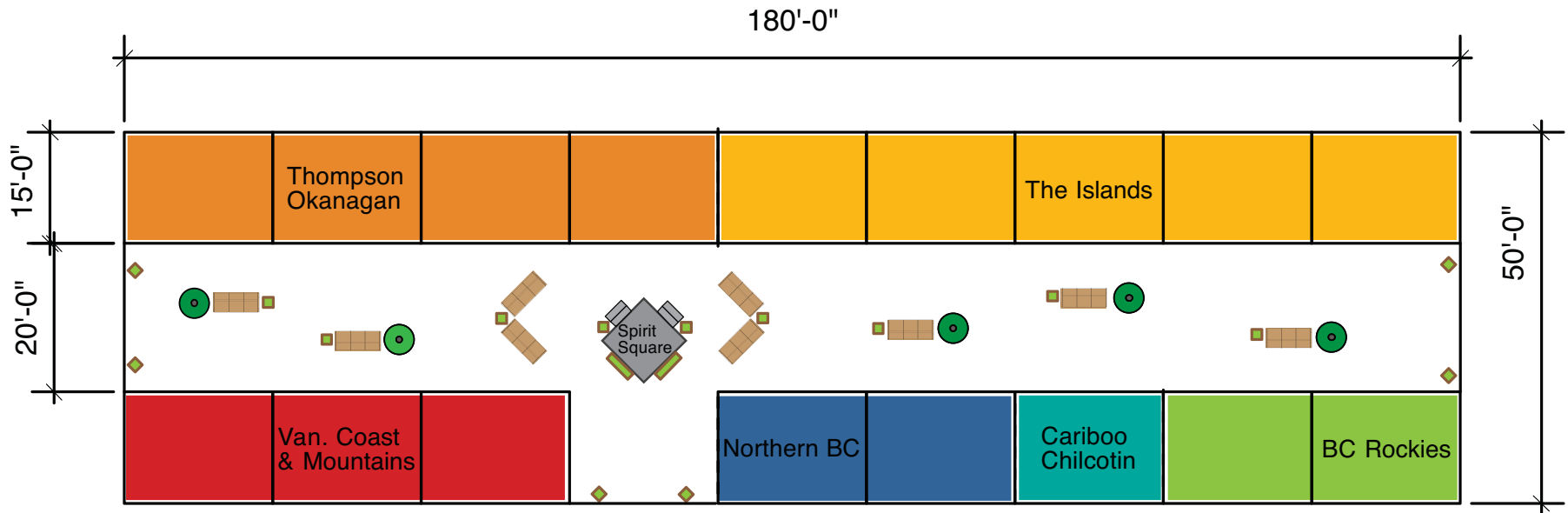
1. Village of Salmo & Columbia Power Corporation
2. Kootenay Rockies Tourism

Cariboo Chilcotin Coast

1. Cariboo Regional District

Northern BC

1. Tourism Dawson Creek Northern BC Tourism
2. Bella Coola Valley Tourism



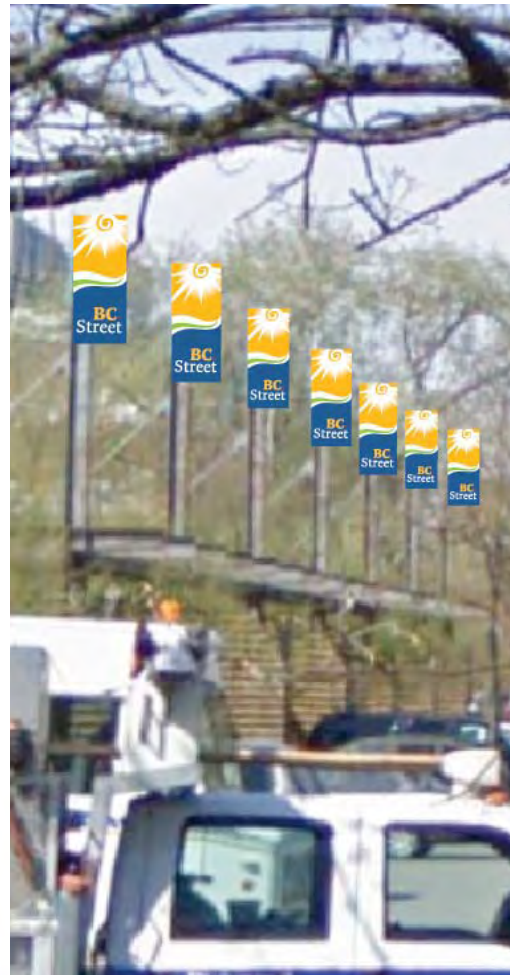
BC Street . Perspective



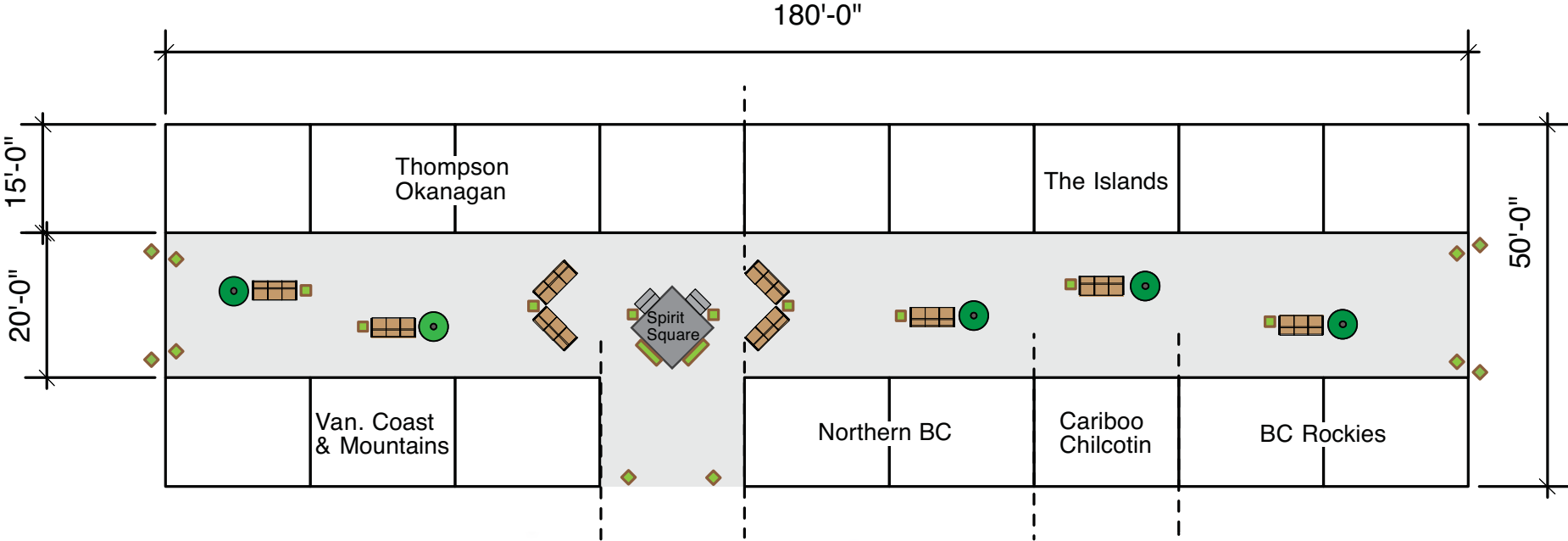
BC Street . Signage



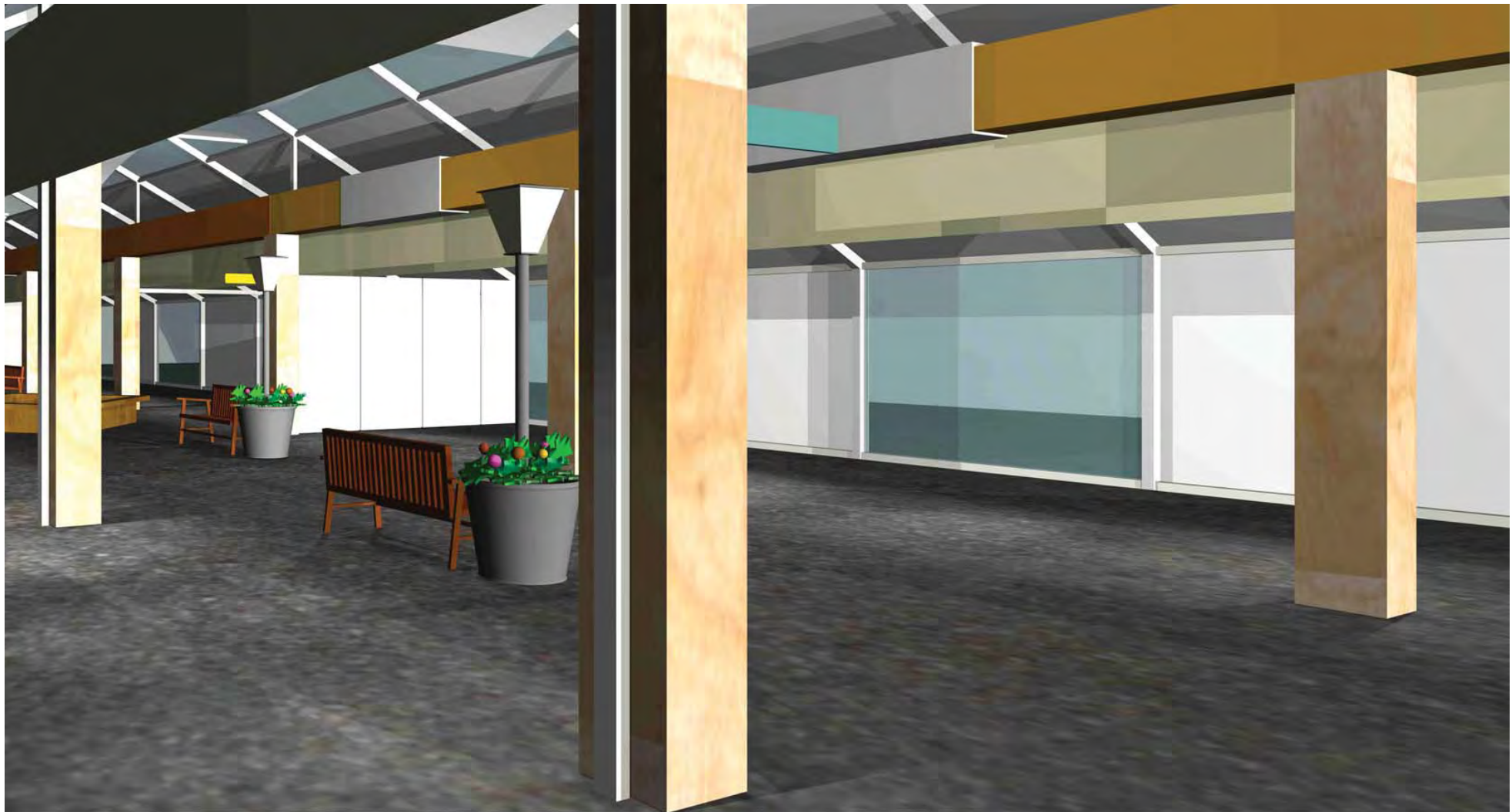
- Street Signs** - Designate each Region by Name & Icon
- Lamp Post Banner** - Designate each Region by Name
- Banners** - Already Existing Banners Face City Hall
- Entrance Graphic** - Printed Facade
- Customizable Booth Headers** - Logo Per Exhibitor



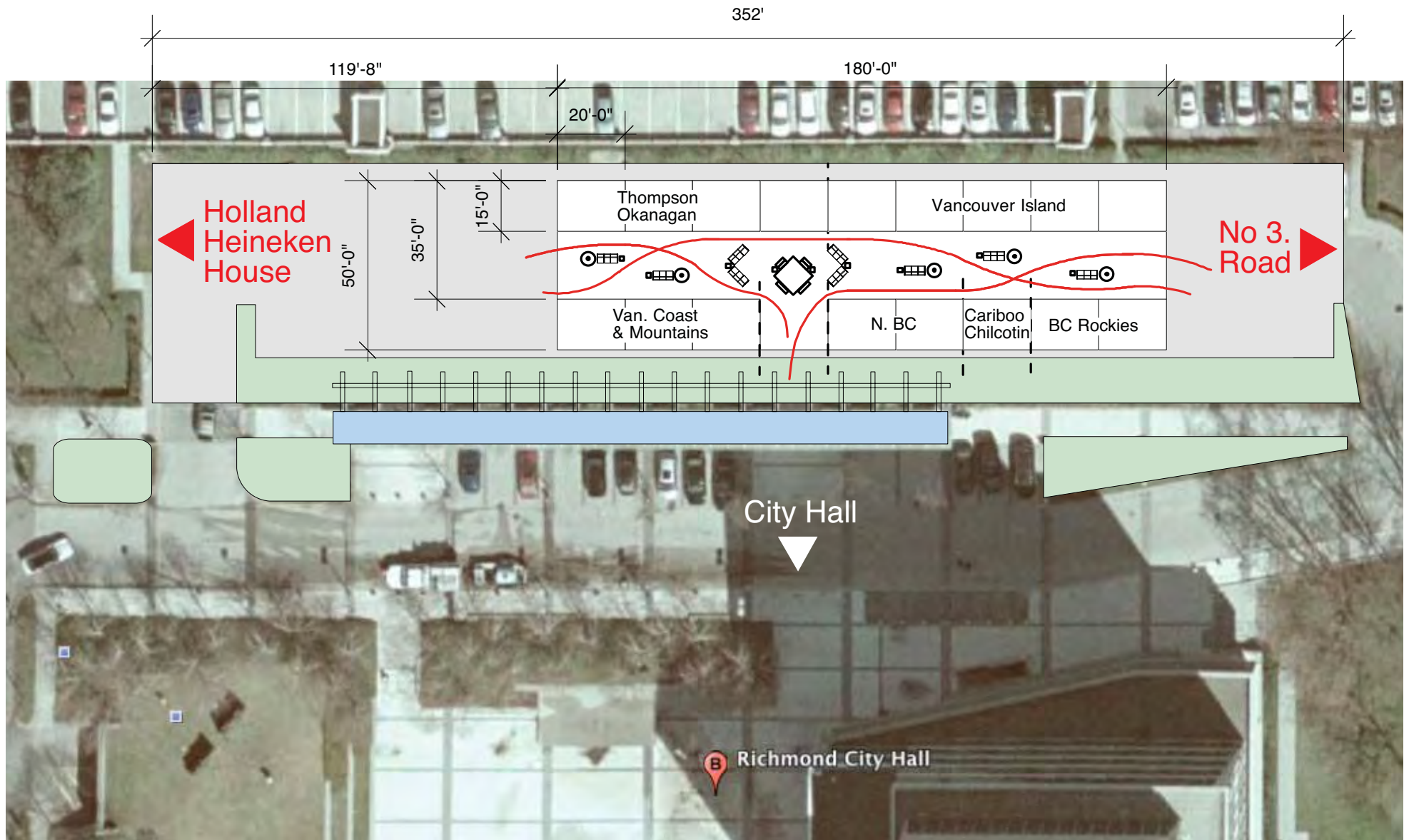
BC Street . Street Furniture



BC Street . Perspective



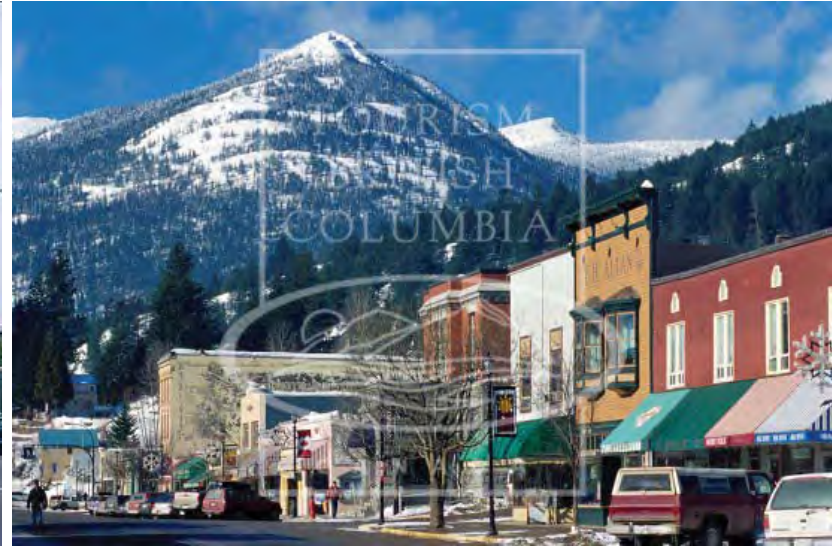
BC Street . Site & Traffic Flow



BC Street . Budget

	SIZE	Quantity	
Structure			
Gable tent structure	50'w x 180'l	9000 sq.ft	
Side walls with alternating windows	10'hX15'w	14	
Double glass doors	double set	5	
Heaters	electric	4	
Clear roof panels - centre portion only	20ft. Wide	18	
		total tent	\$169,000.00
Outddor Façade & Signage			
Front Façade and frame with mesh graphic	30'wx24'h	1	\$18,381.00
Rear Façade and frame with mesh graphic	30'wx220'h	1	\$18,381.00
Front sides full faced and frame /mesh graphic	15'wx12.5h	376sq.ft.	\$7,444.00
Side entrance signage	2'hx10'w	1	\$297.00
Exterior lighting - front and rear entrance	flood uplights	16	\$1,200.00
Street banners - double sided printed scrim	24"wx48"h	10	\$1,188.00
Façade Spot lights	front and rear	10	\$3,300.00
Interior Décor			
Park bench		9	\$5,490.00
lamp post		5	\$2,000.00
garden box	16"wx24"l	20	\$2,600.00
planter box	16"wx36"l	2	\$240.00
plants/soil/sand		35	\$1,800.00
Staging & a/v	8'wx8'l	1	\$2,200.00
Ceiling up lighting	9 per side	18	\$5,940.00
Interior Signage			
Lamp banners - double sided printed fabric	8"wx40"h	10	\$790.00
Street signs - double sided sintra	8"wx18"l	10	\$297.00
Ceiling fabric - hanging Lyrics	12'lX10'wx2.5'd	14	\$21,315.00
Booth Columb structure painted	15"wx15"dx10'h	20	\$16,000.00
Booth Bulkhead graphics	22"hx84"w (18)	250 sq.ft.	\$3,713.00
Booth Bulkhead structure Painted	24"hx15"wx19'l	18	\$16,000.00
Delivery and install			\$7,500.00
		Sub-Total \$:	\$305,076.00
		Divided By 17 Partners \$:	\$17,945.65

BC Street . Community



From: Sgt. Eric ROCHETTE
To: Jordan Sturdy
Sent: Dec 9, 2009 10:36
Subject: Priorities for the RCMP (Sea to Sky Regional Detachment)

Hi Jordan,

Yesterday, A/OIC Neil CROSS asked me to complete an Annual Performance Plan (APP) for Pemberton RCMP.

Since Pemberton is now part of the Sea to Sky Regional Detachment, the local APP has to be in line with the priorities of the Regional Detachment. The APP sets priorities for the RCMP in planning the next fiscal year. Usually an APP is created in consultation with local council, mayor, members of the business community, local social groups etc.

Unfortunately, I was given 10-15 days to complete the APP and with x-mas around the corner, it will not be possible for me to meet the a/n groups/people. I was reviewing the Winds of Change forum report (October 13, 2009) and looked at the list of the participants. You couldn't ask for a better mix of people from this community. This is the perfect document with recommendations from members of this community. Some of the recommendations are within the scope of the RCMP. I identified three specific categories that can be part of the APP: 1) Youths, 2) Alcohol/drug abuse, 3) Traffic enforcement. The recommendations did come with great suggestions. For Youths: expansion of the DARE program, Crystal meth workshop for youths. For Alcohol and Drug abuse: Crystal meth workshop for adults, RCMP focus on local drinking establishments for conforming to existing regulations (in cooperation with the local liquor inspector), illegal sale of alcohol to minors etc. For Traffic enforcement: increase in drinking and driving enforcement, Citizens on Patrol etc.

My intention is to send the a/n categories and recommendations to A/OIC CROSS, but would like to hear from you. The APP is a broad document but I feel that the a/n categories identify the concerns of this community.

Sgt.Eric ROCHETTE
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