

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. **03 06-97-0150**
Your File/V/Réf.

DATE 2 September 1997

TO/DEST. Co-ordinator
Corporate Services and Economic Development Committee

FROM/EXP. Regional Clerk

SUBJECT/OBJET **GRANTS REQUEST OUTSIDE REGULAR GRANTS PROCESS
MILLENNIUM CELEBRATIONS**

DEPARTMENTAL RECOMMENDATION

That the Corporate Services and Economic Development Committee recommend Council approve a grant request in the amount of \$75,000 to the Millennium Celebrations Steering Committee, with the funds to be provided from the Provision for Unforeseen.

PURPOSE

This report presents a project grant request (Annex A) in the amount of \$75,000 for an initiative to ensure that a structure is put in place to facilitate and co-ordinate activities and projects for our region's Millennium Celebration.

BACKGROUND

The year 2000 will be marked throughout the world by events and celebrations at the local, national and international levels. Calgary has been in the planning phase of their celebrations for over a year. To date, there are no formal plans in place to mount a celebration in Ottawa-Carleton or the National Capital Region.

The essence of the project proposed by the Millennium Steering Committee is to put in place a structure that will facilitate and co-ordinate the activities and projects of all constituents in the Ottawa-Carleton Region and l'Outaouais (Annex A refers).

PANEL DISCUSSION

In accordance with the grants outside budget guideline, the grant proposal was reviewed by the Regional Clerk to determine initial eligibility and subsequently considered by a recommendation panel made up of representatives from the Ottawa-Carleton Economic Development Corporation, the Chief Administrative Office, and the Regional Clerk's Department.

The request from the Steering Committee is for the following:

1. Regional Council's endorsement of, and participation in, the project
2. A \$75,000 grant for Seed funding
3. Appointment of a Regional staff member to act as a liaison
4. Appointment of a Regional Councillor to the Steering Committee
5. The establishment of appropriate funds in future budgets for millennium events.

Request 1 and 2 - Endorsement and Seed Funding

The Panel, in considering these requests, agreed that the overall co-ordination and facilitation of activities is a positive initiative. The beginning of the new millennium will be a significant event for the Ottawa region. It is an opportunity to showcase the region's achievements and our transition to a dynamic, business-oriented community, and a world leader in advanced technology.

Given the importance of the millennium, there is a need to form a cohesive plan to allow the celebrations to be positioned as a key marketing event supporting the economic development of our region as one of the best places in the world to live, work and do business.

With a Steering Committee and support structure in place, the business plan can be developed, the coordination function can begin, and new events facilitated. This step is required to ensure a major Millennium Celebration takes place in our community and the economic and tourism goals can be achieved.

OTCA has set up a sub-committee to help support the Millennium and is eager to play a major role in marketing the celebrations. They see the capital of Canada as a key destination for all Canadians for this celebration.

Request 3 - Staff Liaison

In discussions with the Chair of the Steering Committee it has been confirmed that there will be a Steering Committee to guide the overall initiative and a sub-committee to provide logistical, technical, and administrative support. It is recommended that a Regional staff person act as a liaison to the sub-committee.

Request 4 - Appointment of a Regional Councillor

In order to respond to this request, the Regional Clerk will circulate a letter to all Councillors asking for declarations of interest in joining the Millennium Steering Committee.

Request 5 - Funding in future years

This item is referred to in the Finance Department Comment section of this report.

CONCLUSIONS

The Panel is supportive of the request for \$75,000 to formalize the Committee and Sub-Committee structures and to develop key elements of the business plan.

It is however, to be noted that the function of the Steering Committee is to obtain financial support from all levels of Government, the business sector and the community. The Committee will coordinate, fund and facilitate all Millennium events in the National Capital. All future requests for financial support by community groups for individual projects are to be referred to the Millennium Steering Committee for consideration and action.

PUBLIC CONSULTATION

A public consultation process is not applicable for individual grant requests.

Approved by Mary Jo Woollam

Attach. (2)

FINANCE DEPARTMENT COMMENT

The proposal that staff be directed to include funding for Millennium events in future operating budgets represents a pre-commitment against those future budgets and as such is not recommended.

As of September 16, 1997, the uncommitted balance in the 1997 Provision for Unforeseen account is \$103,890.

*Approved by Kent Kirkpatrick
on behalf of the Finance Commissioner*



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August 18, 1997.

Chair Peter Clark
Regional Municipality of Ottawa-Carleton
111 Lisgar St.
Ottawa, Ontario K2P 2L7

Re: Millennium Planning

Dear Peter:

A number of volunteers in the community have formed a steering committee to attempt to formalize a business plan for millennium celebrations for our region. On this steering committee we have a representatives from the NCC, the federal government, the Senate, OTCA, the education sector, the arts community, the business sector and many others.

It has become obvious that we must increase the momentum substantially, if we are to ensure that our region commemorates this moment in history, with a celebration worthy of the Capital of Canada.

Calgary has been active for the past year in its' planning process. Britons are being asked to "lift your eyes from the familiar and the mundane and create a lasting legacy, by achieving something beyond your normal scope". Five billion dollars is being collected from various communities and over fifteen million visitors are expected to participate in the celebrations.

In contrast, Ottawa hotels are receiving requests and inquiries as to the celebrations in the capital, and at the present time we have nothing to tell them.

By way of this letter, I would like to solicit the active participation and support of the Regional Municipality of Ottawa-Carleton for the initiative started by our steering committee. Over the next few months we hope to develop and implement a detailed business plan, which will bring the ideas of our citizens and committee partners for celebrating the millennium in the Capital to fruition.

OTTAWA CARLETON OFFICE OF THE CHAIR	
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Specifically, we would request the following of the Regional Municipality of Ottawa-Carleton:

- Regional Council's endorsement of, and participation in, this initiative. As a catalyst of economic and community development, Council's support and active participation in this project will contribute to the permanent legacy that the millennium celebrations and projects will leave our community.
- Seed funding by way of a one-time grant of \$75,000 which will be utilized to incorporate our committee as a non-profit organization, retain an Executive Director, launch and maintain an Internet site, develop a corporate identity and communications program, develop and distribute marketing materials, and implement other key elements of the business plan.
- The appointment of an Ottawa-Carleton staff member to act as a liaison with our committee and to assist in directing the Region's own exercise aimed at identifying potential events and projects in which elected representatives, staff and residents can become involved.
- Regional Council's direction that staff consider establishing appropriate funds in future budgets (1998, 1999, 2000) for community-based activities, public celebrations and capital projects that will add to the legacy of the millennium for coming generations.

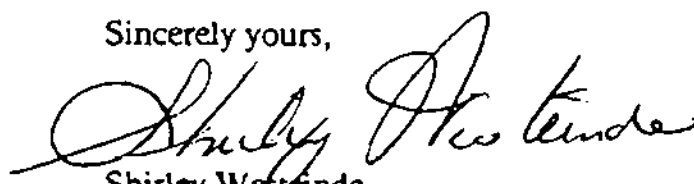
We are currently meeting with the mayors of the municipalities, and have received very positive response. We cannot succeed if every community does not promote and encourage the enthusiasm and participation of all its residents in recognizing, celebrating and marking the year 2000 and the new millennium.

I would appreciate if you would advise me as soon as possible as to any other information you may require, in order to submit our request to the Corporate Services and Economic Development Committee. Time is of the essence, and we would hope that our submission could come forward at the September Council meeting.

Let's make the choice to be proactive, positive, show our sense of civic pride, leave a legacy and ensure that as the Capital of Canada, we are a leader at home and a national leader in the global community. Let's celebrate our present and plan for the future.

Thank you in advance for your consideration and support of our request.

Sincerely yours,



Shirley Westeinde,
Chair, Steering Committee

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August 29, 1997.

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Mr. Merv Beckstedt,
Regional Municipality of Ottawa-Carleton,
111 Lisgar St.,
Ottawa, Ontario. K2P 2L7

Dear Merv:

In response to your phone call of yesterday requesting some clarification of my letter of August 18, 1997 to Peter Clark, I am pleased to enclose a list of our current steering committee. Our goal is to ensure that a structure is put in place that will facilitate and co-ordinate the activities and projects of all constituents in the Ottawa-Carleton Region and l'Outaouais.

The intent is to set up a non-profit organization, similar to the organization set up for the 2001 Games. My understanding is that the office space and equipment that was utilized for the Games proposal is currently vacant. If this is in fact true, it would be a very suitable location for the Millennium organization, and we would appreciate your assistance in reviewing the possibility of locating in that space or any other space that is not currently being utilized.

Since my letter to Peter Clark, I have met with the Mayor's Forum and Claudette Cain has agreed to represent the Mayors on the steering committee. They are very supportive of this initiative and are each approaching their Councils for potential funding.

I indicated in my letter to Peter that I would appreciate a staff person being appointed as a liaison to the committee and future organization. The purpose for this would be purely a liaison function, to attend the meetings and provide input from the Region. Ideally we would like to have a Regional Councilor attend as well, to represent Council.

Although we have not formulated our plans for Millennium to-date, we are encouraging everyone to include young people in the planning sessions and to "Celebrate the Generations". One of our first tasks will be to seek sponsorship for a "Time Clock" that will keep everyone attuned to the approach of the year 2000.

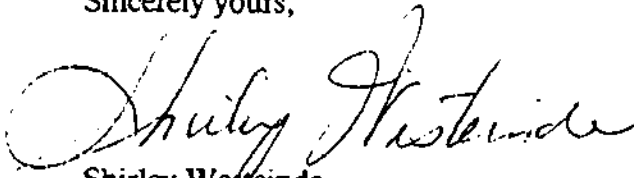
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The Citizen has agreed to support the need to apprise the community of the Millennium plans and seek their involvement. The approaching year 2000 and the new millennium is a wonderful opportunity for our Region to express in a personal way our sense of civic pride in our quality of life and to be vocal about our optimism for Ottawa's very exciting future in the 21st Century and the new millennium.

If I can provide you with any other pertinent information, I would be happy to do so, and I appreciate your assistance in this very important project for our community.

Sincerely yours,



Shirley Westeinde,
Chair - Steering Committee.

OTTAWA 2000**A Capital Event****Steering Committee**

Barb McNally, OCLF - Education

Les Miller - OTCA

Michelle Comeau - NCC

Jeff Polowin - Hill & Knowlton

Michael Boyd - Hallmark

Russell Mills - Ottawa Citizen

Pat Kelly - Chateau Laurier - OTCA

Senator Marie Poulin

Helen LeMadeline - Golden Planners

Mauril Belanger - MP

Gary Lynch - CAA

David Wallace - Bank of Montreal

Anna Lee Adair - Arts Community

Maya Chang/David Millen
Child Youth Friendly

Doug Hotson - 2001 Games

Josephine McFadden - Colonel By Movie

Mayor Claudette Cain - City of Gloucester

Shirley Westeinde - Westeinde Const.