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**REPORT TO MAGIC LAKE ESTATES WATER AND SEWER LOCAL SERVICES  
COMMITTEE  
MEETING OF TUESDAY, APRIL 14, 2015**

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**SUBJECT     WATER SYSTEM CAPITAL IMPROVEMENT PROJECT OPEN HOUSE  
                  GRAND OPENING CEREMONY**

**ISSUE**

This report is to provide an update related to the proposed open house - grand opening ceremony planned for May 23, 2015 to celebrate the completion of the water system capital improvement project.

**BACKGROUND**

At the Magic Lake Estates Water and Sewer Local Services Committee (committee) meeting of December 16, 2014 the CRD staff were directed to plan for an open house - grand opening ceremony for the water system capital improvement project and to invite the customers and community to attend and tour the new treatment plant. At a subsequent meeting the date of the event was selected as May 23, 2015, and a budget of up to \$3,000 was established.

Invitations were prepared and issued recently with the latest water bills (Attachment 1) and details of the open house are being developed by Capital Regional District (CRD) staff, refer to the attached draft Event Plan - Attachment 2).

It is proposed to review the draft Event Plan with the committee and prepare the final content for review at the next committee meeting scheduled for May 12, 2015.

**ALTERNATIVES**

**Alternative 1**

That the Magic Lake Estates Water and Sewer Local Services Committee receive this report for information and request CRD staff to continue with the event planning and report again at the next committee meeting.

**Alternative 2**

That the Magic Lake Estates Water and Sewer Local Services Committee request the CRD staff to provide further information.

**IMPLICATIONS**

**Alternative 1** – If the Magic Lake Estates Water and Sewer Local Services Committee receive this report information and request CRD staff continue with the event planning, the CRD staff will continue to plan the open-house for May 23, 2015.

**Alternative 2-** If the Magic Lake Estates Water and Sewer Local Services Committee requests further information, then the CRD staff will provide information at a future meeting.

**CONCLUSION**

The water system capital improvement project open house has been planned for May 23, 2015 to celebrate the new water system improvements and offer an opportunity to the customers to tour of the facilities. Invitations were sent out with the latest water bills and details have been identified by way of an event plan.

**RECOMMENDATION**

That the Magic Lake Estates Water and Sewer Local Services Committee receive this report for information and request CRD staff to continue with the event planning and report again at the next committee meeting.

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Scott Mason, B.Sc., P.Eng.  
Manager, Water Engineering and Planning

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Peter Sparanese, P.Eng.  
Senior Manager, Infrastructure Engineering  
and Operations  
Concurrence

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Ted Robbins, B.Sc., C. Tech  
General Manager, Integrated Water Services  
Concurrence

JM/SM:ls  
Attachments: 2

**The Magic Lake Estates Water and Sewer Local  
Services Committee  
invites you to a community celebration of the official  
opening of the  
Magic Lake Estates Water Treatment Plant**



**This project provides Magic Lake Estates with a secure supply of high quality drinking water replacing old infrastructure.**

**Saturday, May 23, 2015**

**Official Opening at 11 am**

**followed by an Open House until 2 pm**

**Magic Lake Estates Water Treatment Facility**

**47284 Schooner Way**

There will be an opportunity to tour the facility following the ceremony. Please note that the ribbon cutting will take place outdoors, so dress appropriately. Parking may be limited.

Kindly RSVP before Monday, May 3, 2015 by E-mail to [lsiemens@crd.bc.ca](mailto:lsiemens@crd.bc.ca) or by phone: 250.360.3087

## Event Plan

# Magic Lake Estates Water and Sewer Local Service Committee Open-House and Grand Opening Ceremony May 23, 2015

### Sequence of Events

*Date: Saturday, May 23, 2015*

*Location: Water Treatment Plant, Pender Island*

- **8:15 am:** Ferry to Pender Island (staff)
- **9:00 am:** Arrive at site (staff)
- **9:35 am:** Ferry to Pender Island (dignitaries)
- **10:30 am:** Event set up complete
- **11:00 am:** Ribbon-Cutting Ceremony begins
- **11:30 am:** Photo opportunity with dignitaries
- **12:00 pm:** Ribbon-Cutting Ceremony concludes
- **12:00 pm:** Media/Dignitary/Public Tour
- **2:00 pm:** Reception concludes
- **3:30 pm:** Event tear down complete
- **5:40 pm:** Ferry back to Victoria (all) (only earlier option is 12:30 pm)

### Ribbon Cutting Ceremony

*Date: Saturday, May 23, 2015*

*Location: Water Treatment Plant, Pender Island*

- **10:20 am:** Set-up ribbon cutting ceremony
- **11:00 am:** Speakers [Emcee, Chair, CRD Representative, Dignitaries, Emcee]
- **11:30 am:** Ribbon-cutting ceremony
- **11:30 am:** Photo opportunity with dignitaries
- **11:40 am:** Media/dignitaries/public invited to tour Magic Lake Estates Water Treatment Facilities
- **11:40 am:** Refreshments
- **2:00 pm:** Event concludes

### Ribbon Cutting Ceremony

### Set-up Plan

Time: 9:00 am to 10:30 am

Location: Water Treatment Plant, Pender Island

Equipment Requirements	Additional Notes	Lead
Speaker Podium	Bring from IWS	Integrated Water Services (Hailey)
Refreshments	Arrange (coffee, juice and cake)	Integrated Water Services (Lorrie)
Signage	Sandwich board inserts Sandwich boards from CC	Integrated Water Services (Hailey)
Camera	Charge battery and bring	Integrated Water Services (Hailey)
Table x 2	Set up outside by mini plant To be rented? Check locally	Integrated Water Services (Hailey)
Ribbon and Scissors	Open mini plant doors and run ribbon across front Borrow from CC	Integrated Water Services (Hailey)
CRD Tent/umbrellas	10x10 white tent borrow from CC Make call day before if to pack or not	Integrated Water Services (Hailey)
FAQ	Content – Scott & Joseph Design – Hailey Print - Lorrie	Integrated Water Services (Lorrie)
Media package	Media release	Corporate Communications

**Notes**

- Contingency location in the event of bad weather: Inside the treatment plant?

**Ceremony Outline**

Time: 10:30 am – 11:30 am

To be confirmed based on attendance of dignitaries (order of speaking: emcee, etc.)

**Roles and Responsibilities**

Name	Role
Peter Sparanese	Emcee, Media Spokesperson
Scott Mason	Dignitary Liaison, Set Up and Take Down, Tours
Joseph Marr	Set Up and Take Down, Tours
Hailey Dale	Event Coordinator, Set Up and Take Down, Photos
Lorrie Siemens	Refreshments, Set Up and Take Down

## Media/Dignitary/Public Tour

### Set-up Plan

Time: 10:30 am to 11:00 am

Location: Water Treatment Plant

Equipment Requirements	Additional Notes	Lead
Signage	Content – Scott & Joseph Design – Hailey Print - Lorrie	Lorrie

### Media/Dignitary/Public Tour Outline

Time: 12:00 pm to 2:00 pm

#### Roles and Responsibilities

Name	Role
Hailey Dale	Photos and video
Scott Mason	Tour Guide
Joseph Marr	Tour Guide
TBD	Tour Guide
TBD	Tour Guide

### Take Down Plan

Time: 5:00 pm to 5:30 pm

Equipment Requirements	Additional Notes	Lead
Signage	Take down and load into van	
Brochures	Collect and load into van	
Table/Chairs	Take down	

## Communications

### Target Audiences

Customers of Magic Lake Estates Water System

Media

Dignitaries (Committee, Provincial Government, Federal Government)

## Implementation Plan

Tactic	Preparation	Distribution	Responsibilities
Event Plan/Comm Strategy	March/April 2015	April 2015	Hailey
Print Ads	April 2015	May 2015	Hailey
Media Plan	April 2015	May 2015	Hailey – Preparation Bookings – Corporate Communications
Media Release	April 2015	May 2015	Corporate Communications
Free Event Listings	April 2015	May 2015	Hailey
Facebook Postings in Pender Island Groups		May 2015	Committee
Invitations	April 2015	May 2015	Content – Scott/Lorrie Hailey – Preparation Lorrie - Distribution
Mail out	April 2015	May 2015	Content – Scott/Lorrie Hailey – Preparation Lorrie - Distribution
CRD Website	April 2015	May 2015	Content – Scott/Lorrie Hailey – Preparation

## Budget

Total Budget \$3,000

Rentals – Tables and Chairs - \$TBD

Mail out – issue with billing

Refreshments – \$TBD

Printing (signage/FAQ/Invitations) – \$TBD

Travel expenses - \$TBD