

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY FESTIVAL OF LEARNING

RECOMMENDATIONS:

1. **THAT** Commission approve the partnership with Simon Fraser University to facilitate SFU's 50th Anniversary Festival of Learning as outlined in this report.
2. **THAT** Council be sent this report for information.

REPORT

In 2014 November, staff at Simon Fraser University (SFU) approached the City with a proposed partnership to celebrate SFU's 50th Anniversary in 2016. A weeklong Festival of Learning was discussed, to be held during the week of 2016 May 01 to 07, with a view to creating a high profile event showcasing SFU's strengths in research and dialogue and the City's diversity of programming. On 2014 December 17 the Commission approved two recommendations including support in principle of the proposed partnership and that staff report back to the Commission once the event plan is complete.

Since that time SFU and City staff from Parks, Recreation & Cultural Services and the Burnaby Public Library have been regularly meeting to organize the festival. SFU hired a Project Manager who is overseeing the overall marketing and promotion. A logo has been created and a dedicated website at <http://festival-of-learning.ca> is being populated with the 50+ activities. Collateral materials are being produced including 10 bus shelters and a Festival ad in the Spring/Summer Leisure Guide will also appear. Burnaby Now will be the media sponsor. This report outlines a more detailed plan for the festival and requests support from the City of Burnaby for facility use.

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Re: Burnaby Festival of Learning

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Co-presented by Simon Fraser University and the City of Burnaby with participation from School District #41 and the Burnaby Public Library, the Burnaby Festival of Learning (BFOL) is a weeklong celebration of learning with 50+ free events that will inform, engage and spark creative conversations between diverse audiences. Capping SFU's 50th Anniversary celebrations, the Festival will showcase performances, lectures, discussions, debates and book launches joining the University's strong history of research and dialogue with the City's diversity in community programming. Festival events will engage many audiences including children, families, young adults and seniors.

SFU Contribution:

- Associate University Librarian as Committee co-chair
- Festival Events & Marketing Coordinator position (full time)
- Festival logistical and administrative coordination and support
- Coordination and funding of Festival promotional activities and materials, including brand creation
- Web site hosting, creation and maintenance of Festival site
- Host of Closing Reception

Festival Objectives:

- Celebrate the relationship between SFU and the City of Burnaby and strengthen partnerships between the SFU and Burnaby communities.
- Showcase the many opportunities SFU and the City of Burnaby offer for learning and community engagement.

Festival Program:

- Anchored by large scale established events
 - May 1 Rhododendron Festival City of Burnaby
 - May 7 Science Rendezvous SFU Burnaby
- Combination of pre-existing and newly created events
- Overall branding and promotion provided by Festival
- Goal to integrate SFU and Burnaby expertise

Program Themes and Sample Events:

- Arts & Culture
 - Beresford Avenue Art Walk
 - Faculty of Communication, Art and Technology Student Showcase
 - Our Modern Medieval: Looking at the *Song of Ice and Fire* as Contemporary Medievalism
- Children & Youth
 - Play To Learn
 - Science Rendezvous
 - School District #41 activities @ SFU
- Science, Health & Nature

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- Bugs & Bodies: An Introduction to Forensic Entomology
 - International Day of Astronomy
 - Mutants & Monsters: the Scientific Basis Behind Their Science Fiction Depictions
- Politics, Life & Society
 - Skywalking through Burnaby: A Tour of Town Centres on Rail
 - Introduction to Zoroastrianism and Buddhism
 - Philosopher's Cafe: 50 Cafes for 50 Years
- Technology
 - Coding for Kids
 - Analog Petting Zoo
 - Tap & Learn: Beer Education and Tasting

Of the 50+ events being offered as part of the BFOL, 36 events are happening within City of Burnaby facilities including Cameron Community Centre, all four branches of the Burnaby Public Library, the Burnaby Village Museum, the Burnaby Art Gallery and the Shadbolt Centre for the Arts. Since many of these events are part of regular and seasonal programming, it has had very little impact on available space and will not significantly displace patrons of ongoing City programs.

Both the Shadbolt Centre for the Arts and the Burnaby Lake Rowing Pavilion will be hosting key activities as part of the Festival as outlined below:

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|-------|---|
| May 2 | Philosophers Café: Yosef Wosk and Andrew Petter
7:00-8:30 p.m. Shadbolt Centre for the Arts, Room 103 |
| May 3 | SFU's Faculty of Communication, Art and Technology Showcase
7:00-9:00 p.m. Shadbolt Centre for the Arts, James Cowan Theatre |
| May 4 | Lecture on Oakalla Prison with Earl Anderson
7:00-8:30 p.m. Shadbolt Centre for the Arts, Room 103 |
| May 5 | Tap and Learn: Beer Education and Tasting
7:00-9:00 p.m. Burnaby Lake Rowing Pavilion |
| May 6 | Tap and Learn: Beer Education and Tasting
7:00-9:00 p.m. Burnaby Lake Rowing Pavilion |

Typically, allotment charges and associated fees for these spaces at Shadbolt Centre for the Arts and the Burnaby Lake Pavilion would amount to \$4,037. It is recommended that the City absorb these fees as part of its contribution to the partnership. The Festival will be paying the associated liability insurance fees for the allotments.

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SFU will be hosting a closing event on Saturday, May 7 at 4:30 p.m. to which Mayor & Council, Parks, Recreation & Culture Commissioners and key volunteers and staff will be invited.

A handwritten signature in black ink, reading "D. Ellenwood". The signature is written in a cursive, flowing style.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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