

DISTRICT OF CHETWYND BRITISH COLUMBIA

Winner



Greenspace Trail Systems

The District of Chetywnd received a 5 star rating in the 1-7,500 population category of the 2009-2010 WinterLights Celebrations program. The annual awards ceremony was held in the City of Charlottetown in Prince Edward Island on March 6, 2010.

The District of Chetwynd is without doubt one of Canada's great winter communities. Dedicated volunteers and community leaders play a critical role in the success of Chetwynd in the WinterLights Celebrations program. Throughout many years of participation, the District has developed a wealth of knowledge and rewarding initiatives. The community celebrates its latest achievement with the completion of a 2010 legacy project, the *Greenspace Trail System*. This exciting project not only complements the excellent programming of the District, but also invites the world to come, celebrate, and enjoy Chetwynd.

Congratulations Chetwynd! You are an award winning winter community!

*WinterLights Celebrations is the winter edition of the popular **Communities in Bloom** program and encourages all Canadians to join in their local community events and activities, and to experience the beauty and thrill of winter.*

For further information about the community:

District of Chetywnd:

Ellen Caillou: ☎ 250-401-4113 ✉ calliou@gochetwynd.com 🌐 www.gochetwynd.com

For photos and information about the program:

WinterLights Celebrations:

Vivian Shum: ☎ 514-694-8871 ✉ programcoordinator@cib-cef.com 🌐 www.winterlights.ca

WINTERLIGHTS CELEBRATIONS WISHES TO THANK ITS SPONSORS & PARTNERS

Home Hardware | National Capital Commission | CN Tower | Municipal World | ZMI Marketing Inc.

WinterLights Celebrations is the winter program of Communities in Bloom/Hiver en fête est le programme d'hiver de Collectivités en fleurs

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2009



2010

District of Chetwynd

British Columbia

Winner

1 - 7,500



*Recognition for
Greenspace Trail Systems*

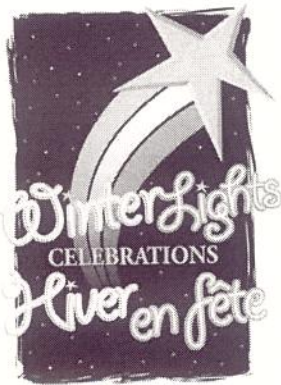
A handwritten signature in black ink, reading 'Ted Blowes'.

E.S. "Ted" Blowes
National Chairman,
Communities in Bloom
Président national,
Collectivités en fleurs

A handwritten signature in black ink, reading 'Ann Carrière'.

Ann Carrière
Directrice générale,
Collectivités en fleurs
Executive Director,
Communities in Bloom

Charlottetown, Prince Edward Island, March 2010



2009/2010 Evaluation Form

Municipality: District of Chetwynd

Province/ Territory: British Columbia

Category: 1 - 7,500

The municipality is evaluated on the efforts of the community in the following criteria

1. Festive Season Celebrations	95,5	/	100
2. Winter Pleasures	92	/	100
3. Visual Presentation	89,5	/	100
4. Goodwill Programs	94,5	/	100
5. Tourism/ Promotion	94,5	/	100

Total Marks: 466 / 500

Percentage: 93,20

Star rating: 5 Stars

Special Recognition (An outstanding program or feature):

Greenspace Trail Systems

WinterLights Community Representatives:

Name: Ellen Caillou

Function: Economic Development Officer

Phone: 250 401 4113

Name: Joanne Roberts

Function: Councillor, WLC Chair

Phone: _____

Name: _____

Function: _____

Phone: _____

Judges:

Name: Lisa Redpath

Name: Gerry Teahen

Evaluation date: _____

IMPORTANT NOTES:

Extenuating circumstances will be taken into consideration as part of the evaluation process.

Some aspects of the criteria might not be applicable: in such cases, scoring will be prorated.

The 2009-2010 evaluation score may vary from the previous year based on the fact that the evaluation form is subject to modifications each year and that the evaluation is based on the perception of the current judges.

General Comments and Suggestions * See Word Document to write the comments *

District of Chetwynd, British Columbia

General Comments & Suggestions

The energetic community of Chetwynd, BC has matured significantly through their involvement in the WinterLights program, showcasing and developing themselves as an outstanding winter community. The positive nature of success in the District through the many years of participation is directly related to the tremendous resource of community leaders and commitment to the program. The judges wish to thank the entire committee for their warm hospitality. Special thanks to Joanne Roberts - her many years of dedication and commitment to her community is indeed inspiring.

The judges would like to see the committee focus on its' ongoing projects and perhaps create a subcommittee for a District lightning festival. Local artists, designers and trades people could offer valuable assistance. Provincial and federal funding may be available.

Thank you, Chetwynd, for your hospitably and inspiration. And congratulations - you are now an award winning winter community!

FESTIVE SEASON CELEBRATIONS

The Festive Season Celebrations category evaluates indoor and outdoor events such as choir festivals, tree lighting ceremonies, concerts, sleigh rides, festive performing and visual arts programs, candlelight walks, Santa Claus parades, carol singing, heritage and family events during the holiday season.

		Max	Actual
MUNICIPAL GOVERNMENT			
⊗ Support-financial and/or in kind -for volunteer activities		10	9,5
⊗ Involvement in addition to financial and/or in kind in Festive Celebrations activities		10	10
⊗ Ideas and Initiatives		10	9,5
COMMERCIAL AND INDUSTRIAL			
⊗ Sponsorship-financial and/or in kind- of programs / activities		10	9,5
⊗ Involvement -in addition to financial and /or in kind- in Festive Celebrations activities		10	9,5
⊗ Ideas and Initiatives		10	9,5
SERVICE CLUBS, CHURCHES, SCHOOLS, NOT-FOR-PROFIT ORGANIZATIONS			
⊗ Scope of Programming		10	9,5
⊗ Impact on the Community		10	9,5
PRIVATE CITIZENS			
⊗ Involvement in Festive Celebrations activities		10	9,5
⊗ Ideas and Initiatives		10	9,5
FESTIVE SEASON CELEBRATIONS		100	95,5

Comments and Suggestions - Festive Season Celebrations * See Word Document to write the comments *

District of Chetwynd, British Columbia

Comments & Suggestions – Festive Season Celebrations

Chetwynd begins its festive season with tremendous energy and goodwill. A well-blended partnership exists between the District, industry, and businesses. This partnership takes a leadership role in nurturing the outstanding efforts of many service clubs and not-for-profit groups.

The local Chamber of Commerce does an amazing job every year with its production of the Midnight Madness shopping event. This event is combined with the District's highly anticipated annual Santa Claus parade. Participating groups such as Rotary club, Lions club, school groups, residents and local farmers support this fun filled evening.

Impressive this year is the Farmers Market Santa photo event and Christmas craft market. The judges love the venue and the number of positive community projects taking place there.

The Chetwynd Public Library hosts a first-class fundraiser, the Festival of Trees gala. The gala is an evening full of creativity with designed trees, wreaths, and quilts, as well as other donated items, for auction. Community contributors and sponsors come together to raise money for the library learning programs.

This year the committee created a lighting contest DVD. Produced by Chet TV, the segment was aired on community television. This video showcased the District's municipal and residential lighting displays. Chet TV aired the highlights of the contest and announced the contest winners as well as encouraged others to decorate during the holiday season.

The judges suggest expanding the DVD content to include the North Pole projects. Projects of individual committee members, the judges' tour and other related community programs could also be included.

WINTER PLEASURES - November 1st to March 31st

The Winter Pleasures category evaluates outdoor and indoors activities and events such as winter festivals, carnivals, ice sculptures, snow sculptures, ice skating, ice fishing derbies, winter sports competitions, family and youth activities and gourmet/game food events that promote outdoor and indoor activities that take place November 1st to March 31. Emphasis is placed on events that include a heritage / cultural component highlighting the cultural diversity of the community.

		Max	Actual
WINTER PLEASURES ACTIVITIES AND PROGRAMS AVAILABLE			
⊗ Organized and / or free sport		10	9,5
⊗ Cultural / Special Events – Indoor and Outdoor		10	9,5
MUNICIPAL GOVERNMENT			
⊗ Support-financial and/or in kind- for volunteer activities		10	9,5
⊗ Municipal recreation programs		10	9,5
COMMERCIAL AND INDUSTRIAL			
⊗ Sponsorship-financial and / or in kind- of programs / activities		10	8,5
⊗ Involvement -in addition to financial and / or in kind- in Winter Pleasures activities		10	8,5
SERVICE CLUBS, CHURCHES, SCHOOLS, NOT-FOR-PROFIT ORGANIZATIONS			
⊗ Scope of Programming		10	9
⊗ Impact on the Community		10	9
PRIVATE CITIZENS			
⊗ Involvement in Winter Pleasures activities		10	9,5
⊗ Ideas and Initiatives		10	9,5
WINTER PLEASURES		100	92

Comments and Suggestions - Winter Pleasures * See Word Document to write the comments *

District of Chetwynd, British Columbia

Comments & Suggestions – Winter Pleasures

Winter sporting events and active lifestyles are most certainly at the forefront in Chetwynd. Active living programs, social wellness and fitness incentives for youth and senior activities are plentiful. The 4th annual West Moberly winter festival is nurtured by committed leadership.

The new community recreation complex, with its upcoming completion date, is a much anticipated facility, offering a wide variety of recreational programming. The inclusion of the Chetwynd's Arts Council within the new complex is just one example of how the project has come together with great community spirit. Hours of fun will take place in this facility!

The Greenspace Trail, completed in 2009, has been a pinnacle project for the District. The trail system links the community together, offering residents and adventure tourists a safe and harmonious environment in which to enjoy nature in the winter season. The Greenspace Trail, a 2010 legacy project also added needed employment opportunities for local residents.

The Yellow Ribbon campaign is a heart warming project done by the District employees. Yellow ribbons placed on trees along Boulevard are a visual reminder within the community of the sacrifices being made by the Canadian military. Residents and visitors expressed their appreciation for the project through local media.

The outdoor Rotary skating rink has been refurbished - what a fabulous restoration project! Supported by the District, generous sponsorship and local volunteers, the outdoor rink and amenities are once again available for the local residents to enjoy. The judges are pleased that the rink is once again a viable facility for the community.

VISUAL PRESENTATION [Indoor/outdoor, day time/night time]

The Visual Presentation category evaluates the illumination and decoration of public buildings, open spaces, institutional, industrial, central business and commercial areas, and a representation of illuminated and decoration of residential properties and streetscapes.
Judging will be based on the following:

- * Creative use of lighting
- * Theme lighting
- * Lighting enhancing the architecture of the building or home
- * Lighting and festive adornments complementing the historical integrity of the building or home
- * Festive adornments – use of natural local material, artificial material, wreaths and garlands
- * Animated exhibits, nativity scenes, festive art
- * Public open space enhancement through the use of lighting and decorations
- * Commercial store front window displays
- * Streetscapes

		Max	Actual
PUBLIC PROPERTIES AND STREETSCAPES			
⊗ Plan of action - Distribution in community		10	9
⊗ Concept, design and theme		10	9
⊗ Festive adornments including natural materials		10	8
⊗ Environment awareness, safety, and energy conservation		10	10
⊗ Citizens support and involvement in the public lighting program		10	9
COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL PROPERTIES			
⊗ Central business areas Participation, creativity and design in the lighting program	---	10	9,5
⊗ Commercial / Industrial Sector Participation, creativity and design in the lighting program	---	10	9
SERVICE CLUBS, CHURCHES, SCHOOLS, NOT-FOR-PROFIT ORGANIZATIONS			
⊗ Participation, creativity and design in the lighting program		10	9
RESIDENTIAL PROPERTIES			
⊗ Quantity of residences participating in the lighting program		10	8
⊗ Themes, creativity and innovative ideas		10	9
VISUAL PRESENTATION		100	89,5

Comments and Suggestions - Visual Presentation * See Word Document to write the comments *

Comments & Suggestions – Visual Presentation

It is certainly evident throughout the District of Chetwynd that great pride is taken in visual presentation. Innovative environmental projects over the years have been rewarding ventures. The commitment to updating their knowledge and upgrading technological advancements have tremendous future implications for an expanded lighting program within the municipal plan or a future lighting park. The downtown area has been enhanced once again this year by additions of illuminated installations, and motifs that blend well with an already well tailored lighting scheme. Local resident Richard Martin continues to impress the judges with his creative holiday displays with the use of recyclable materials.

The judges recommend connecting with local residents who are interested in recycling and brainstorming on the development of recyclable Christmas material to be part of a future lighting park. Consider adding alternative lighting techniques such as “up lighting” municipality trees to highlight or introduce larger illuminated installations within the boulevard and chamber of commerce area. The judges would like the committee to consider incorporating wood carvings into any future lighting park. These carvings are part of what the community is all about, and it would be wonderful to see them highlighted in this manner.

GOODWILL PROGRAMS

The Goodwill Programs category evaluates the overall betterment of quality of life and enhanced lifestyles through the development and participation of goodwill programs by all sectors including the interaction and inclusions of seniors, youth, minorities and less privileged. Spirit of Giving and goodwill programs may include Food Bank support, turkey drives, fundraisers...

		Max	Actual
MUNICIPAL GOVERNMENT			
⊗ Support-financial and/or in kind- for volunteer activities		10	9
⊗ Involvement- in addition to financial- in Goodwill programs		10	9,5
COMMERCIAL			
⊗ Sponsorship-financial and/or in kind- of programs / activities		10	9,5
⊗ Involvement- in addition to financial- in Goodwill programs		10	9,5
SERVICE CLUBS, CHURCHES, SCHOOLS, NOT-FOR-PROFIT ORGANIZATIONS			
⊗ Scope of Programming		10	9,5
⊗ Impact on the Community		10	9,5
⊗ Community Outreach programs that encourage participation of seniors, youth and minorities i.e. group tours, socials		10	9,5
⊗ Community Goodwill programs that are developed to assist the underprivileged		10	9,5
PRIVATE CITIZENS			
⊗ Involvement in Goodwill programs		10	9,5
⊗ Creative program ideas and Initiatives		10	9,5
GOODWILL PROGRAMS		100	94,5

Comments and Suggestions - Goodwill Programs * See Word Document to write the comments *

District of Chetwynd, British Columbia

Comments & Suggestions – Goodwill Programs

The ideals and commitment to Goodwill in Chetwynd are a tremendous inspiration to any visitor. The District has an abundance of assistance programs for youth, seniors, and the disabled. Judges believe that the support and encouragement of such resources in this community contributes to the positive spirit of the residents.

The ongoing contributions from The Christmas Bureau society and their dedication to the well-being of those less fortunate within the District during the holiday season is inspiring. Partnership and communication play a critical role to fill the needs of so many of the Districts positive social and healthy living projects. The Community Art Council's strong and positive influence offers contributions and resources to many of the District projects. The inspiring "Fighting Racism in our Community" program is evidence of the Districts on going commitment to the West Moberly winter festival. The Festival, running in its 4th year, offers the entire region an opportunity to learn, play and experience new cultures which in turn have a tremendous impact on how we see ourselves as well as others.

The Chetwynd Farmers Market is not only a valuable resource in the community to share healthy eating initiatives and local artisan treasures, but during the winter and holiday season provides the community with a indoor activity meant to entertain and raise charitable funds.

The committee might consider adding a community shopping bag to its environmental program. The bags could be designed to display historical elements of the community on the outside of the bag, contain sponsor contributions and winter festival information.

Thank you for all you do! Your commitment to your community and to each other is inspiring.

TOURISM AND PROMOTION

The Tourism and Promotion category focuses on "Showcasing of your Community" to encourage participation by local residents and tourists to enjoy all that the winter season has to offer in your community.

		Max	Actual
COMMUNITY WIDE EVALUATION			
⊗ Event Planning --- Creativity, variety, success...		10	9
⊗ Local Promotion --- Regional, provincial and national		10	9,5
⊗ Promotion and Marketing Outreach --- Contests and innovative marketing ideas		10	9,5
⊗ Community Profile Book – effective ability to showcase your community. --- Showcasing your community through the Community Profile Book will be evaluated based on effectiveness and potential for other uses as a communication tool to recognize your community's special programs, people and demonstrate pride in your community.		10	9
⊗ Media Involvement --- TV, radio, newspapers, printed material and web		10	9,5
⊗ Partnerships --- Public, private and commercial		10	9,5
⊗ Development and Growth --- Networking with other municipalities and agencies		10	9,5
⊗ Tourism and Local Economic Impact --- Measurable growth of participation/visitation		20	19
⊗ Vision Future growth plans for sustainability		10	10
		100	94,5
TOURISM AND PROMOTION			

Comments and Suggestions - Tourism and Promotion * See Word Document to write the comments *

District of Chetwynd, British Columbia

Comments & Suggestions – Tourism / Promotion

The promotion and marketing of the District of Chetwynd has always been a phenomenal effort. Summer events such as the Chetwynd International Chainsaw Carving Championships have a wide range appeal. It is no surprise that the winter promotions share that same level of expertise. Chetwynd's partnership with surrounding communities in producing winter tourism promotions, along with the commitment to share and work together has enhanced the whole area's adventure tourism experience and has had a great economic impact.

The committee is to be commended on their use of marketing tools such as DVD productions of their community lighting program. The judges look forward to possible future additions to the DVD content.

Community geocaching projects offers hundreds of opportunities that could be successfully built into many areas of interest, i.e. marketing local fundraisers, sport & fitness events, school programs and tourism. A geocach project may even lend itself to an event during holiday late night shopping.

District of Chetwynd, British Columbia

Description of the Community & Recognition

The District Chetwynd BC

Mention: Greenspace Trail Systems

Stars: 5

The District of Chetwynd is without doubt one of Canada's great small town winter communities. The remarkable programming, along with dedicated volunteers and community leaders play a critical and positive role in the advancement of Chetwynd within the WinterLights program. Throughout the many years of participation the District has brought forward a wealth of education and community indicatives that have rewarding value and purpose. The community celebrates itself once again with the completion of a 2010 legacy project, the *Greenspace Trail Systems*. This exciting project not only complements the many advances and excellent community programming within the District, but once again invites the world to come, celebrate and enjoy Chetwynd BC.

Evaluation Checklist / Questions on organization:

Yes	No	N/A	
X			Were the judges given an Itinerary and Community Profile Book upon arrival?
X			Did the itinerary provide for seeing a cross section of lighting displays, community events and activities?
X			Was there an initial orientation meeting with introductions?
X			If so, was it with community representatives?
			and / or
X			With the WinterLights Celebrations committee?
X			Were the guides knowledgeable about the community and all the criteria?
X			Were the judges able to ask questions and modify the schedule if they thought that there was not enough time spent?
X			Did the judges meet with the media?
X			Were the judges asked to give presentations?
X			Were the judges able to meet with and talk with the volunteers and organizers of the related activities?
X			Was there enough time allotted to view the community?
X			Was there enough time allotted to start the evaluation form in a quiet place?