



REPORT

To: Chair and Directors

Report Number: ADM-BRD-438

From: Crystal Brown, Electoral Area Manager

Date: October 5, 2023

Subject: PRRD Participation at Community Events

RECOMMENDATION #1: [Corporate Unweighted]

That the Regional Board include \$50,000 in Function 100 – Administrative, for Regional Board participation in select community parade and special events, in the 2024 Financial Plan.

RECOMMENDATION #2: [Corporate Unweighted]

That the Regional Board identify Community Parades and Special Events Celebrating Milestone Anniversaries for Peace River Regional District participation in for 2024.

BACKGROUND/RATIONALE:

On February 2, 2023, the Regional Board passed the following resolution:

MOVED, SECONDED, and CARRIED

That the Regional Board participate in select community parade and special events celebrating milestone anniversaries, as chosen by the Regional Board on an annual basis from a list of milestone events identified by staff and provided to the Board prior to October 31st each year to allow budget preparation for the subsequent year.

MOVED, SECONDED, and CARRIED

That the Regional Board include \$50,000 in Function 100 – Administrative, for Regional Board participation in select community parade and special events, in the 2023 Financial Plan.

On February 28, 2023, staff reached out to Regional Board Members to develop a list of potential community events that the Peace River Regional District (PRRD) could participate in for 2023. On March 30, 2023, the Regional Board passed the following resolutions:

MOVED, SECONDED, and CARRIED

That the Regional Board authorize Chair Hiebert to participate in the Pouce Coupe Canada Day Parade utilizing the Peace River Regional District wrapped truck; further, that a staff member drive the Peace River Regional District wrapped truck and candy be purchased to give away.

MOVED, SECONDED, and CARRIED

That the Regional Board participate in the Dawson Creek Fall Fair Parade on Friday, August 11, 2023, utilizing the Peace River Regional District flat-deck trailer for a float, the Peace River Regional District wrapped truck, and Peace River Regional District fire engines; further, that Peace River Regional District staff, Charlie Lake Fire Department, and Moberly Lake Fire Department volunteers participate in the parade by driving the vehicles and passing out candy; and finally, that the Peace

River Regional District staff be authorized to attend the parade, determined operationally and that offices be closed accordingly, until after the parade.

MOVED, SECONDED, and CARRIED

That the Regional Board authorize Directors to attend the 2023 Doig Day held at Doig River First Nation.

MOVED, SECONDED, and CARRIED

That the Regional Board host an exhibitor booth at the 2023 Kiwanis Trade Show held in Dawson Creek from May 26-28, 2023, to promote the Peace River Regional District; further, that the booth be managed by Directors.

MOVED, SECONDED, and CARRIED

That the Regional Board authorize staff to work with the City of Fort St John and the Village of Taylor to provide Peace River Regional District promotional items and regional information for their booths during their 2023 Trade Shows.

MOVED, SECONDED, and CARRIED

That the Regional Board host an exhibitor booth at the 2nd Annual Agro Expo on June 3, 2023, at our Home & Agro Centre; to promote the Peace River Regional District, further that the booth be managed by Directors.

Parade Options:

As per the list below, there are several regional parades each year. The Regional Board may set a service level of one parade per year on a rotational basis or attend all parades each year. Please note that the dates referenced in the list below are based on 2023 and 2024 and are subject to change in any given year. Further, there may be other parades in the region that should be added to the list.

- July 1, 2024 – Fort St. John – Canada Day Parade
- July 1, 2024 – Chetwynd – Canada Day Parade
- July 1, 2024 – Pouce Coupe – Canada Day Parade
- August 4, 2023 – District of Taylor – Gold Panning Parade
- August 9, 2024 – Dawson Creek – Fall Fair Parade
- December 2, 2023 – Village of Pouce Coupe - Old Fashioned Christmas Celebration
- December 2023 - Hudson's Hope – Christmas Parade
- December 2, 2024 – City of Fort St. John – Santa Claus Parade

Participation Levels for Parade Attendance:

- **Option #1: Usage of PRRD Fire Engines and Volunteers** - The Charlie Lake Fire Department and Moberly Lake Fire Department could drive one of the fire engines and the decaled PRRD fleet vehicle. This option is dependent on volunteer availability. Directors could ride in the vehicle or walk alongside.
- **Option #2: Sticker Wrapped PRRD Fleet Vehicle** - The Regional Board would use the decaled PRRD fleet vehicle as the parade float. Directors would be able to sit inside the vehicle or walk alongside it.
- **Option #3: Usage of PRRD Flat-Deck Trailer** - The Regional Board may authorize use of the PRRD flat-deck trailer for the purpose of a parade float. The PRRD picker truck would be required to pull the

parade float. Environmental Services staff use the fleet trucks full time, so a truck rental may be required to pull the trailer in the parade in the likely event that a PRRD fleet vehicle is not available. Both truck and trailer would be decorated based on the theme. Directors and any staff required to attend could ride in the truck or trailer or walk alongside the parade float.

Increased Presence at Public Events

As per the list below, there are many events held in the region each year. The Regional Board may wish to set a service level of one event per area per year, or some other desired service level limit. Please note that the dates referenced in the list below are based on 2023 unless otherwise indicated and are subject to change in any given year. Further, there may be other events in the region that the Board may wish to add.

- January 16-21, 2023 – Winter Carnival - Tumbler Ridge
- January 2024 – Winter Fest - Hudson’s Hope
- February 10-11, 2023 - Agro Connect Conference & Agricultural Market – Dawson Creek
- February 16-19, 2024 - High on Ice Winter Festival and Mayor’s Ice Carving Challenge - Fort St. John
- March 2024 – Figure Skating Carnival - Hudson’s Hope
- April 20-22, 2023 - Kiwanis Home & Leisure Show - Dawson Creek
- April 5-7, 2024 – Trade Show – Chetwynd
- April 1-2, 2023 – Dawson Creek Sportsman’s Club Gun and Sportsman Show
- April 12-14, 2024 - CKNL Trade Show – Fort St. John
- May 2024 – Doig Day
- June 6-9, 2024 – Chetwynd Annual International Chainsaw Carving Festival
- June 2024 – Lifestyles Baseball Tournament - District of Hudson’s Hope
- July 1, 2024 – Canada Day Celebrations - Tumbler Ridge
- July 1, 2024 – Canada Day Celebrations - Hudson’s Hope
- July 1, 2024 – Canada Day Celebrations - Village of Pouce Coupe
- July 1, 2024 – Canada Day Celebration - Fort St John
- July 1, 2024 – Canada Day Celebration - District of Chetwynd
- July 8-10, 2023 - Pemmican Days, Saulteau First Nations
- July 12-14, 2024 – Summer Cruise and Show N’ Shine – Dawson Creek
- July 14-16, 2023 – Festival in the Park - Fort St. John
- July 18-20, 2024 – Energetic County Fair - Fort St. John
- July 2024 - Peace Valley Folkfest - Hudson’s Hope
- July 15-16, 2023 – Dawson Creek Music Festival
- July 28-30, 2023 – West Mo Days
- August 4-6, 2023 - World Invitational Gold Panning Championship - Taylor
- August 12, 2023 – Emperor’s Challenge - Tumbler Ridge
- August 19-20, 2023 - Kiskatinaw Fall Fair - Sunset Prairie
- August 7-11, 2024 - Agricultural Fair, Rodeo & Exhibition, Dawson Creek
- August 18-20, 2023 – North Peace Fall Fair - Rose Prairie
- August 16-18, 2024 – Halfway Rodeo
- August 26, 2023 – Fall Fair - Hudson’s Hope
- September 1-3, 2023 – Spirit of the Peace Pow Wow – District of Taylor
- September 9, 2023 – Moose FM Block Party – Fort St. John

- September 9, 2023 - Harvest Festival - Chetwynd
- September 30 – October 1, 2023 – NLC Intercollegiate Rodeo – Dawson Creek
- November 2023 – Christmas Tree Light Up - Dawson Creek
- December 2024 - Christmas Tree Light Up – District of Hudson’s Hope
- December 2, 2023 – Christmas Tree Light Up - Fort St. John

There is a broad range of options for presence at public events ranging from a static display booth with information available to the public to view to a more engaging presence that would require elected officials. It should be noted that there may not be an option for the PRRD to participate in some of the events listed above. Event organizers would need to be approached to determine if the PRRD could establish a presence at each event.

The Regional Board may opt to have staff participate in events in addition to Directors. If requested, staff, for example, could host an information table/booth/tent or assist with handing out informational pamphlets and promotional materials, depending on how the Regional Board would like to participate in the selected community events. If staff are required to attend, this decision will impact staff resources. If the Regional Board chooses not to have staff attend, there will still be an impact on staff time to prepare the booth and materials for a booth and to set it up and take it down.

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- Not Applicable to Strategic Plan

FINANCIAL CONSIDERATION(S):

All PRRD participation at community events costs will be charged to Function 100 - Administrative.

COMMUNICATIONS CONSIDERATION(S):

None at this time.

OTHER CONSIDERATION(S):

None at this time.