

DATE: February 13, 2020

TO: MAYOR AND COUNCIL

NAME AND TITLE: ROB VAN ADRICHEM, DIRECTOR OF EXTERNAL RELATIONS

SUBJECT: Mr. PG 60th Anniversary

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION, the report dated February 13, 2020 from the Director of External Relations titled “Mr. PG 60th Anniversary”.

PURPOSE:

Mr. PG is turning 60 years old in 2020. The City is working with The Exploration Place and Tourism Prince George to increase awareness of the history of Mr. PG and present some activities to enhance civic pride.

BACKGROUND:

Mr. PG first appeared publicly on May 8, 1960, to welcome delegates to a Rotary International conference at the Simon Fraser Inn. Since then, he has appeared on parade floats, as a phone booth, on a Canada Post stamp, and in countless photos from residents and visitors alike.

Mr. PG’s likeness was trademarked by the City in 1985 and, as a result, the City oversees graphic representations of Mr. PG. The City also maintains the site of the physical statue of Mr. PG at the intersection of Highways 16 and 97.

The City works in collaboration with Tourism Prince George and The Exploration Place Museum and Science Centre to document and publicize the history of Mr. PG and promote Mr. PG as a unique symbol of the community. The 60th anniversary provides an opportunity to enhance our work in this regard. Two main events are planned to mark Mr. PG’s birthday:

- Friday, May 8 – A lunchtime celebration with food trucks at the site of Mr. PG
- Saturday, May 9 – a scavenger hunt in Lheidli T’enneh Memorial Park (based around The Exploration Place) featuring Mr. PG-related items

In addition to these events, Mr. PG will be featured on the cover of the Spring Active Living Guide, and as part of the Women’s World Curling Championships, the City’s Civic Appreciation event, and numerous other local activities. For these events, the City is working with Tourism Prince George to

produce a portable Mr. PG photo backdrop. The Exploration Place is also planning to refurbish an old Mr. PG phone booth that is located in the Explorers Learning Garden adjacent to the Museum.

Although not directly tied to the 60th anniversary of Mr. PG, the City has also recently worked to create updated illustrations of Mr. PG that can be used by the City, Exploration Place, Tourism Prince George, and community organizations. These official representations of Mr. PG are now in the City's brand standards manual for the first time, and procedures around the portrayal and use of Mr. PG as a symbol of Prince George have been consolidated and simplified.

SUMMARY AND CONCLUSION:

Mr. PG's 60th birthday is providing an opportunity for the City to work with Tourism Prince George and The Exploration Place to develop some events and activities that will increase awareness of Mr. PG's history and role as a much-loved symbol of the community. This collaboration is also resulting in improved Mr. PG graphics, which hadn't been updated since 1985.

RESPECTFULLY SUBMITTED:

Rob van Adrichem, Director of External Relations

APPROVED:

Kathleen Soltis, City Manager

Meeting Date: 2020/02/24

Report Approval Details

Document Title:	Mr. PG 60th Anniversary.docx
Attachments:	
Final Approval Date:	Feb 14, 2020

This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Rob van Adrichem was completed by workflow administrator Leslie Kellett

Rob van Adrichem - Feb 14, 2020 - 3:40 PM

A handwritten signature in black ink, appearing to read "K. Soltis". The signature is written in a cursive style with a large initial "K".

Kathleen Soltis - Feb 14, 2020 - 4:42 PM