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| Item..... |
| Meeting..... 2017 Jun 26 |

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2017 June 22

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES **FILE:** 66000-01

SUBJECT: 125 WEEKEND OF FUN

PURPOSE: To provide Council with information regarding the \$1.25 drop-in fee for selected recreation sessions during the 125 Weekend of Fun.

RECOMMENDATION:

1. **THAT** this report be received for information.

REPORT

At its 'Open' meeting of 2017 June 21, the Parks, Recreation and Culture Commission received the attached report and adopted the two recommendations contained therein.

A handwritten signature in cursive script that reads "D. Ellenwood".

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:tc

Attachment

125 Weekend of Fun (2017.06.26)

cc: Director Finance

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES *FILE:* 66000-01

SUBJECT: 125 WEEKEND OF FUN

PURPOSE: To request Commission's approval to charge \$1.25 for select drop-in sessions during the 125 Weekend of Fun.

RECOMMENDATIONS:

1. **THAT** approval be given to charge \$1.25 for select drop-in sessions during the 125 Weekend of Fun from Friday, 2017 September 22 to Sunday, 2017 September 24, in celebration of Burnaby's 125th birthday as outlined in this report.
2. **THAT** Council receive this report for information.

REPORT**Background**

2017 is Canada's 150th anniversary of Confederation. Canada 150 is a time for all Canadians to connect, celebrate and show their pride from coast to coast. Communities across the country are planning special celebrations to mark this historic event.

2017 also marks the 125th anniversary of the City of Burnaby which was incorporated on 1892 September 22. Burnaby has held different festivities to mark its anniversary during milestone years such as the 25th anniversary in 1917, the year-long celebration of the Burnaby's centennial in 1992, and more recently, the 120th celebration in 2012.

To mark this historic occasion, the Parks, Recreation & Cultural Services Department applied for and received \$75,900 in federal funding from the Ministry of Canadian Heritage under the Building Communities through the Arts and Heritage Program. The primary objective of the grant is to celebrate the arts, heritage and culture by providing opportunities for local artists, artisans and heritage performers to participate in the anniversary celebration.

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In the 2016 October 24 Council meeting, City Council approved the receipt of the grant along with an additional expenditure of \$205,000 for an expanded year-long program to celebrate both Burnaby's 125th and Canada's 150th birthdays.

A comprehensive plan is currently being executed to celebrate these two momentous occasions. This includes:

- developing a Local Artist database with an accessible and functional roster of artists to share between the City's event coordinators;
- enhancing signature events through programming local artists at 9 signature events in the City;
- engaging the community with a Celebration Activation Station at 20 community events
- providing volunteer support for these events;
- developing a comprehensive marketing and communications plan that promotes the events while imparting education on Burnaby's history;
- creating an online Community Photo Gallery.

125 Weekend of Fun

This report outlines a proposal to culminate these summer events and activities with a Burnaby birthday party. **125 Weekend of Fun** is proposed to be held on the weekend of Burnaby's 125th birthday – 2017 September 22 – September 24.

One of the original principles in developing the 125 | 150 plan, is to optimize access for resident participation in the celebrations. Rather than having one "central" event, the goal was to enhance many of the City's already existing events, making the celebrations accessible to as many residents as possible.

The plan for **125 Weekend of Fun** keeps within this principle. The proposal is to host a number of smaller events at civic facilities throughout the community at various times throughout the weekend. The intent is to broaden access to participate in the celebration.

The activities planned are to be focused around a 125 theme. The hosting facilities will be decorated with Celebrate 125 balloons and banners creating a birthday party theme. At 1:25 p.m., a formal ceremony is being planned with speeches from dignitaries along with a birthday cake to be held at two core facilities. Staff are planning to incorporate the 125 theme into family-friendly activities and there will be entertainment from local artists and roving performers (under the federal grant) to create a festive atmosphere. This will also be an opportunity to celebrate and showcase the City's programs and services through a Mini-Open House. City departments will be invited to participate by providing an interactive booth/activation station showcasing their programs and services.

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To further carry forward the 125 theme and celebration, staff would like to offer \$1.25 fees for drop-in programs as part of the **125 Weekend of Fun**. This special offer entices the community with incentive to come into the recreation facilities during the weekend and celebrate this historic event. The \$1.25 fee will include Be Active Pass activities such as usage of weights and cardio equipment, fitness classes, Zumba classes, Aquafit classes, indoor cycling, public swimming, half of the court fee for racquetball and squash, as well as drop-in gym fees for basketball, badminton, table tennis, pickleball and volleyball. In addition, the carousel at the Burnaby Village Museum is proposed to be \$1.25 during World Rivers Day on September 24. Council has authorized the Commission to issue fee waivers under certain conditions and, therefore, staff are recommending Commission approve these fee reductions for the celebratory weekend.

The logistics for the **125 Weekend of Fun** will be centralized and coordinated. This includes: overall programming of the weekend's events, coordination of other City department's activation stations with recreation facilities, promotional items such as giveaways and decorations, as well as marketing and communications. Estimated budget for this event is \$40,000 and will be covered using existing funding approved by Council for the 125 | 150 events as noted above.

Approval is being requested by Commission to charge reduced fees of \$1.25 for the various recreation fees and the carousel throughout the weekend, to encourage participation and to further celebrate Burnaby's 125th Birthday.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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