



# **Campbell River Oceans Day Report**

**2013**

## Contents

Scope .....	3
Preparation .....	3
Fundraising.....	4
Permit Applications .....	4
Donations.....	4
Invitations to Participants .....	5
Request for Volunteers.....	5
Mayor’s Proclamation .....	5
Advertising.....	5
Distribution of tasks.....	8
The Event .....	9
New in 2013 .....	9
Participants.....	9
Set-Up .....	9
Volunteers .....	11
Volunteer Perks .....	11
Concurrent Events & Booths To Mention.....	11
Program .....	11
Budget.....	12
Thank You Cards & E-mails .....	13
Reports.....	13
Summary .....	13
Recommendations for 2014 .....	13
Feedback from 2013 Event .....	13
General Recommendations for 2014.....	15

## Scope

The concept for a “World Ocean Day” was first proposed in 1992 by the Government of Canada at the Earth Summit in Rio de Janeiro. It has been unofficially celebrated every year since then. The United Nations officially declared June 8<sup>th</sup> to be Oceans Day starting in 2009.

The objective stated by the Secretary General of the United Nations on the first Oceans Day is to:

- *“Highlight the many ways in which oceans contribute to society.*
- *Recognize the considerable challenges we face in maintaining their capacity to regulate the global climate, supply essential ecosystem services & provide sustainable livelihoods & safe recreation.”*

[Http://en.wikipedia.org/wiki/World\\_Oceans\\_Day](http://en.wikipedia.org/wiki/World_Oceans_Day)

In Campbell River, Oceans Day has been celebrated since 2002. Past venues include Robert Ostler Park & the parking lot & Pier at the Maritime Heritage Centre. Any organization, group or business that is linked to the ocean is invited to have an information or activity booth at this event. There are no fees to participate & admission is also free.

The festival engages a large contingent of volunteers, from booths to attendants. Entertainment includes local musicians & fun activities like Bounce-a-Rama & facepainting.

Past organizers have built Campbell River Oceans Day into a popular festival that appeals to families, tourists & local citizens.

Funding for the event is contributed by an annual grant from the Department of Fisheries & Oceans (DFO) & miscellaneous grants from a variety of local organizations.

## Preparation

Preparation for Oceans Day began in September, 2012. The BC Centre for Aquatic Health Sciences Society led the organizing committee for 2013 Oceans Day in Campbell River. As well, the organizing committee for Campbell River Oceans Day 2013 included representatives from the Campbell River Museum, the City of Campbell River, the BC Salmon Farmers Association, Fisheries & Oceans Canada & the Maritime Heritage Centre.

Cynthia Bendickson was hired to take on the role of the 2013 Oceans Day Coordinator. Her contract duration was from March 1, 2013 to June 8, 2013 (based on 35 hours) & included the following tasks:

- Overall coordination on the day of the event, including marking stall locations with chalk, providing volunteer refreshments, directing participants to their stall locations & appropriate parking, etc.
- Recruitment & organization of volunteers for photography, traffic control, & general guidance to the public.
- Production of a digital event map suitable for reuse in subsequent events.
- Organization of donations for volunteer refreshments.
- Booking a First Nations welcome presenter.

- Assisting with advertising of the event, including: submitting draft press release & shorter text suitable for online calendars to the advertising committee for approval; submitting approved text to online calendars; submitting press releases to newspapers & local radio; and, completing radio (and possibly TV) interviews.

## Fundraising

Applications were submitted to the following organizations for the 2013 Campbell River Oceans Day event:

Organization	Applied for Funding	Confirmed Funding
Fisheries & Oceans Canada	\$1,500.00	\$1,500.00
Campbell River Salmon Foundation	\$1,000.00	\$1,000.00
Pacific Salmon Foundation	\$1,000.00	\$500.00
Mainstream Canada	\$400.00	\$400.00
Discovery Passage Aquarium	\$350.00	\$350.00
Grieg Seafood BC Ltd	\$250.00	\$250.00
Daybreak Rotary	\$1,000.00	\$250.00
Pier Street Association	\$1,000.00	\$200.00
Noon Hour Rotary	\$1,000.00	\$0.00
Campbell River Community Foundation	\$1,000.00	\$0.00

## Permit Applications

Permits to use the MHC Parking lot were applied for on February 15, 2013.

- Permit for Use Oceans Day 2013
- Special Event Application Oceans Day 2013

The Centre for Aquatic Health Sciences Society was the sponsoring non-profit society in 2013. The permits were approved on April 26, 2013. Note that the City of Campbell River does not approve permits too far in advance of an event.

## Donations

Request for donation were sent as follows.

### For Food Donations

- Thrifty Foods (for volunteers)
- Quality Foods (for volunteers)
- Starbucks (Mariner Square – volunteers)

### For In Kind Donations

- BC Centre for Aquatic Health Sciences (Overall Administration, Project Management and Accounting)
- Campbell River Museum (design of press releases and posters for the advertising of the event)
- Pier Street Association (Sound system & stage)
- Mayor & Council (bus for Oceans Day)
- Eiko Jones Photography (Photo for use on custom Thank You Card)
- 99.7 the River (Radio Sponsor)
- Town Centre Inn (donation of 2 rooms for out of town entertainers)

- Travel Lodge (did get back to us with a yes after some time but we already had confirmation from the Town Centre Inn. Therefore, we will keep Travel Lodge in mind for next year.
  - Note that the following businesses were approached for donation of 2 rooms for entertainers but declined
    - Big Rock Motel (did not return calls)
    - Vista Del Mar - declined
    - Coast Discovery Inn (did not return calls)
    - Hidden Harbour B&B (already booked)
    - Cliff House B&B (already booked)

### **Reserving Tents, Tables & Chairs**

All previous lenders were contacted in April to ensure that tents, tables & chairs were available for Oceans Day in June.

- Salmon Festival – Jim Lilburn for tables & chairs
- Maritime Heritage Centre for tables & chairs
- Canacord/Mackie Research - 20 \* 10 tent
- Tsolum River Restoration Society – 3 x 10 \* 10 tents
- Greenways Land Trust – 2 x 10 \* 10 tents
- Campbell River Museum – Haig Brown Tent
- Steve Marshall Ford
- Fisheries & Oceans Canada
- City of Campbell River

### **Invitations to Participants**

All previous participants were invited to attend, as well as new participants. An email blast was sent out on March 13, 2013 to invite participants to get involved & also to share information on what is in the works for the 2013 Campbell River Oceans Day event.

### **Request for Volunteers**

A volunteer request form was provided to the CR Volunteer Centre at least one month ahead of the event. This was completed via the Museum of Campbell River as they already have a membership with the CR Volunteer Centre.

### **Mayor's Proclamation**

The Mayor proclaimed the week of June 2<sup>nd</sup> to 8<sup>th</sup> to be "Oceans Awareness Week" in Campbell River.

### **Advertising**

Widespread advertising is key to a successful event. It is accomplished by means of word of mouth, posters, press releases, social media & the following outlets:

### **Social Media**

- Oceans Day Campbell River on facebook at [www.facebook.com/OceansDayCampbellRiver](http://www.facebook.com/OceansDayCampbellRiver)
- Oceans Day Campbell River on twitter at <https://twitter.com/OceansCR>
- Oceans Day Campbell River Blog <http://oceansdaycr.wordpress.com/>

### **For Short Blurbs**

- Visitor Centre – Apr 12
- Harbourliving.ca – Apr 12
- Campbellrivertourism.com – Apr 12
- Campbellriver.worldweb.com/Events – Apr 12

Saturday, June 8th, 2013 10:00 AM to 3:00 PM For a great day of family fun come out & participate in Campbell River's Ocean's Day! Ocean's Day celebrates our living oceans & all the creatures that inhabit it. It also celebrates the working coast & looking at the sea as a place of recreation for boaters, divers & wildlife viewers. This popular event is held in the parking lot between the Maritime Heritage Centre & the Fishing Pier. Features this year include boat tours, touch tanks, live entertainment, facepainters, great food, & much more. Admission is free! For more information, go to our website

<http://oceansdaycr.wordpress.com/> - See more at:

<http://www.harbourliving.ca/event/oceans-daycr2013/#sthash.yUqHip55.dpuf>

### **For Press Releases**

- Campbell River Mirror
- Courier Islander
- Harbour Living
- World Oceans Day web-site
- Go Campbell River

Campbell River will be celebrating Oceans Day right along with the rest of the world on Saturday, June 8 this year. Oceans Day celebrates our living oceans & all the creatures that inhabit it. It also celebrates the working coast & looking at the sea as a place of recreation for boaters, divers & wildlife viewers.

This fun-filled & free family oriented event takes place at Discovery Pier, in the parking lot next to the Maritime Heritage Centre from 10 a.m. to 3 p.m. This year, organization for Oceans Day has been taken on by the Centre for Aquatic Health Sciences, who stepped in when the Department of Fisheries & Oceans had no personnel to coordinate the event.

Also new is the Discovery Passage Aquarium, a project that came together as a result of work by the Discovery Sealife Society & Campbell River Rotary when they acquired the aquarium from Ucluelet last year. Sealife Society president Mark Wunsch promises visitors a hands-on educational experience, which is also the goal of Ocean's Day organizers.

"We are excited about all the participants who have come forward this year," says one of the event organizers, Cynthia Bendickson. "We have science guy Glenn Kachmar coming, a teacher who educates & entertains at the same time with his special style of hands on learning."

The Coast Guard & DFO will be offering tours of their boats, & purely for fun, kids can enjoy Bouncerama. There will be music & a variety of food vendors, along with BBQ salmon samples from the BC Salmon Farmers Association. Inside the Maritime Heritage Centre, the Immigrant Welcome Centre is hosting 'A Taste of Asia.' Other participants include the Museum at Campbell River, Beaver Aquatics, Campbell River

Whale Watching, the City of Campbell River, Quinsam River Hatchery, Comox Strathcona Waste Management, Ecole Phoenix Middle School, Young Professionals of Campbell River, & Eiko Jones Photography.

Don't miss this chance to learn about the ocean at our doorstep. For inquiries or further information, call Cynthia Bendickson at 250-202-1320.

### Radio

Campbell River will be celebrating Oceans Day right along with the rest of the world on Saturday, June 8th this year. Oceans Day celebrates our living oceans...

- Two interviews were carried out with 99.7 The River, the first on Friday, May 24 with Dionne Lapointe-Bakota (an exhibitor from Ecole Phoenix) and Cynthia Bendickson, and the second on June 5 with Elan Downey (from the Discovery Passage Aquarium and CAHS) and Cynthia Bendickson.
- Another interview live on the day of the event with Cynthia Bendickson was broadcast on 97.3 The Eagle.

### Posters

Posters were designed by Catherine Gilbert, Museum of Campbell River. The logos from the World Oceans Day website were used in the posters.

#### Poster Locations

7/11 on Merocroft
art gallery
Beaver Aquatics dive shop*
both consignment stores on Dogwood
Canadian Tire
Cape Mudge Band Office (Inner Is Hwy/Willis Rd)
Centennial Pool
City Hall*
Color Your World
Community Centre*
CR City Hall (2 for Water Dept, 2 for City Hall)
CR Dogwood Operation Centre
CR Indian Band Office
CR Museum
CR Restaurant Supplies
CR Tourism Office*
CR Whale Watching
Dick's Fish n Chips
Discovery Harbour Marina, Mall, Ocean Pacific
Discovery Pier Notice Board*
Dogwood Pet Mart

Forestry Office (lunchroom)
Healthy Way Vitamins
Home Hardware (lunchroom)
Java Shack
Library
London Drugs (lunchroom)
Mariner Square Stores
Maritime Heritage Centre
Museum
Ocean Grove Esso
Save-On Foods
SD 72 Main Office (425 Pinecrest Rd)
Serious Coffee
Share Kare
Sportsplex
Strathcona Gardens
Sundance Coffee
Superstore (lunchroom)
The Marina by the Quadra ferry dock
Discovery Marine Safari, plus all other waterfront stores
Thrifty Foods
Visitor Centre

<b>Volunteer Centre</b>
<b>Willow Point Discovery Foods</b>
<b>Tyee Plaza - all stores who will accept a poster</b>
<b>Shoppers Drug Mart</b>

<b>Java Shack</b>
<b>Dollar Store</b>
<b>Laundry Mat</b>
<b>Plus any mall, store, coffee shop</b>

## Distribution of tasks

The non-profit & coordinator tasks are shown below.

Activity	Non Profit	Coordinator
<b>Funding proposals</b>	Actively request funding from a variety of sources, Receive funds	
<b>Manage Oceans Day Finances Payable &amp; receivable</b>	Pay for Oceans Day expenses on submission of receipts & invoices. Manage the budget to ensure no expenses go above funding available	
<b>Requests letters</b>		
• <b>Thrifty</b>	Provide letterhead	Write letter for \$50.00 volunteer snacks
• <b>Quality Foods</b>	Provide letterhead	Write letter for \$50.00 volunteer snacks
• <b>Starbucks</b>	Provide letterhead	Write letter requesting coffee for volunteers
<b>Participants</b>	Manage participants with invitations to participant & collection of information from participants	Engage, organize
<b>Equipment</b>	Solicit tents, tables, chairs, life jackets	
<b>Organizing committee</b>	Invitation to attend, Arrange, schedule, delegate tasks	
<b>Volunteers</b>	Museum at Campbell River membership at CR Volunteer Centre	Schedule & assign tasks to volunteers. Organize & supervise volunteers on day of event
<b>Entertainment</b>	Schedule entertainers & arrange payment as required.	Note that Master of Ceremony, Stacey Larsen, distributed cheques to entertainers at the event.
<b>Publicity</b>	Pay coordinator when receipts provided for radio, posters, thank you ad in newspaper; Request for Mayor's proclamation; manage social media for event. Mail out Thank you Cards to funders & in kind donators.	Coordinator along with 2 other members of the Organizing Committee took on the role of the Advertising Committee & were responsible for: <ul style="list-style-type: none"> <li>• Newspaper press releases</li> <li>• Newspaper advertisement</li> <li>• Radio</li> <li>• Harbour Living.</li> <li>• Go Campbell River</li> <li>• What's on, Coffee News</li> <li>• Thank you ad in local newspaper</li> </ul>
<b>Reports</b>	Write post event reports	



## The Event

The event took place from 10 am to 3 pm, on June 8<sup>th</sup>, 2013 at the parking lot in front of the Maritime Heritage Centre. As well, there were two other events happening concurrently in the vicinity of the Oceans Day event. The Discovery Passage Aquarium held their grand opening. Also, the Immigrant Welcome Society hosted “Taste of Asia” event inside the Maritime Heritage Centre.

There were 28 participants, listed in the table below by booth number.

Site	Who
1	Greeters/Volunteer tent
2	Taste of Asia kids games
3	Taste of Asia hotdog stand
4	Museum at Campbell River
5	Maritime Heritage Centre
6	Bouncerama
7	RC Sea Cadets
8	Ecole Phoenix
9	Comox-Strathcona Waste Mgmt
10	Bravehearts Dragonboat Team
11	
12	Baba Gannouj
13	Red Tree Espresso
14	Glen's Kettle Corn
15	Magical Faces
16	City of CR
17	BC Shellfish Society
18	Quinsam River Hatchery/DFO Aquaculture

19	
20	Coast Guard
21	Radio Cruiser
22	BC CAHS (2 tents)
23	CR Whale Watching
24	DFO Conservation
25	Discovery Passage Aquarium
26	Mainstream Biological
27	Shuttle bus stop
28	BC Salmon Farmers
29	Eiko Jones Photography
30	CR Whale & Bear Excursions
31	Beaver Aquatics
32	RC Marine SAR
33	Something Incredible
34	Greenways Land Trust
35	HB tent
36	Stage
37	Bees Knees

## New in 2013 Participants

- Discovery Passage Aquarium Grand Opening Event
- Taste of Asia Event by the Immigrant Welcome Society
- Vancouver Aquarium Festival Kit
- Science Guy interactive science presentation & booth

## Set-Up

The following table shows the set-up in terms of who needed what. The order is based on the physical location of the booth on the site. This way, the driver of the truck carrying tents, tables & chairs can drive around the site dropping off equipment as needed.

Site	Who	Tables	Chairs	Tent required	Power needed
1	Greeters/Volunteer tent	2	2	1	
2	Taste of Asia kids games	0	0	0	
3	Taste of Asia hotdog stand	0	0	0	
4	Museum at Campbell River	1	2	1	
5	Maritime Heritage Centre	0	0	0	
6	Bouncerama	0	2	0	1
7	RC Sea Cadets	1	4	1	
8	Ecole Phoenix	4	4	1	
9	Comox-Strathcona Waste Mgmt	0	0	0	
10	Bravehearts Dragonboat Team	1	3	0	
11					
12	Baba Gannouj (water)	0	0	0	1
13	Red Tree Espresso	0	0	0	1
14	Glen's Kettle Corn	0	0	0	1
15	Magical Faces	0	0	0	
16	City of CR	1	0	0	
17	BC Shellfish Society	1	2	0	
18	Quinsam River Hatchery/DFO Aquaculture	0	0	0	
19					
20	Coast Guard (30 amp for boat, not at booth)	1	2	0	1
21	Radio Cruiser				
22	BC CAHS (2 tents)	4	4	2	
23	CR Whale Watching (optional power)				1
24	DFO Conservation	2	3	1	
25	Discovery Passage Aquarium	0	0	0	
26	Mainstream Biological needs to be beside boat ways)	1	3	0	1
27	Shuttle bus stop	0	0	0	
28	BC Salmon Farmers	4	0	2	1
29	Eiko Jones Photography	1	1	1	
30	CR Whale & Bear Excursions	1	0	1	
31	Beaver Aquatics	1	2	0	1
32	RC Marine SAR	1	3	0	1
33	Something Incredible	2	2	1	1
34	Greenways Land Trust	2	3	1	
35	HB tent (20 x 20)				
36	Stage	1	8	0	
37	Bees Knees (needs 2x110V)	0	0	0	1

### Volunteers

In addition to the participants for the above booths, there were 18 volunteers organized through the Campbell River Volunteer Center, Greenways Land Trust, BC CAHS & friends of the volunteers.

### Volunteer Perks

Starbucks coffee, cookies, muffins & scones, strawberries, watermelon, grapes, & bananas & drinking water.

### Concurrent Events & Booths To Mention

- Discovery Passage Aquarium – Grand Opening Event
- Taste of Asia Event inside the Maritime Heritage Centre by the Immigrant Welcome Society
- Maritime Heritage Centre – Free Admission to the “What Lies Beneath” exhibit.
- Vancouver Aquarium Festival Kit on display at the BC Centre of Aquatic Health Sciences Society booth.
- 1500 cupcakes & a cake were free for the public to enjoy on behalf of the Discovery Passage Aquarium’s grand opening.
- Free Shuttle Bus provided by the City of Campbell River and BC Transit between the Maritime Heritage Centre & Community Centre leaving every 30 minutes.

An event schedule was posted at the welcome tent and the stage. Sponsors were acknowledged throughout the day by the MC.

### Program

Time	Activity
8:00 am – 10:00 am	Equipment pick-up & set up at Maritime Heritage Centre
10:00 am	First Nations Blessing – Laverne Henderson
10:15 am	Opening Announcements; Welcome: Stacey Larsen
10:30 am	Live performance: Dance Extreme
10:45 am	Live performance: Justine Collins
11:30 am	Discovery Passage Aquarium Grand Opening
12:00 noon	Liver performance: Science Guy
1:00 pm	Live performance: Justine Collins
1:40 pm	Live performance: Jim Chisholm
2:30 pm	Live performance: Pacifica Ukes

## Budget

The BC Centre for Aquatic Health Sciences Society handled the finances for 2013.

Item	Income	Expenses	Balance for 2014	Proposed income
<b>GLT Account balance from 2012</b>	\$277.23			
<b>Grants</b>				
DFO PIP 2013	\$1,500.00			
Pacific Salmon Foundation	\$500.00			Confirmed for Posters
Grieg Seafood BC Ltd	\$250.00			Confirmed for Science Presenter
Mainstream Canada	\$400.00			Confirmed for Science Presenter
Campbell River Salmon Foundation	\$1,000.00			Confirmed for cake & advertising
Daybreak Rotary	\$250.00			1000 applied
Pier Street Association	\$200.00			1000 applied
Discovery Passage Aquarium	\$350.00			Confirmed for cake
<b>Expenses</b>				
Oceans Day Coordinator payment		\$875.00		
Science Guy		\$650.00		
Musician honorarium (5*\$150)		\$750.00		
Vancouver Aquarium Festival Kit		\$187.00		
Cake & Cupcakes		\$750.00		
Bouncerama rental		\$224.00		
<b>Advertising</b>				
Radio		\$0.00		in kind donation by 99.7 The River
Signage (Posters)		\$519.09		PSF
Newspapers		\$406.44		CRSF
Miscellaneous expenses		\$225.64		As below
<b>TOTALS</b>	<b>\$4,727.23</b>	<b>\$4,587.17</b>	<b>\$140.06</b>	

<b>Miscellaneous Expenses</b>			
Target		\$44.28	General Oceans Day
Dollar Giant		\$29.12	General Oceans Day
Thriftys		\$37.03	Food for Volunteers
Staples		\$15.50	Envelopes for TY Cards
Dollar Giant		\$8.41	General Oceans Day
Can Tire		\$13.42	General Oceans Day
RCSS		\$13.50	Water for Volunteers
Sure Copy		\$44.80	Thank you cards
Dollar Tree		\$4.20	General Oceans Day
Dollar Tree		\$15.38	General Oceans Day
<b>Miscellaneous Expenses Total</b>		<b>\$225.64</b>	

## Thank You Cards & E-mails

Custom thank you cards were mailed to all Sponsors of the 2013 Campbell River Oceans Day event & thank you e-mails were sent to all volunteers. They in turn thanked us for a great day, well worth being a part of. A thank you advertisement was published in the Campbell River Mirror the following week.

## Reports

A report needs to be written for each funder that requests one. So in 2013, the following reports were completed:

- Pacific Salmon Foundation short form report (due one year & two months after receiving the funds)
- Public Involvement Program (due before February of the following year)

## Summary

Oceans Day 2013 was a successful community event, engaging volunteers, businesses & the public. Comments & feedback from the public & participants were positive, indicating satisfaction with a well-organized & fun family friendly event. Having three events taking place concurrently increased overall traffic & also attracted people representing a diverse cultural society.

## Recommendations for 2014

### Feedback from 2013 Event

- Recycling
  - Question came up – how much waste was generated?
  - Recycling Bins needed
  - Food vendors to be encouraged to use compostable plates & utensils
  - Discussion to ask Jim from Pier Street Farmer's market what is currently practiced in regards to recycling.
  - Perhaps a corporate sponsor would be interested in taking on recycling for the event.
- Garbage
  - MHC had 7 garbage bags left at their bin to dump by participants & also had 10 garbage bags of their own from the event.
  - A more definite plan is required to deal with garbage as this topic was not clarified with MHC in advance.
  - MHC bin was full on Monday & had to be dumped.
- Washrooms
  - A more definite plan is required to deal with public washrooms as this topic was not clarified fully with MHC in advance.
  - 2013 stats by MHC - *Anyone needing a washroom naturally came to us so 6 washrooms & over 13 toilets & 3 urinals needed to be cleaned at the end of the day not including all the other cleaning that we had to do. It is a big day for us as a building & alot of work. Our day didn't end until 7:30 PM.*

- Tables
  - Comment by MHC- *Our custodian was disappointed that the tables were not on their side & and were laying flat on the dolly when they came back. Also tables were being placed in other dollies & they eventually got mixed up. We wanted to count to make sure they were all back & had marked those tables with a red marker so we needed to sort through 4 dollies to find the 28 we lent out. The YFD hot dog stand was not added into the equation for how many tables were needed in the parking lot. Originally we were asked to provide 15 tables for Ocean's Day, that went up to 22 & then it ended up being 28. Not sure who used them all but YFD needed to get two from the MHC. Luckily we had two for them.*
- Maritime Heritage Centre felt out of the loop on organizing of 2013 Event.
  - Perhaps they can send a volunteer board member to attend the monthly organizing meetings.
- Museum of Campbell River – had invites for families with kids & staff circulated in the crowd to give them out. This was a great idea.
- Sound system – was not strong enough for sound & covered only 1/3 of the parking lot.
  - Perhaps speakers could be located in different areas of the parking lot.
- Cupcakes
  - Could go with 1000 instead of 1500.
  - The public was pleasantly surprised that the cupcakes were free for the taking.
- Parking Lot
  - Was filled with participant's vehicles.
  - In the future need to recommend alternate designated parking for vendors
  - Traffic flow during set up & take down worked well
  - Shuttle was well used
- Bouncerama was well used & overseen by volunteers
- Take down at the end of day was quick thanks to several volunteers being available to help.
- Taste of Asia was a great complement to the event
  - Recommend if an annual event with Taste of Asia that cooperative communications plan be in place. (e.g press release & advertising)
- Entertainment
  - Recommendation to schedule the last musical entertainment ending at 2:30. The booths are starting to pack up & the crowds are down & this seemed unfair to the last group.
  - Jim Chisholm went over his allotted time for entertainment. In the future, he will be scheduled to go at the end of the day.
  - Good mix of entertainment – the crows in the parking lot were talented, clever & tied in with Oceans.
- Vendors
  - Kettle Korn (was a good day)

- Donut Lady (was happy)
- Face painting (2.5 face painters worked out well)
  
- Funders
  - Recommend that one corporate sponsor takes on funding of entire event. (approximately \$5000 - \$6000)
    - Note that this year the event ran for approximately \$4500. Next year it would be preferred if face painting could be sponsored by the event so that it is free for families. (Approximate cost of \$1000 for 3 face painters for the day).
  - A lot of time was spent on pursuing smaller donations for the event.
  
- Participants
  - Well in advance of the day I knew where I was to set up & the time frame
  - It was clear what I was supposed to bring & what you folks were able to provide
  - Volunteer help setting up & taking down the tent was slick & **VERY** much appreciated
  - Cynthia was available & checked on my booth a number of times
  - Treats were available & delivered right to my booth

### General Recommendations for 2014

- Organizing committee to meet in September to start fund-raising
- Consider getting one sponsor to pay for the event
- Set date right after event is over
- If no corporate sponsor, start grant writing early in the year, write several (including PSF in February 2012).
- Connect with the Schools earlier in the year (September?) to engage art projects & volunteers for the event.
- Make the event "Waste-Free" as far as possible.
- Continue to arrange cones to allow bus to drive through in front of the volunteer tent & table.
- Have someone direct traffic at this point from early in the am so no one is needed at the entrance to the parking lot.
- Ensure that all participants are aware that all cars must be off the site by 9:30 am
- Ask participants to move cars from the parking lot to make more room for event goers
- Continue to include as many people as possible in the organization of the event
- Have a better plan in regards to waste, recycling & washrooms.

Appendix 1: Newspaper ad

THUR, JUNE 7, 2013 | CAMPBELL RIVER MIRROR | A33

# world oceans day

## Campbell River

### June 8th • 10am-3pm

~ Discovery Pier Parking Lot ~

### Entertainment

**10:00am** Opening:  
Lavern Henderson

**10:15am** Welcome:  
Stacey Larsen

**10:30am** CR Dance Extreme

**10:45am** Justine Collins, music

**11:30am** **DISCOVERY PASSAGE AQUARIUM GRAND OPENING**

**12:00pm** Glenn Kachmar, Science Guy

**1:00pm** Justine Collins, music

**1:40pm** Jim Chisholm, music

**2:30pm** Pacifica Ukes

Shuttle Bus provided by City of Campbell River and BC Transit

#### BUS SCHEDULE

Leaves Oceans Day	Leaves Community Centre
9:30am	9:45am
10:30am	10:15am
10:30am	10:45am
11:00am	11:15am
11:30am	11:45am
12:00pm	Break
Break	12:45pm
1:00pm	1:15pm
1:30pm	1:45pm
2:00pm	2:15pm
2:30pm	2:45pm
3:00pm	

Shuttle Bus Stop locations:

- Community Centre
- Tyee Plaza
- Save-ns-Foods (on 10th Ave - south bound)

**Together**  
we have the power to protect the ocean.

Proudly Supporting the

## 2013 Oceans Day

CAMPBELL RIVER HARBOUR AUTHORITY  
FISHERMANS WHARF

Proud to support the

## Campbell River 2013 OCEANS DAY

BC Salmon Farmers Association

BC Salmon Farmers Association

Campbell River Mirror, June 07, 2013, Page 15

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Appendix 2: Newspaper Photo Feature

A32 | CAMPBELL RIVER MIRROR | WEDNESDAY, JUNE 12, 2013

**PHOTO FEATURE**  
*Photos by Kristen Douglas*  
To book your own news column contact Kristen Douglas at (250) 367-8121 or email: kristen@campbellrivermirror.com

# Scene & Heard

## Hundreds pack Maritime Heritage Centre and fishing pier to celebrate Ocean's Day under cloudy, grey skies

Campbell Riverites congregated near the pier and Maritime Heritage Centre parking lot to mark World Ocean's Day - a day to remember the life-giving role of oceans. The day has been celebrated internationally since 1992. In Campbell River, the BC Salmon Farmers hosted the event which included ocean exhibits, salmon print making, face painting, live music, and food vendors. The day also coincided with the opening of the new aquarium.



Crew Theatre surprised the crowd, jiving around with a perch and a 'taw!

Fisheries officer Greg Askey, left, points out all of the features of the fisheries vessel to a young Nico Kulech, A, and his mom Lela Kulech.




Mark Wunsch welcomes visitors to the grand opening of the aquarium.

Aslan and Free Russell check out the displays of Ocean's Day.

Three Phoenix students (from left) Cassandra McAlpine, Abigail Borge, and Kacie Chastain adopted a beach by the Maritime Heritage Centre.

It wouldn't be a party without cake and cupcakes to mark the occasion.

Cashin Millward, 5, beats the drum at the Brave Hearts Dragon Boat display.






Appendix 3: Thank You ad



**THANK YOU!**  
**World Oceans Day**

Thank you to all of our sponsors, participants and volunteers for making Oceans Day 2013 a fantastic success!

*Sponsors:*

Fisheries & Oceans Canada	Eiko Jones Photography
Campbell River	Grieg Seafood BC Ltd
Salmon Foundation	Daybreak Rotary
Pacific Salmon Foundation	Pier Street Association
City of Campbell River	Town Centre Inn
BC Transit	Thrifty Foods
Mainstream Canada	Quality Foods
Discovery Passage Aquarium	Starbucks
99.7 The River	

*On behalf of the Organizing Committee:*  
BC Centre for Aquatic Health Sciences, BC Salmon Farmers Association, City of Campbell River, Fisheries and Oceans Canada, Maritime Heritage Centre, and the Museum at Campbell River

Appendix 4: Poster



# world oceans day campbell river june 8

**Participants Include:**

- BC Centre for Aquatic Health Sciences
- BC Salmon Farmers Assoc
- BC Shellfish Festival Society
- Beaver Aquatics
- Bravehearts Dragon Boat Team
- Campbell River Whale Watching
- Canadian Coast Guard
- City of Campbell River
- Comox Strathcona Waste Mgmt
- DFO, Conservation & Protection
- Discovery Passage Aquarium
- École Phoenix Middle School
- Eiko Jones Photography
- Greenways Land Trust
- Mainstream Biological Consulting
- Maritime Heritage Centre
- Museum at Campbell River
- BC Conservation Officers
- Quinsam River Hatchery
- Royal Canadian Marine Search & Rescue
- Royal Canadian Sea Cadets
- Something Incredible
- Timberline Grade 9 Art Class & CR Art Gallery
- Young Professionals of CR

**Pier Parking Lot from 10am to 3pm**

## Together

we have the power to protect the ocean

For information call CAHS  
at 250-286-6102

