

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY FESTIVAL OF LEARNING 2017

RECOMMENDATIONS:

1. **THAT** the Parks, Recreation & Culture Commission support, in principle, the partnership between Simon Fraser University as outlined in Attachment #1, subject to a more detailed identification and review of the availability of venues and other in-kind support that would be required.
2. **THAT** staff report back to the Commission seeking final approval once the event plan is completed.

REPORTBackground

In 2016, the City of Burnaby and Simon Fraser University with leadership from the Burnaby Public Library and participation from School District #41 held the inaugural Burnaby Festival of Learning (BFOL). Modelled after a similar festival in Cork, Ireland which has run for 10 years, the Festival is a weeklong celebration of learning with events designated to inform, engage and spark creative conversations between diverse audiences.

In its first year, the Burnaby Festival of Learning included 68 free events and showcased performances, lectures, discussions and debates joining the University's strong history of research and dialogue with the City's diversity in community programming. All events were free and audiences included children, families, young adults and seniors.

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Burnaby Festival of Learning 2017

Simon Fraser University is proposing to create the 2nd Burnaby Festival of Learning in 2017. Attachment #1 includes information on what is envisioned for the Festival. Similar to last year, the proposal indicates that the key objective of the Festival would be to ensure that events are accessible in terms of cost, subject matter, and venue locations. For this reason, emphasis will be put on offering no-cost access to events that are varied, fun and conveniently located across civic and university spaces.

The proposal includes the formation of a steering committee which would have representation from City staff from Parks, Recreation and Cultural Services and the Burnaby Public Library along with staff from the University. The committee would work toward developing an event plan for consideration by the City and the University, which identifies potential venues and in-kind services required. Specifically, this may include:

- i) City sponsorship of events, including coordination, presentation and waiving of event fees.
- ii) In-kind contribution of City venue fees for SFU sponsored events.
- iii) In-kind contribution of advertising on City amenities.

SFU will provide a Project Manager and the overall marketing and promotion of the Festival of Learning as part of the initiative.

It is recommended that the Commission authorize the Department staff to participate on the steering committee for the Festival of Learning and to again support in principle the proposed partnership with Simon Fraser University as outlined in Attachment #1, subject to a more detailed identification and review of the availability of venues and other in-kind support that would be required. Staff will report back with more specific requests for support once the steering committee has more fully identified what is required over the coming months.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

Burnaby Festival of Learning 2017

Proposal to the City of Burnaby, Parks, Recreation and Culture Commission and City Council

1. Background on Burnaby Learning Festival

In 2016, the City of Burnaby and Simon Fraser University with leadership from the Burnaby Public Library and participation from School District #41 held the inaugural Burnaby Festival of Learning (BFOL). Modelled after a similar festival in Cork Ireland which has run for 10 years, the Festival is a weeklong celebration of learning with events designed to inform, engage and spark creative conversations between diverse audiences.

In its first year, the Burnaby Festival of Learning was a week-long celebration of learning with 68 free events intended to inform, engage and spark creative conversations between diverse audiences. Capping SFU's 50th Anniversary celebrations, the Festival showcased performances, lectures, discussions and debates joining the University's strong history of research and dialogue with the City's diversity in community programming. All events were free and audiences included children, families, young adults and seniors.

The 2016 Festival offered a strong program celebrating learning and community engagement in Burnaby and strengthened the partnership between SFU and the City of Burnaby.

In 2016 the Burnaby Festival of Learning occurred from May 1 – May 7. It was anchored by two large established events:

- The Rhododendron Festival (City of Burnaby – May 1st)
- Science Rendezvous (SFU – May 7th)

The full program of events included a combination of pre-existing and newly created events with overall branding and promotion provided by the Festival.

Program themes and sample events included:

- 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

- 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

Over fifty events were offered with many occurring 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. Many of these events were part of regular and seasonal programming and therefore, they had very little impact on available space and did not significantly displace patrons of ongoing City programs.

A strong foundation has been laid for future Festivals. For a full recap of the Burnaby Festival of Learning 2016, please refer to the Final Report.

2. Proposed Burnaby Festival of Learning in 2017

We would like to propose to do a 2nd Burnaby Festival of Learning in 2017. Below is an initial outline of the intended goals, organizational structure and funding based on the learnings of the inaugural event.

The goals of the BFOL 2017 would be to:

- a. Celebrate the relationship between SFU and the City of Burnaby and strengthen partnerships between the SFU and Burnaby communities.
- b. Showcase the many opportunities SFU and the City of Burnaby offer for learning and community engagement.
- c. Engage the community of Burnaby by promoting learning events at both City locations and Simon Fraser University
- d. Showcase achievements by featuring world-class scholars speaking in community settings
- e. Showcase the wide variety of events presented by City of Burnaby institutions
- f. Include both newly created and organized events that can be included
- g. Increase visibility and promotion of programming by marketing under the umbrella of the Festival
- h. Deepen market penetration by cross-promoting events
- i. Increase audience and scope of discussions and create an archival record of events using social media tools such as *SFU Live*, YouTube and other social media.

3. Target Audience

- a. Total target audience of 5,000 or more

- b. Many small events with fewer than 50 attendees, some mid-sized, and at least one large event
- c. All will be welcome, with a focus on Burnaby citizens, both those not currently involved with the City or University; and those who are, for example patrons/members of Burnaby libraries, museum, art galleries, archives and community centres, and SFU alumni and students.
- d. All ages and community within Burnaby, with specific events geared towards families, young adults, children, seniors and cultural communities.
- e. Events that appeal to Burnaby's diverse community and the large number of new Canadians that have made Burnaby their home.

4. Organizational Structure and Roles

- a. City and University Departments/Institutions
 - I. Plan, fund and present individual events, either newly developed or existing
 - II. Communicate with Steering Committee and Event and Marketing Coordinator on program, schedule and marketing
- b. Steering Committee
 - I. Composed of ten members from departments offering Festival events, equally divided between University and City who represent their departments and propose events
 - II. Communicate and coordinate with all stakeholders; co-operate and ensure equality in decision-making
 - III. Provide input into branding and marketing
 - IV. Approve overall program and schedule
 - V. Co-chairs: TBD; possibly representatives from the Burnaby Public Library and SFU's Office of Community Engagement
 - Direct Event and Marketing Coordinator
 - Liaise with University and City administration
- c. Event and Marketing Coordinator
 - I. Coordinates Festival including administrative and operational details
 - II. Facilitates and records communication between Steering Committee members and other stakeholders
 - III. Compiles event ideas and drafts program and schedule
 - IV. Coordinates and implements marketing and promotion
- d. Administrative Host
 - I. SFU will support the Event and Marketing Coordinator and overall marketing, and host website

5. Marketing and Promotion

- a. SFU and the Project Manager, in consultation with the City of Burnaby marketing department, will promote the Festival by:
 - I. Being stewards of the Festival logo and brand package
 - II. Managing and updating the Festival website with a calendar of events, locations, speaker biographies, blog posts, social media feed
 - III. Producing promotional materials, e.g. posters, postcards, print adds
 - IV. Producing a printed Festival program
 - V. Informing the media with press releases, key messaging, media kit

6. Evaluation

- a. Collect and compile statistics on participation
- b. Survey event participants on impact, marketing, prior participation in City or University events; and likelihood of future participation

7. Funding

- a. SFU will fund an Events and Marketing Coordinator and the overall marketing and promotion of the Festival of Learning (budget of up to \$100,000 is confirmed)
- b. Funding Request to the City of Burnaby:
 - i. Staff involvement on the Steering Committee, including approximately 10 meetings over 10 months
 - Members include Burnaby Art Gallery; Village Museum; Shadbolt Centre; Parks, Recreation and Cultural Services; and Public Library
 - Support for City sponsored events, including coordination, presentation, and waiving of event fees
 - In-kind contribution of City venue fees for SFU sponsored events
 - In-kind contribution of advertising on City amenities (billboards, screens, etc.)