

# Nomination Package

# 2011 Forest Capital of BC

## The Forest Capital Program

Each year, the ABCFP selects a community to be the Forest Capital of BC. This program, established in 1988, is an important opportunity to celebrate the central role forests play in shaping our unique BC experience.

## Make 2011 the Year to Celebrate Forests in Your Community

The Forest Capital designation is an excellent way for your whole community to celebrate the important contributions forests have made to your community's heritage. Communities named the Forest Capital host a full year of forest-themed events such as art competitions, interpretive forest walks and logger sports shows.

## Nominate Your Community

Every community in BC is eligible to be nominated; a community is a single city, town, village, etc. However, the ABCFP encourages two small communities or a larger community and a Aboriginal community to join together to submit a shared nomination. The winner will be announced in December and will carry the Forest Capital of BC title from January 1st until December 31st.

## How?

Submit four copies of the completed nomination package to the ABCFP. The nomination package must include:

- (1) Nomination form (available on the back of this brochure).
- (2) Letter of interest.
- (3) Bid proposal (refer to the bid proposal guidelines on the back of this brochure).

## Nomination Deadline

All completed Forest Capital nominations must be received by: **November 12, 2010.**

## Responsibilities of the Forest Capital Community

Opening Ceremony	Schedule an opening ceremony as early as possible in the award year.
Forest Capital Events	Schedule events and activities throughout the year to celebrate your community's designation as the Forest Capital of BC.
Communications Plan	Build a communications plan that stimulates public involvement and media coverage of events and activities.
Forest Capital Website	Create a Forest Capital website to promote awareness, identify partnerships and sponsors, and publish a schedule of events.
National Forest Week	Develop activities in the community to mark National Forest Week in late September.
ABCFP Recognition	All promotions (news releases, ceremonies, permanent records, web pages, brochures, etc.) should reference the ABCFP as the agency responsible for the Forest Capital of BC program.
ABCFP Involvement	Keep the ABCFP informed of your events and activities. Invite an ABCFP representative to all major Forest Capital functions. Work with the local ABCFP Network of Forest Professionals.
Final Report	Within three months of the end of the award year, submit a final report to the ABCFP summarizing the Forest Capital activities and successes. It should also include copies of media coverage, special acknowledgements (sponsors and participants), samples of promotional materials (pins, stickers, posters, etc.) and photographs.

For more information about the Forest Capital Program,  
visit the ABCFP website at: [www.abcfp.ca](http://www.abcfp.ca).

## Nomination Form

# 2011 Forest Capital of BC

Community: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## 2011 Forest Capital of BC Bid Proposal Guidelines

The ABCFP will evaluate bid proposals based on the selection criteria listed below and award proposals a score out of 100. Be sure your proposal includes the following information and supporting documentation:

- The Community/Forest Relationship (10 points)**  
Explain why your community should be selected. What is the historical, present and future importance of forests and forestry to your community? Demonstrate your community's understanding for the importance of forest stewardship and conservation. Provide a profile of your community including the population.
- Proposed Forest Capital Program (25 points)**  
Include an outline of proposed activities. We're looking for:
  - A strong 12-month program, a diversity of events, and activities that are fun and educational.
  - Involvement of the entire community and schools.
  - Involvement of the ABCFP's local Network of Forest Professionals.
  - Public awareness.
  - An opening ceremony to launch the designation.
  - Use of National Forest Week (late September) to showcase activities and promote the designation.
  - Tie in with other special events or celebrations.
  - A legacy project that will lend permanence to the designation.
  - A budget.
- Communications Plan (15 points)**  
Include a communications plan. How will you keep people informed and generate publicity (website, news releases, advertising, promotional materials, etc.)?
- Leadership and Organizational Capacity (15 points)**  
This is not a one-person project. The involvement of various groups and individuals is important to the success of your proposal. Have you formed an organizing committee? Include an organization chart. Who is involved? Do they have leadership experience and the ability to organize high-profile events? If you are a small community with limited resources, indicate how you plan to handle this. Volunteer involvement plays a big role in a successful Forest Capital proposal. Include a list of individuals/groups prepared to sponsor or organize specific events/activities.
- Broad Support (25 points)**  
We're looking for broad support for the designation, especially at the community level. Include letters of support from local media, elected representatives, First Nations, educational institutions, local business (Chamber of Commerce), forest industry, interest groups (forest users), service clubs, other community organizations, provincial and federal government agencies involved in resource management, and forestry associations or other organizations involved in public education and awareness in forest conservation.
- Special Features (5 points)**  
We're looking for special themes, unique historic or natural heritage features of the region and special features of the community that may support the Forest Capital nomination.
- Presentation (5 points)**  
Overall quality of written bid proposal and effort.

Send your nomination package by November 12, 2010 to:  
Association of BC Forest Professionals, 330 - 321 Water Street, Vancouver, BC V6B 1B8  
Tel: 604.687.8027 Fax: 604.687.3264 E-mail: [info@abcfp.ca](mailto:info@abcfp.ca)