

OKANAGAN CORRECTIONAL CENTRE GROUNDBREAKING

Location: Senkulmen Business Park
200 Enterprise Way
Oliver, BC

Date: Friday, May 23rd, 2014

Time: 1:00 p.m.

Time	Event Itinerary
10:30 a.m.	Louise Denis and SW Audio + Visual – on site for technical setup
12:40 p.m. Pre-brief	Pre-brief with stage guests led by Louise Denis Location: White tent on site <ul style="list-style-type: none"> • Suzanne Anton, Attorney General and Minister of Justice • Linda Larson, MLA, Emcee • Chief Clarence Louie, Osoyoos Indian Band • Richard Burley, Vice President, Plenary Justice • Robert Etienne, Prayer and Smudge • Kxansulu'xw Hall, Drummer
1:00 p.m.	Drummer and OIB Members lead VIP party to podium area
1:05 p.m.	Drumming / Opening Prayer / Smudging Ceremony / Singing led by Osoyoos Indian Band
1:15 p.m.	MC Larson steps up to podium alongside the Honour Guard, welcomes everyone, thanks the OIB for their beautiful welcome, introduces stage guests and invites Minister Anton to say a few words
1:18 p.m.	Minister Anton gives remarks
1:23 p.m.	Minister Anton invites Chief Clarence Louie to help unveil the poster board of the architect's rendering PHOTO-OP
1:25 p.m.	MC Larson returns to podium and invites Chief Clarence Louie to say a few words
1:26 p.m.	Chief Clarence Louie gives remarks
1:36 p.m.	MC Larson thanks Chief Louie and asks Richard Burley of Plenary Justice to say a few words
1:37 p.m.	Richard Burley gives his remarks
1:40 p.m.	MC Larson thanks Richard Burley and invites the speakers and dignitaries to participate in the official sod turning PHOTO-OP
1:50 p.m.	Media availability
2:00 p.m.	Event concludes

Note: Hard hat and vest will be made available for Minister Anton. This is a construction site and therefore, appropriate footwear is recommended.

EVENT COORDINATOR – Louise Denis
CELL: S.22

Key Messages

Okanagan Correctional Centre Groundbreaking

Ministry of Justice

May 22, 2014

- **Today's groundbreaking ceremony celebrates the construction of the new, state-of-the-art Okanagan Correctional Centre (OCC).**
- **The high-security OCC will include 11 living units and 378 cells, delivering on the B.C. government's commitment to enhance public safety and build safer communities.**
- **The project will provide a boost to the local economy and create family-supporting jobs, generating approximately 1,000 direct and indirect jobs during construction and more than 240 new, full-time correctional positions when the centre opens.**



**The Honourable Suzanne Anton
Attorney General and Minister of Justice
and
Chief Clarence Louie
Osoyoos Indian Band**

cordially invite you to join them for the official groundbreaking of
the Okanagan Correctional Centre

Friday, May 23rd, 2014
1:00 p.m.

Location:
Senkulmen Business Park
200 Enterprise Way
Oliver, B.C.

Please note:
This is a construction site and therefore appropriate footwear is recommended.

Please RSVP to Louise Denis
Email: Louise.Denis@gov.bc.ca

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**Event Proposal
MINISTRY OF JUSTICE**

Event Title: Okanagan Correctional Centre Groundbreaking

Date Options: May 23, 2014 Time: 1:00 p.m.	Media Market: Major, regional (Okanagan), ethnic (Aboriginal).
Location: Okanagan Correctional Centre Senkulmen Business Park Highway 97, Osoyoos Indian Band land	English Media Spokesperson: Minister Suzanne Anton Multicultural Media Spokesperson: Minister Suzanne Anton; Chief Clarence Louie
Author/Ministry: Justice – Public Safety	

THE EVENT

PROACTIVE EVENT OR INVITATION

- Proactive event by invitation.
- Joint invite from the B.C. government and Osoyoos Indian Band.

EVENT

- Official groundbreaking for construction of the Okanagan Correctional Centre (OCC).
- The event will consist of an Osoyoos Indian Band prayer, smudging ceremony and traditional drum song, short speeches, an unveiling of a digital rendering of what the OCC will look like, a photo-op with an excavator digging up a pile of dirt so that all representatives can simultaneously put their shovels in the ground and 'turn the first sod' and media availability.

GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- Government of BC funding: Approximately \$200 million construction investment.

WHO'S ORGANIZING?

- GCPE, with assistance from BC Corrections.

STRATEGIC CONSIDERATIONS

- The Okanagan Correctional Centre will enhance public safety, boost the local economy and create family-supporting jobs, during construction and once operational.
- The construction of the OCC is part of the second phase of BC Corrections' historic capital expansion plan and will more than double capacity in B.C.'s Interior by adding 378 cells.
- This follows the now-complete \$185-million first phase of the capital expansion plan, which added 340 cells to B.C.'s inventory.
- The preferred proponent for this project, Plenary Justice, was announced on Jan. 10, 2014. Final negotiations resulted in the signing of a fixed price, performance-based agreement prior to this event (March 17, 2014).
- Last March, an event was held to signify the signing of contracts between the provincial government and the Osoyoos Indian Band for land lease and service agreements for the OCC.

VENUE DESCRIPTION

- Event will take place outdoors on Osoyoos Indian Band land where the OCC will be built. Note: This is a construction site, so appropriate footwear should be worn.
- Heavy equipment used for construction (excavator, bobcat, etc.) will be stationed behind speakers as a backdrop. Participants in the photo-op will be provided with hard hats and safety vests.

EVENT PARTICIPANTS (SPEAKERS)

- Attorney General and Minister of Justice Suzanne Anton
- Chief Clarence Louie of the Osoyoos Indian Band
- Paul Dunston, Representative from Plenary Justice
- Local MLA Linda Larson – Boundary-Similkameen (emcee)

KEY VALIDATORS

- BC Corrections – ADM Brent Merchant, regional directors from Okanagan-Similkameen, ceremonial honour guard unit.
- Ministry of Technology, Innovation and Citizens' Services (Minister Andrew Wilkinson - TBC)
- Partnerships BC
- Dan Ashton – MLA for Penticton (TBC)
- Parliamentary Secretary for Corrections Laurie Throness (TBC)
- South Okanagan Chamber of Commerce members
- Osoyoos Indian Band members
- Businesses that comprise Plenary Justice (preferred proponent team: Plenary Group (Canada) Ltd., PCL Constructors Westcoast Inc., Honeywell Limited (Canada), DGBK Architects, Jug Island Consulting Ltd.)

- Local government representatives, including Oliver Mayor Ron Hovanes, Osoyoos Mayor Stu Wells, Penticton Mayor Garry Litke, Peachland Mayor Keith Fielding, Summerland Mayor Janice Perrino, West Kelowna Mayor Doug Findlater, Kelowna Mayor Walter Gray (TBC).
- RCMP – Inspector responsible for the OCC (Penticton) and local RCMP (Oliver/Osoyoos)

TARGET AUDIENCE

- Major media outlets, regional (Okanagan) media, Aboriginal media outlets, First Nations and Indian Bands, business and construction community, British Columbians from the Okanagan/Southern Interior.

VISUAL MESSAGE(S)

DESIRED PICTURE (STILL)

- Attorney General and Minister of Justice Suzanne Anton, Chief Louie, representatives from Plenary Justice, local MLAs, local government, local Chamber of Commerce members, Partnerships BC and BC Corrections – wearing hard hats/safety vests with their shovels dug into a pile of dirt that was just ‘turned’ by an excavator.
- Photos from the OIB’s traditional song, smudging ceremony and words spoken by an Elder.
- Photos of the official ‘unveiling’ of a digital rendering of what the OCC will look like.

DESIRED PICTURE (VIDEO)

- Footage of the excavator scooping up a pile of dirt and placing it down, followed by the Minister and group of representatives listed above digging in their shovels into the sod simultaneously and turning the dirt (all wearing hard-hats and safety vests).
- Footage from the OIB ceremony, with band members in traditional dress.
- Footage from speeches, with heavy equipment digging into the ground, undeveloped Osoyoos Indian Band land and correctional officers in uniform as a backdrop.
- B-roll of the site and footage from the event will be available to media and published via SendToNews

ACTUAL SPEAKING BACKDROP

- Heavy equipment machinery, stationed behind speakers. Open land, where construction will take place.
- Chief Louie and band members in traditional dress, Plenary Justice representative(s) and construction workers with hard hats on, correctional officers in uniform, standing alongside the Minister while she speaks.
- Podium text: Okanagan Correctional Centre: Protecting Communities, Creating Jobs
- Large sign marking the start of construction and anticipated completion of project. It reads:
Okanagan Correctional Centre
Project value: \$200M.
Construction Completion: Fall 2016

WRITTEN MESSAGE(S)

DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- Official ground breaking for Okanagan Correctional Centre creates jobs in B.C.’s Interior.
- High-security Okanagan Correctional Centre fulfils government’s commitment to expand correctional capacity and build safer communities.

KEY MESSAGES

- Today, we’re breaking ground on the Okanagan Correctional Centre – a 378-cell, high-security facility that serves as the centrepiece of the second phase of our historic capital expansion plan for BC Corrections.
- The OCC will more than double our corrections capacity in the Interior and reflects our commitment to create safer, stronger communities.
- The OCC’s construction will generate approximately 1,000 direct and indirect jobs, and once the centre is completed in 2016, it will open up approximately 240 new, full-time correctional positions.

Hayes, Dana GCPE:EX

From: Wey, Melody GCPE:EX
Sent: Monday, May 12, 2014 1:18 PM
To: Turner, Caeli GCPE:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Question: groundbreaking Okanagan correctional centre

Thanks, good to know.

From: Turner, Caeli GCPE:EX
Sent: May-12-14 1:08 PM
To: Wey, Melody GCPE:EX
Cc: Schollen, Tasha GCPE:EX
Subject: RE: Question: groundbreaking Okanagan correctional centre

Hi Melody,

The invites have not been sent out yet – they will be on Friday – but Minister Wilkinson is certainly on the invite list. There will also be a “shovels in the ground” photo-op and, should Minister Wilkinson attend, he would be invited to join.

However, since this announcement is focused on the construction/groundbreaking, our news release just includes from quotes from Minister Anton, Osoyoos Indian Band Chief Clarence Louie, Plenary Justice (the construction group) and local MLA Linda Larson.

Any questions or concerns, let me know!

Thanks,
Caeli

From: Wey, Melody GCPE:EX
Sent: Monday, May 12, 2014 12:48 PM
To: Turner, Caeli GCPE:EX
Subject: Question: groundbreaking Okanagan correctional centre

Hi Caeli – question about the upcoming event with news release for the ground-breaking at Okanagan Correctional Centre, is there a quote opportunity for Minister Wilkinson given the Shared Services BC role? Do you know by chance if our Minister has been invited to the event?

Thanks, Melody