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**REPORT TO MAGIC LAKE ESTATES WATER AND SEWER LOCAL SERVICES
COMMITTEE
MEETING OF TUESDAY, MAY 12, 2015**

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 Capital Regional District (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, community and the Provincial and Federal representatives 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 issued prior to the previous committee meeting and it has been confirmed by many that they have received the invitations, and approximately ten people have responded to the request to attend.

Details of the open house continue to be developed by CRD staff (refer to the attached draft Event Plan - Attachment 1).

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 preparation for the open house on May 23, 2015.

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 and the CRD staff will prepare the final details for the event.

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 preparation for the open house on May 23, 2015.

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

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

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

SM:Is
Attachments: 1

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) – arrives Pender Island at 8:55 am
- **9:15 am:** Pick up cake and beverages
- **9:30 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